Dissemination Core

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Biloxi, Mississippi
July 15-16, 2015
Aim 1 Keep stakeholders informed of needs, capacity assessments, and results from collaborative research projects and pilot research projects.

Aim 2 Use research findings to inform policy change.

Aim 3 Promote implementation and sustainability of evidence-based intervention as result of the collaborative research projects.

Aim 4 Assess the effectiveness of community- or service system-level dissemination.
Main Goal and Specific Objectives

The main goal of the Dissemination Core is to **accelerate knowledge transfer** among researchers, policy-makers, and the community. This is being achieved by:

a. understanding the usage of social networking sites in research; and

b. developing new communication platforms to aggregate existing contents and deploy new findings related to the social determinants of health.
Building Your Capacity for Dissemination

Objectives (5 min):
• To increase your capacity to communicate successfully with your audiences

Expected Outcomes:
• A clear, concise, and impactful elevator pitch that can be shared in 30 seconds
• Development of your communication objectives.
• Understanding of how the Dissemination Core can help you
• Understanding of how your communication efforts align with the national grant

<table>
<thead>
<tr>
<th>PART 1 (30 min)</th>
<th>PART 2 (20 min)</th>
<th>PART 3 (45 min)</th>
<th>PART 4 (20 min)</th>
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</thead>
</table>
| 1. Elevator Pitch  
  • Questions and feedback from group. | 1. Marketing Strategy  
  • Marketing Mix (4Ps)  
  • Focus on Promotion | 1. What can we do for you?  
  • Channels/platforms  
  • Focus on Social Media | 1. Alignment with TCC Dissemination (Aims 3 and 4) |
| 2. How are you communicating now? | 2. What are your 4Ps? | 2. Revise and present your Elevator Pitch. | 2. Tools and Resources  
  • Website  
  • CDC, RWJF  
  • Scientific publications  
  • Crowdsourcing |
| 3. What does communication success look like for you? | | 3. Develop your communication objectives. | 3. Evaluation |
Make Your Words Count
What is an Elevator Pitch?

• A **brief, persuasive speech** that will **spark interest** in what your organization does.

• This is an **ice-breaker** which will (hopefully) lead to a deeper conversation.

• A good **elevator pitch** should last no longer than a short **elevator** ride of **20 to 30 seconds**, hence the name.
If you want me to speak for an hour – give me a moment’s notice; if you want me to speak for half an hour, give me a day’s notice; if you want me to speak for five minutes – give me a week.

Winston Churchill
Guiding Questions & Tips

• Who are you?
• What is the challenge?
• What is your solution?
• What do you want your listener to do?

• Be clear. Be Brief. Be Authentic.
• Practice. Practice. Practice.
Marketing Mix

Product/Service
- Brand
- Size
- Quality
- Features
- Packaging
- Warranty

List Price
- Discounts
- Allowances
- Costs
- Payment Period
- Credit Terms

Creating value
Product

Transacting value
Price

Target Market

Communicating value
Promotion

Delivering value
Place

Social Media
- Advertising
- Sales Promotion
- Personal Selling
- Public Relations
- Direct Marketing
- Electronic Media

Marketing Channels
- Distribution Intensity
- Locations: retailers, online
- Supply Chain
- Logistics
Integrated Dissemination Across Platforms

- Website
- eNews
- Social Media
- Printed Newsletters
- Special Reports
- Symposia and Webinars
- Crowdsourcing
- Policy Briefs
- Scientific Publications

NEW!
DISSEMINATION CORE

Website
uab.edu/midsouthtcc

Facebook automatic newsfeed
**eNews**

Bimonthly Newsletter sent via direct marketing communications platform and delivered to the recipient’s email box.

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**IN THE NEWS**

**Grandma’s Experiences Leave a Mark on Your Genes**

Your ancestors’ lousy childhoods or excellent adventures might change your personality, bequeathing anxiety or resilience by altering the epigenetic expressions of genes in the brain.

According to the new insights of behavioral epigenetics, traumatic experiences in our past, or in our recent ancestors’ past, leave molecular scars adhering to our DNA. Jews whose great-grandparents were chased from their Russian shtetls; Chinese whose grandparents lived through the ravages of the Cultural Revolution; young immigrants from Africa whose parents survived massacres; adults of every ethnicity who grew up with alcoholic or abusive parents—all carry with them more than just memories.

Read full story at: [Discover Magazine](http://www.discovermagazine.com)

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**SCIENTIFIC PUBLICATIONS**

- Obesity—a disease with many etiologies disguised in the same oversized phenotype: has the overeating theory failed?

