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,

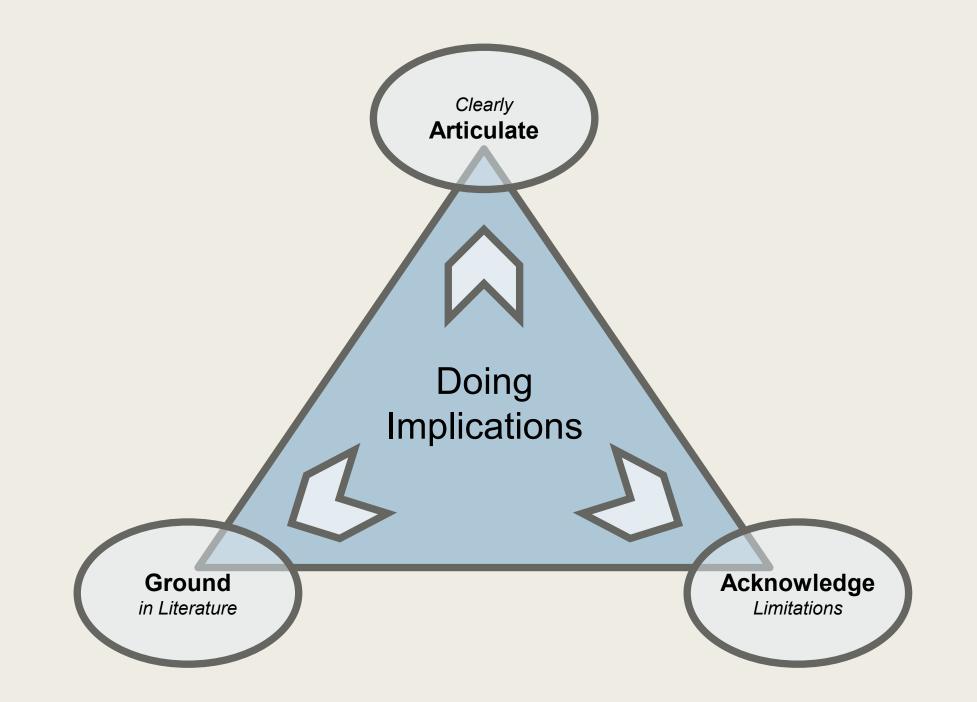
- translational research is multidisciplinary—
- Incorporate
 representatives of each of
 the aspects of the
 practice, policy, and
 empirical discovery

- 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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Scholarly Communication as a Core Competency: Prevalence, Activities, and Concepts of Scholarly Communication Librarianship

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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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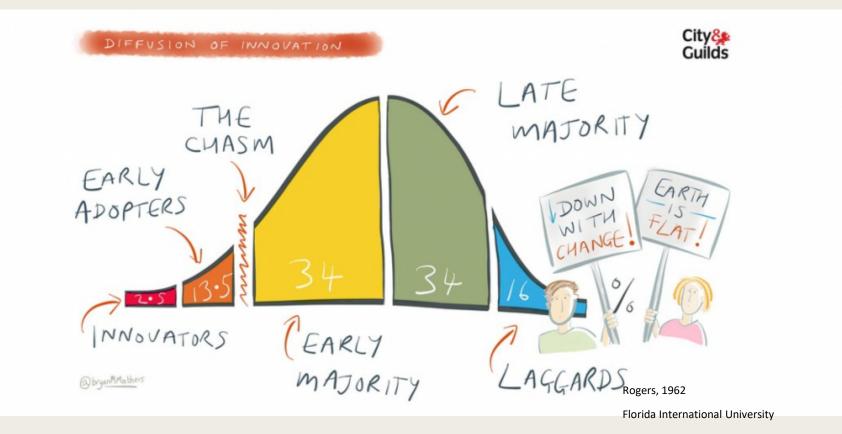


So, you are a translational scholar?

What is the T0 to T4 Translational Research Continuum?

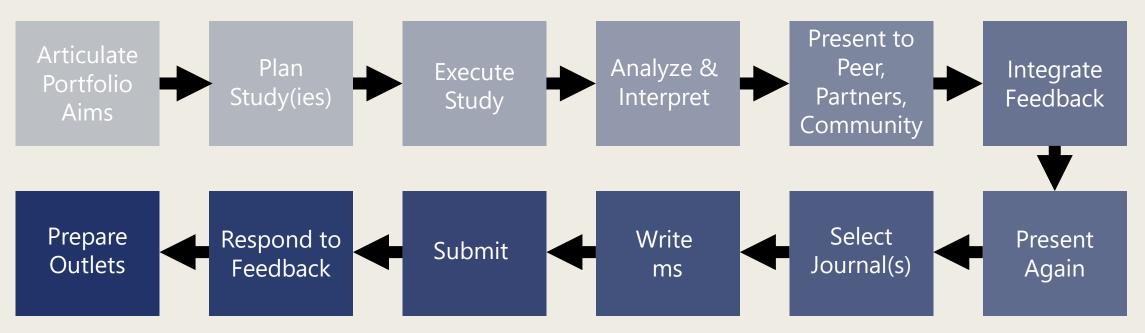
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T1TR Basic Research	Pre-Clinical Studies	Clinical Efficacy	T2TR Clinical Effectivene	ess Dissemination	Implementat	ion Impact
TO Basic Research	T1 Translation to Humans	T2 Translation to Patients		T3 Translationa to Practice		T4 Franslation Communities

Diffusion of Innovation



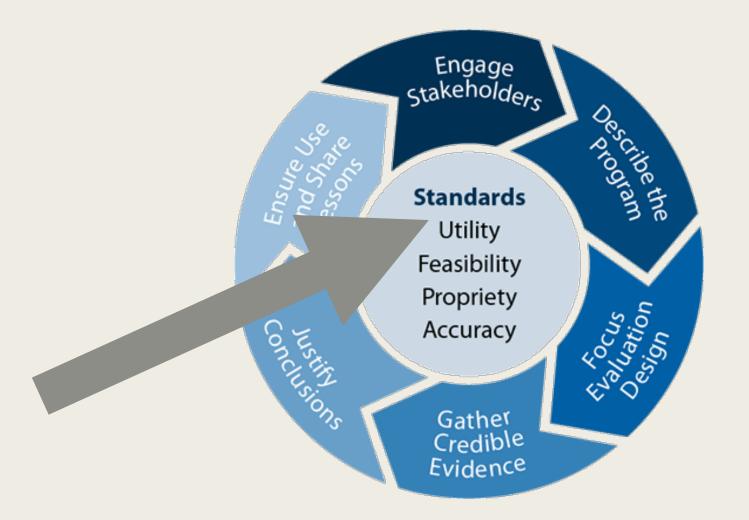
Doing requires knowing. How will the field find out about your work?

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.
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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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