#### TRANSLATING YOUR WORK TO A **BROADER AUDIENCE:** A WORKSHOP FOR **RESEARCHERS WHOSE WORK** IS OF PRACTICAL AND POLICY SIGNIFICANCE

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# SUCCESSFUL SUBMISSION, REVIEW, ACCEPTANCE

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### **Two Roles of Translation**

- Report study findings
- Propose use of the findings
  - Both require rigor and respect

Thus, translational research necessitates full understanding and integration of both elements.

## Rigor

Some researchers have a hierarchical view of Empirical, Discovery Science and Applied Science.

Be cautious... The challenges in applied science are as complex as the challenges in research.

Don't short change either.

# By the nature of translation, the tasks are multifaceted—

- What do you know?
- What does it mean?
- What don't you know?

- Is the science rigorous...?
- Does the science provide the foundation for translation...?
- Does the practice/policy provide the foundation for research?
  - Who are the participants...?
  - What did you ask ...?
  - What do you know...?
  - What don't you know...?
- What theoretical framework supports the empirical research... foundation and interpretation

#### Respectful of the Task and the Data

#### By its nature,

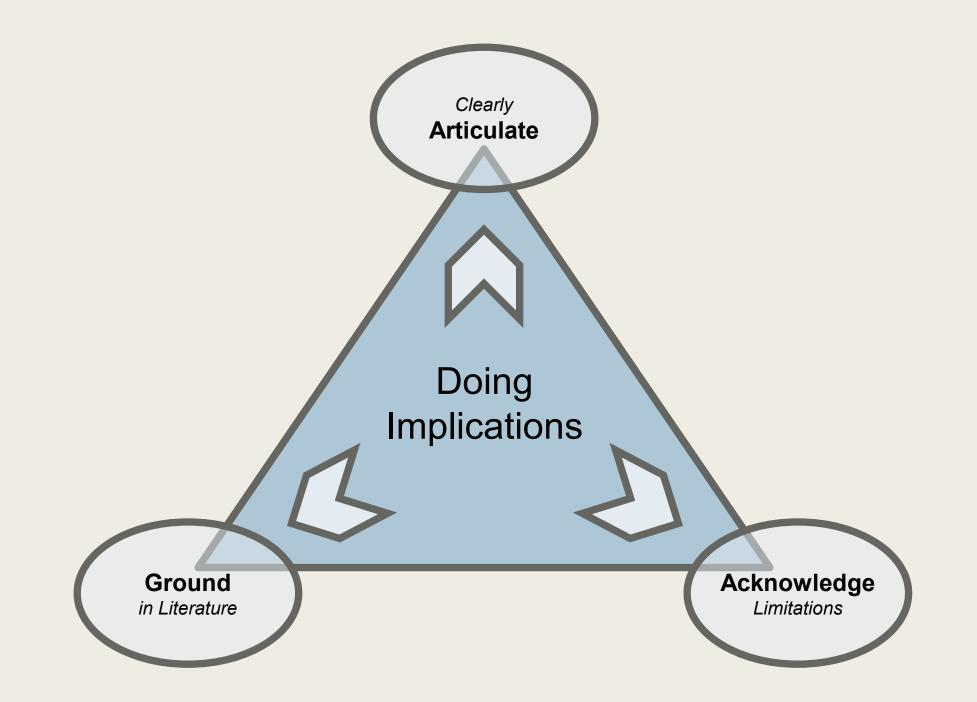
- translational research is multidisciplinary—
- Incorporate
   representatives of each of
   the aspects of the
   practice, policy, and
   empirical discovery

- Do you include the Community?
- Is there Theory supporting the research and application?
- Do the Questions support translation?
- The Implications respectful of the diversity of community and limitations of research?

