



Acknowledgments

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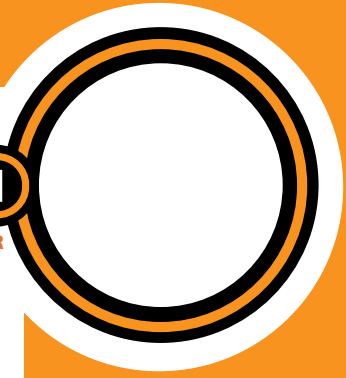
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YARN TOOLKIT



Stage 8:

Plan how you will tell people about your research findings

Key Words: Dissemination, Target Audience, Council, Governors

What is planning how you will tell people about your research about?

This stage is often called 'dissemination'. It is about thinking who you are going to share your main research findings with and how you are going to tell them.

You will have a research report that you need to shrink down so it is quick and easy for people to know about your key messages. At the end of disseminating your research you want lots of people to be thinking about your research.



Why is it important to tell people about your research?

If you do not tell people about your research findings nothing will happen. In order to make change happen you need to tell people about what you found out so that it can be used as evidence as part of a larger campaign.

Thinking carefully about dissemination will help you to put your research to work. This stage will help you to:

- Be clear about the main messages from your research.
- Have a list of people that you are going to 'target' with your research findings.
- Have a plan of how you are going to get your research messages out there!

STAGE 8



How do you disseminate your research findings?

It's as easy as one, two, three ...

1. What is it that you want to change?
2. What are the main messages from your research that are going to help make that change?
3. Who needs to know?

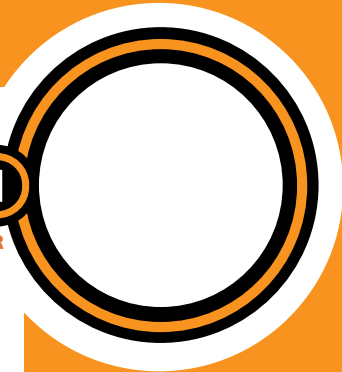
Identifying your main messages

Go back to **planning for change (stage 3)**. If your research is part of a larger campaign you will have a clear campaign aim. What are the main messages that you can take from your research to support that campaign aim? Or your research may not be part of an existing campaign but may be about making people aware of an issue or a problem. In clear sentences decide what are the key messages from your research.

Who do you want to be thinking about your research?

Go back to **planning for change (stage 3)**, you should have a list of people that you want to influence. These are the people that you need to share your main messages with. These people are your 'target' audience. People who form your **target audience** may be:

- People who have some power to make changes, for example local council, school governors.
- Other young people who can help spread your message and support your campaign.
- The local media who can help you to spread your messages and they may help gather support for your campaign and raise awareness of your issues.
- There may be people who want to make similar changes to you, your evidence may be really helpful to them, but again they need to know about it to use it!



An example ...

At the local college there are some aerobic exercise classes that are being held. The students want to have some dance classes instead of aerobics. To strengthen their campaign they do some research that will show exactly how many of the pupils want dance classes instead and what type of class. The research found that 75 per cent of students wanted a dance class to be on offer rather than aerobics. They then disseminated the research findings to **the college governors, headmaster and PE staff to persuade them to change to dance classes.**

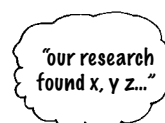


Now get your findings into their heads!

There are many ways you can spread your main messages. Here are just a few. See if you can think of any more.

- Send people a copy of the final report – think about the size of the report that you are sending, how long should this be? Remember this can be a DVD or a CD.
- Put it on a website – think about, how will people know that your research is on the website?
- Hold a public launch event – think about, who will you invite and why will they come?
- Tell the local press – think about what messages you want to go into the papers/radio.
- Use existing newsletters that your organisation use – **think about** who these newsletters go to.

There are many other ways. Plan how you will get your message out because if you do not tell people about your research nothing will happen (stage 7).





Top Tips:

- People may not have time to read and remember all about your research. Make it easy for them and give them the main points they need to know.
- Don't forget you may have a local youth parliament who can help you!