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Click to open

[http://conta.cc/1Fed0WT](http://conta.cc/1Fed0WT)
IN THE NEWS

INHERITANCE

How Childhood Stress Can Change Our Genes Forever
We’ve always known that our genes shape our lives. But we’re learning now that our lives shape our genes. This gives us one more reason to make sure that the early lives of our children are free of bullying and other unnecessary or potentially damaging stressors. By doing so, we may be helping not only our children but our ancestors for generations to come.
Source: Huffington Post

The Hidden Impact of Traumatic Experiences
How traumatic experiences - violence, drugs, emotional abuse, and neglect - can rearrange the way our brain works.
Understand how these neurological changes make a person more vulnerable to emotional disorders and mental illness, knowledge that could open up new possibilities for prevention and treatment.

IOM panel urges more EHR collection of social, behavioral data
Physicians should collect more information about patients' behavior and social environment in their electronic health records, according to an Institute of Medicine panel.

Why one of Canada’s big banks is calling for greater income equality. Studies find public investments in childhood education, health and affordable housing are good for the economy.
Click to access Special Report

Click to open
http://conta.cc/1OVoDax
IN THE NEWS

Epigenetics: genes, environment and the generation game

New research claims that environmental factors affect not just an individual's genes but those of their offspring too. Diabetes, obesity - even certain phobias - may all be influenced by the behaviour of our forebears.

Source: The Guardian, UK

MAXIMIZING THE IMPACT OF ACADEMIC RESEARCH

Society Does
"What's needed is, Investment in equity and infrastructure"

Citations are not enough: Academic promotion panels must take into account a scholar's presence in popular media.

Scholars all around the world are almost solely judged upon their publications in (prestigious) peer-reviewed journals. Akit Biwas and Julian Kirchherr argue that publications in the popular media must count as well. After all, these publications are crucial in informing practitioners' decision-making.

Many of the world’s most talented thinkers may be university professors, but sadly most of them do not shape today’s public debates or influence policies. Indeed, scholars often frown upon publishing in the popular media. [...] Many scholars aspire to contribute to their discipline’s knowledge and to influence practitioner’s decision-making. However, it is widely acknowledged practitioners rarely read articles published in peer-reviewed journals.

Source: London School of Economics and Political Science

FUNDING OPPORTUNITY

Call for Research Concepts: Secondary Data Analysis on Social Determinants of Obesity and Related Chronic Diseases Due May 1, 2015

Click to open http://conta.cc/1yMKZXb
Social Media

www.facebook.com/healthdisparitiesresearch
Mid-South TCC
Transdisciplinary Collaborative Center for Health Disparities Research
Birmingham, Alabama | Research
Current | UAB

Summary
The Mid-South Transdisciplinary Collaborative Center for Health Disparities Research (Mid-South TCC), seeks to reduce the disparities in chronic disease burden experienced by African Americans in the Mid-South states (Alabama, Arkansas, Kentucky, Louisiana, Mississippi and Tennessee). This geographic area includes the most impoverished rural counties and inner-city communities in the nation, carrying exceptionally high burden of obesity, chronic diseases, and high mortality rates from these conditions.

The work of the consortium address the social determinants that interplay to impact a person’s health and produce disparate health outcomes of minority populations living in the South. Specifically, focusing on pathways to obesity and chronic illness and the mechanisms connecting these pathways to health.

Social Media
March 17-18, 2015
10th Annual UAB Health Disparities Research Symposium
The Science of Health Disparities: From Social Causes to Personalized Medicine

The UAB Health Disparities Research Symposium highlights the work of undergraduate, graduate, faculty, and community investigators in basic science, clinical, behavioral, and social sciences research, and community-based research related to health disparities.

2015 UAB HDRS Plenary Session Videos and Slides
2015 UAB HDRS Program Agenda
2015 UAB HDRS Program + Abstracts
2015 UAB HDRS Dinner Reception Agenda
2015 UAB Health Disparities Research Symposium (HDRS)
Dissemination at Scientific Meetings
Usage of Social Networking Sites in Research and Collaboration

Dr. Yu-Mei Schoenberger’s abstract selected for oral presentation
Crowdsourcing Platform for Research

The wisdom of crowds.
Involving the community at large in the research process to formulate questions and solutions.

www.uab.edu/crowdresearch
**Re:Source** is an open innovation platform to solve challenges affecting society.

**Re:Source** is a hub for idea exchange, development and refinement.

**Re:Source** is an interdisciplinary collaboration tool to advance research with community participation.

www.uab.edu/crowdresearch

Development of the crowdsourcing platform for research (structure and functionality, programming, design, web interface, etc.).

Launched: November 2014
How It Works

Think
Grow
Choose
Test
Answer

Challenge
Submission
Pre-selection
Judging
Competing
Solving
Solution

Generation and selection of ideas
Transformation of ideas into solutions
First Challenge: STOP OBESITY
111 Total ideas received (Nov 19 – Dec 5, 2014)

We are looking to you for great ideas in solving the obesity problem.
Obesity is a big problem in the Mid-South region of the United States:
(Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Tennessee).
All kinds of things matter, such as people’s jobs, where they live, the
type of food they eat, etc.

