



Auditory

- 1- Podcast
- 2- Conference Presentation
- 3- Webinar
- 4- Presentation/ Lecture
- 5- Q&A Session



Visual

- 6- Infographic
- 7- Comic Strip
- 8- Video
- 9- Poster
- 10- Brochure



Textual

- 11- Plain language abstract
- 12- Plain language summary
- 13- Magazine Article
- 14- Blog
- 15- Social Media Post

Research Dissemination

15 Ideas to Disseminate to Participants and Stakeholders

Tips and Resources

- **Make it easy.** Write down participant questions, comments, and ideas throughout the study and put them into a jar. When it is time to do the dissemination pull out the jar and review the comments. This should give you a good idea of what will be of interest to your audience.
- **Trust your voice.** This is an opportunity to share research in your own voice, no guidelines, no requirements.
- **Delegate.** Utilize resources. Use art departments, journalism students, research partners (families), [Fiverr.com](https://www.fiverr.com)
- **It IS IMPORTANT!** Participants and stakeholders want to know what the study results. This communication is also important for retention and future participation.

Design & Layout Resources:

- [Canva.com](https://www.canva.com)
- [Burst](https://www.burst.com), [Unsplash](https://www.unsplash.com), [Canva](https://www.canva.com) (Royalty free photos)
- [Fiverr.com](https://www.fiverr.com) (hire a graphic artist, journalist, etc. from around the world at affordable rates)





Auditory

1- Podcast

An audio file that anyone can listen to at anytime, either via a podcast app or a website. Try Audacity or GarageBand to get started.

2- Conference Presentation

Present your findings at academic and stakeholder conferences.

3- Webinar

Could be a live event or a replay. Multiple methods that can be utilized, including Zoom, Facebook, & student lectures. If the webinar is a live event, consider including interactive components and/or a Q&A session.

4- Presentation/Lecture

This format would most commonly be used with peers, professionals and post secondary/graduate students.

The platforms chosen would be a combination of Auditory, Visual and Textual materials.

5- Q&A Session

Host a Q&A session either in-person or online for your research participants, families, and interested stakeholders. This is a chance to answer questions and hear what is important to your target audience.

Research Dissemination

15 Ideas to Disseminate to Participants and Stakeholders ~Auditory~

Auditory:

Tips and Resources

- **Be genuine.** The audience will be receptive of your honesty and transparency.
- **Evaluate Options.** If you are uncomfortable doing a live event there are options that allow you to record and then post the recording (Webinar, Lecture, Podcast)
- **Be comfortable.** Try to make yourself as comfortable in your surroundings as possible, keep notes easily viewable but not the focus. The audience can relate better to the content when there is eye contact.
- **Have fun!** Let your personality shine through, share your excitements, frustrations, your passion for the topic.

Design & Layout Resources:

- PowerPoint, [Google Slides](#), [Prezi](#)
- [Zoom](#), Facebook Live, Instagram Live, Garageband, [Audacity](#).





Visual

6- Infographic

Use of charts and graphs to communicate the data. Infographic types include: statistical, informational, timeline, process, comparison, and list.

7- Comic Strip

Read your audience! Delivering to young adults? Have a fun or humorous approach to your research? Consider utilizing a comic strip or memes to deliver the information.

8- Video

Make it personal to the target audience, unexpected, visually striking and visceral. Create video in a program that can be used on multi-platforms (e.g. Instagram, Facebook, YouTube)

9- Poster

Customize to audience(s). Use keywords, attention grabbing colours. Leave white space so findings and information is easily read. Posters can be printed and/or used online.

10- Brochure

A brochure allows more room to provide information than a poster. It uses the same principals, attention grabbing colours, language, white space and graphics.

Research Dissemination

15 Ideas to Disseminate to Participants and Stakeholders

~Visual~

Visual:

Tips and Resources

- **Consider outside resources.** Many of these ideas would require you to assemble the key information and then consider passing that information to an artist, graphic artist, or designer (unless of course you have those skills as well!). Local College and University students may be interested, and may be able to utilize this collaboration as part of their schooling.
 - [Fiverr.com](https://www.fiverr.com) is a platform to hire someone that could bring your vision to life.
- **Inclusion.** Visual presentations are important to include for those who are hard of hearing and the use of graphics can reduce barriers in language comprehension.

Design & Layout Resources:

- [Canva](https://www.canva.com), [Moovly](https://www.moovly.com), [Fiverr](https://www.fiverr.com)





Textual

11- Plain Language Abstract

A general overview of document. This abstract should not use acronyms or research language. Have someone outside of the research team review the abstract.

12- Plain Language Summary

Summarize the research process and your main findings to be shared with stakeholders. Do not use acronyms or research language and have someone outside of the research circle review the summary.

13- Magazine Article

Publications that the stakeholders and family partners would likely to read.

The publications could include local publications, national, and international publications.

14- Blog

Contribute to an existing blog or start your own. Blog posts should be written in plain language, be tailored to your audience, and be engaging.

15- Social Media Post

Keep it short, engaging, and specific to your target audience. Consider Twitter, Facebook, Instagram, and TikTok.

Research Dissemination

15 Ideas to Disseminate to Participants and Stakeholders ~Textual~

Textual:

Overall
Tips and Resources

- **Utilize partnerships.** Family partners, journalists, English Departments, etc. People from outside of the research field. Language that is obvious and familiar for you and your colleagues, could have no meaning to your audience.

Design & Layout Resources:

We used [Canva](#). This website has a ton of free templates. Not only is it easy to use, they provide free use images, the ability to import your own images, graphs, etc. They even allow for multiple partners to be invited to work on a single project. This poster was created on Canva. As a team of 4 members from 2 countries, we seamlessly were able to collaborate while compiling our information.