# There are no successful ivory tower approaches in translation.

# TRANSLATING POLICY IMPLICATIONS

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# COMMUNICATING YOUR FINDINGS TO A BROADER AUDIENCE

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#### What academia prepares us for



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#### What practitioners want

#### More Brief Therapy Client Handouts

- Exertains over 200 new psycho-educational handnuts, including exercises, informational handnuts, and self-assessments
- Includes handouts that can be used with individuals, couples, and families
- Sessigned to allow you to easily copy or customize and unint out the handouts using the enclosed CO-ROM









#### What policymakers want





# What is your translational/dissemination strategy?

- Determine your audiences
  - Understand needs of your audiences
- Determine your goals
  - Scientific
  - Translational
    - Policy?
    - Practice?
- Determine your potential products
  - May be parallel products for different audiences
- Determine the order in which products will be produced

# Considering dissemination products & funding source

- Grant progress reports/updates
- Journal articles
- Policy briefs
- Infographics
- Short summaries/brief statements
- Social media posts
- Conference presentations/workshops
- Book chapters or books
- Other?

## Consider writing style

#### For scientific outlets

- Match that of the journal you are interested in
- Pay close attention to the journal aims & scope
  - Assess the fit of your work with the chosen outlet
  - Honor peer review
    - Re-think asking an editor to read your abstract/paper before you submit

- Follow journal formatting guidelines
  - Some require articulation of key points or translational implications
- Be clear about practical implications
  - For practitioners
  - For policymakers
  - For scientists

### For all communications

#### Be clear

- Jargon-free or well-explained
- Be concise
- Understand the implications of your findings
- Communication the implications clearly and accurately
  - Avoid causal language
  - Respect the limitations

# MOVING TO IMPACT: TIPS FOR THE TRANSLATIONAL SCHOLAR

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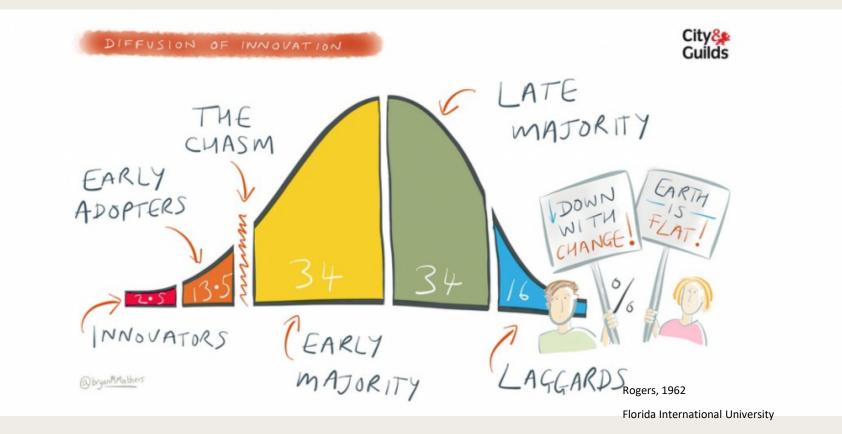


### So, you are a translational scholar?

#### What is the T0 to T4 Translational Research Continuum?

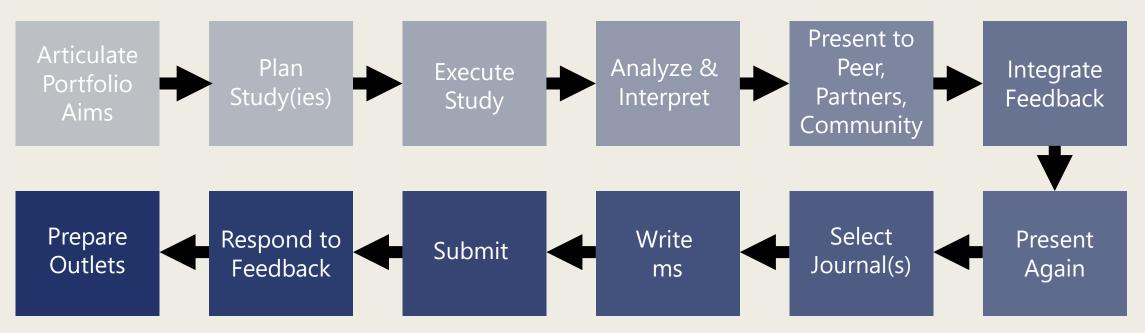
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<b>TO</b> Basic Research	<b>T1</b> Translation to Humans	<b>T2</b> Translation to Patients		<b>T3</b> Translationa to Practice		<b>T4</b> Franslation Communities

## **Diffusion of Innovation**



Doing requires knowing. How will the field find out about your work?

### Let's Talk Methods



- The scholar's ability to place work within thematic, developmentallyframed portfolio is critical.
- Early in career, it's not always clear. You'll get there.
- Seek translational impact: acquaint yourself with diffusion of innovation models and implementation science.
  <sup>20</sup>

#### **CDC** Evaluation Framework



Consider these standards from the CDC.

## Translation does not happen naturally

- It's on YOU to get the work out there (even if no one trained you to...)
- How can this matter as much as tenure???
- Doing a study does about this much to change the field: ZERO.

#### Think PORTFOLIO and PIPELINE

- Before you start the study, know how it fits your portfolio: what are you solving for? Are there gaps in knowledge? What is the state of the evidence?
- What is it about your work that will inform the next step in translation and dissemination? Make the case.
- Figure out the fastest ways to get the bottom line out there.
- Know and test your messages
  - Research-speak is not helpful; in fact, it harms the case
  - What's your elevator pitch? What's the written version

### **Process of Planning**

- Researchers often start thinking about dissemination after work is done
- The time to start thinking is as the study is conceived.
- Think like this: audiences → dissemination channels → products
- Too often: Products  $\rightarrow$  audiences  $\rightarrow$  dissemination channels

#### Dissemination

Products

- Peer reviewed journal articles
- Book chapters
- Conference presentations
- Briefs (policy, research)

- Sample Components/Skills
- Concise, clear technical writing
- Grasp of the field (30k feet)
- High level messaging, openness
- Translational writing, brevity
- Other accessible summaries (web)
   All of the above

Critical in ALL: bias free language (APA), equity approaches, data viz, openness to input and feedback

### **Dissemination Strategy**

- Topically related ...
- Consider audiences before outlets: scholars, policymakers, practitioners, general public
- Insert in the chat box: How do you reach
  - (a) scholars? (b) policymakers? (c) practitioners (d) general public
- How do you tailor your message to each?

#### Authentic Family Engagement and Strengthening: A Promising Family-Centered Approach for Advancing Racial Justice with Families Involved with the Child Protection System

- Purpose: Pilot study examining a community-developed approach for engaging parents involved in child maltreatment investigations
  - Specially trained investigation unit, ongoing racial equity coaching, Parent Partner at investigation
- Initial results: reduced child removals & maltreatment recurrence
  - Currently analyzing data from parent engagement surveys & values questionnaires from investigators
- **Translation:** publish in academic journal & seek funding for replication

#### Questions

- How do I frame this specialized/child welfare topic to a broader family journal?
- Due to this being a pilot, how can I create realistic translational implications for seeking funding? (e.g., appealing to different funders)

#### Leveraging Evolving and Emerging Technologies to Reconceptualize Divorce Education in Times of Crisis

- Purpose: Examine the effects of various forms of information sharing technology (text, phone call, various social media sites, etc.) on the quality of coparenting relationships and child adjustment outcomes following divorce
  - Will examine socio-historical effects of COVID-19 with multiple groups (one that completed programming prior to pandemic; one during)
- Sample: Divorce education participants who complete pre-test and post-test assessments (parent self-report); all participants have at least one shared minor child – not paired data
- Translation: publish in academic journal & seek funding qualitative follow up and future program development, evaluation

#### Questions

- How do I speak to translational implications for something that does not have a firmly established empirical literature base (during the COVID-19 pandemic)?
- Policy and statutory law surrounding divorce (and specially divorce education) is a statelevel issue. How would you recommend framing this work in a way that is not (a) overly abstract or (b) too niche to be appealing to readership, grant-funders?

# QUESTIONS? THANK YOU!!!

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