What do you think is the best solution to understand and combat obesity in this region?

CLICK TO SUBMIT IDEA
By December 5, 2014
Public review December 6-9, 2014

If your idea is selected as a winner, you will receive a $500 VISA gift card.

What do you think is the best solution to understand and combat obesity in the Mid-South region of the United States?

VOTE FOR WINNING IDEAS
Public review ends December 10, 2014

Please share:
During a two month period, 6 announcements were sent (44,086 emails using the direct email marketing platform)
Mid-South TCC Research Core leaders voted to select the two winning ideas from the five finalists.

The top four ideas were included in the writing of the RFA.

The two winning ideas received a $500 award, announced during the 10th UAB Health Disparities Research Symposium on March 17-18, 2015.

Solution Submission
12/05/2014
Public Review
12/14/2014
Judging
01/12/2015
Final Poll of Winning Ideas
01/14/2015
Winning Ideas Awards
03/18/2015
Social Media Landscape
Scientists & Social Media Tools

• Powerful way to:
  – Boost professional profile
  – Act as a public voice for science

• Increasingly being used to:
  – Share journal articles
  – Advertise thoughts and scientific opinions
  – Post updates from conferences and meetings
  – Circulate information about professional opportunities and upcoming events
Scientists & The Public

• Online interactions have the potential to
  • enhance “broader impacts” by
    • improving communication
  • between scientists and the general public.

NIMHD RFA: Dissemination Plan

• Provide a detailed plan regarding steps to disseminate research findings to collaborators, communities, service providers, and policy makers in the region.

• Dissemination plans based primarily on scientific manuscripts and conference presentations are not sufficient.
Purpose

• To assess the use of social networking sites among Mid-South TCC members

Pis: Mona N. Fouad, MD, MPH (UAB); Edward E. Partridge, MD (UAB); Marinelle Payton, MD, PhD, MPH (JSU); Mario Sims, PhD (UMMC); John Estrada, MD (LSUHSC)
Results

• Paper survey
• 2013 = 34

• Online survey
• 2014 = 38
• 2015 = 24
## Demographics

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<tr>
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<th>2014 (n=38)</th>
<th>2015 (n=24)</th>
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<tbody>
<tr>
<td><strong>Female</strong></td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Age [mean (SD)]</strong></td>
<td>51 (16.3)</td>
<td>49 (8.1)</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>African American</td>
<td>24%</td>
<td>42%</td>
</tr>
<tr>
<td>Asian</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Member</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investigator</td>
<td>36%</td>
<td>57%</td>
</tr>
<tr>
<td>Staff</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Community</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>9%</td>
</tr>
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On which of the following social networking sites do you currently have an account?
Social networking activities engaged in within the past 6 months
Social networking activities engaged in within the past 6 months

- Read blogs
- Create blogs
- Read ratings/reviews
- Create ratings/reviews
- Read online forums
- Contribute to online forums
- None of those

2014 (n=38)
2015 (n=24)
Accessing Social Networking Sites

![Bar chart showing the percentage of people accessing various social networking sites multiple times a day in 2014 and 2015. The chart includes sites such as Facebook, LinkedIn, Twitter, Instagram, ResearchGate, YouTube, and Pinterest.](chart.png)
How interested are you in learning how to use...

Response = Very or Somewhat interested

- Facebook
- Twitter
- Google Plus
- Photo/Video Sharing Site
- LinkedIn
- ResearchGate

D I S S E M I N A T I O N C O R E
Top reasons for not interested in learning how to use social networking sites

• Too busy/Just don’t have the time

• Think it is a waste of time
• Already have extensive knowledge on how to use site
• Just not interested in engaging with others online
• Worried about privacy
Interest in Social Networking Site Training

Response: Very or Somewhat Interested

- Participating in a webinar: 70%
- Attending an in-person workshop: 60%
- Having someone from your organization participate in a webinar: 50%
- Having someone from your organization attend an in-person workshop: 40%
Conclusions

- Participants are actively engaged in use of social networking sites
- Majority of Center members are interested in learning how to use social networking tools
- Mid-South TCC can reach a broader audience with social media presence
SOCIAL MEDEOGIA EXPLAINED

“LIKE” IF YOU THINK MY DOG IS CUTE
PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER
WATCH THESE DOGGONE FUNNY VIDEOS
GUARD DOG FOR HIRE!
HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG
HERE IS HOW TO MAKE YOUR OWN DOG TREATS
BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED
EPIC GOOGLE HANGOUT WITH MY DAWGS!
LISTENING TO THE SONG “WHO LET THE DOGS OUT?”
CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID