

Optimizing CEnR Dissemination

Beginning with our communications to the general public

By: Jordan Poll

We've recognized that...

- MICHHR's CE Team, and by extension the research teams we support, aren't effectively disseminating CEnR to the public.

Feedback from partners

- Media needs to be broadcast on channels accessible to the general public
 - i.e. social media, local news stations, mailings, and targeted e-blasts
- Media needs to be translated for the understanding and implementation of the general public
 - Publishing in laymen's terms and different languages
 - i.e. Spanish, Arabic, audio for the blind, and closed captioning for the deaf
- Be mindful. Don't sensitize the news, and don't generalize communities.

My Solution

- Bring our communications to the platforms the public already trusts and relies on for their news...

My Solution

- ...but first we have to figure out what those platforms are.

I want to...

- Start with local community members
- Know where they're going for their inside scoop
 - Community leaders?
 - Local news and social threads?
 - e-blasts and e-newsletters?
 - Websites?
 - Print mediums like mailings and flyers?
- Enhance our approach dissemination
 - Building a network and bridging the gap between researchers and communities

My Research Approach

- Build a survey
 - With the help of MICHR's Evaluation Team
- Distribution:
 - Incentivized e-blasts
 - Leveraging community partners and leaders
 - Cold calls and in person interviews
 - Print mailings and forms to be filled out at events
- Audience:
 - Community members
 - Racial minorities
 - Deaf populace
 - Older persons and youth/adolescents

Sample Survey Questions

- What news channels do you go for local news?
- What social platforms are you using? Are there any specific pages or threads you follow for community updates?
- How do you prefer to receive information about an upcoming community event? Print mailings and brochures or emails and subscribed newsletters?
- Would you prefer information about the community shared at a local event (like a town hall) or in another form like emails or print mailings?
- Who do you trust as a community leader(s)? Someone(s) you wouldn't hesitate to contact for local news.
- How often do you like updates on a community project?

My Dissemination Plan

- Report back to the public
 - ...using the platforms we identify through the survey
 - [Thank you letters to study participants](#)
- Report to partners
 - BBBB Retreat 2020/21
- Report to the greater CEnR community
 - Abstract for academic journals
 - Posters presentations at conferences like APHA and ACTS

Thank you