# Communicating youth research in six steps Maria Paola de Salvo **EasyTelling's founder**

Webinar - 23.11.2023

Youth Research Essentials



#### **Youth Partnership**

Partnership between the European Commission and the Council of Europe in the field of Youth





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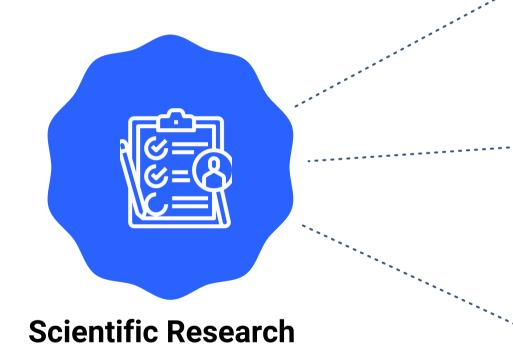
# It is a global problem

# 86%

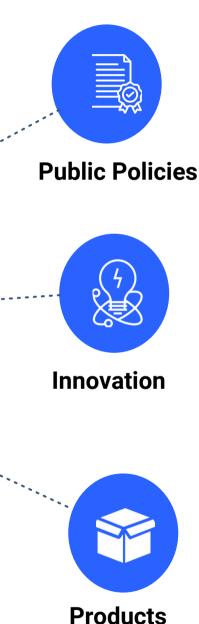
of the health research **does not** generate applications and solutions for companies, governments, and society



in research investments wasted annually (PIB of New Zeland).



Source: Chalmers, I. and Glasziou, P. (2009) 'Avoidable waste in the production and reporting of research evidence', The Lancet, 374(9683), pp. 86–89. doi:10.1016/s0140-6736(09)60329-9.



# 14%

Generate impact/application, but they take



# Root causes

There is a huge gap between who produces evidence and those who apply them

Long papers with complex scientific language

Papers do not bring the info decision makers and policy makers need to take decisions and actions

Researchers Entrepreneurs Innovators



**Companies** Funders **Decision makers Policy makers** 

# Solution

Researchers

Entrepreneurs

Innovators

## KNOWLEDGE TRANSLATION

Companies

Investors

**Decision-makers** 

Policymakers



# Definition

# "KT aims to get the right information to the right people at the right time and in the right format in the most effective way"

Mobilizing Minds Research Group. 2016. Mobilizing minds: Integrated knowledge translation and youth engagement in the development of mental health information resources. International Journal of

# Our method

Unprecedented six steps method based on the 13 steps of the canadian methodology.

- 1. Identify your research results (that can generate change)
- 2. Identify the outcomes you want to achieve with them
- 3. Identify the knowledge users (audiences)
- 4. Develop content and arguments (the messages)
- 5. Reaching the audiences (format and dissemination)
- 6. Follow-up and evaluation

### GUIDE TO KNOWLEDGE TRANSLATION



#### Communicating youth research in six steps

#### Youth Partnership

Partnership between the European Commission and the Council of Europe in the field of youth



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# Main goals of this workshop

- 1. Present the steps of the method that are part of the guide using a concrete case study
- 2. Clarify any questions you have

### GUIDE TO KNOWLEDGE TRANSLATION



#### Communicating youth research in six steps

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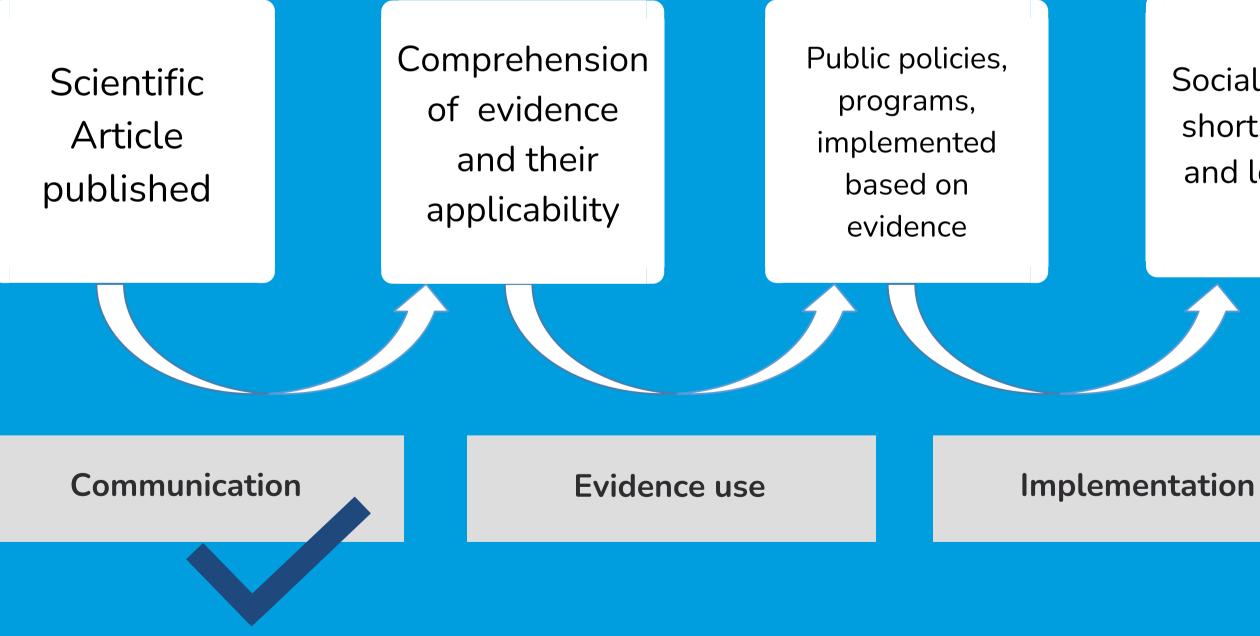
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# The road to impact

If science were a production line, it would look like this Without adequate communication of evidence right at the beginning, results will remain immobile in papers without achieving the intended impact.



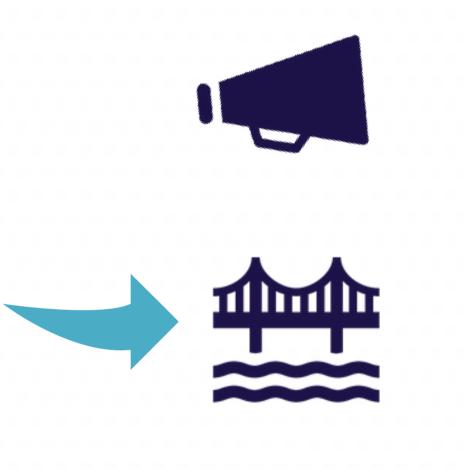
Social impact in short, medium and long term

Return on Investment (ROI)

#### Impact analysis

**Applied research depends** on effective communication to generate applicability and impact!

# Do not get confused!



### **SCIENTIFIC DISSEMINATION**

Take scientific information to a broad and general audience, usually through media and influencers, and expect decision-makers and policymakers to read and apply it in programs/policies.

### **KNOWLEDGE TRANSLATION**

Transforming evidence into useful, attractive, and understandable information in specific formats and messages **ACCORDING TO THE UNIQUE NEEDS** of each knowledge user who can make an impact with it.



### **SCIENCE IMPLEMENTATION**

It is the use of strategies to promote the adoption and incorporation at a scale of interventions and programs based on evidence and practice changes within specific contexts.

# Example

# Original scientific article

SBMC Part of Springer Nature

#### BMC Pregnancy and Childbirth

Home About Articles Submission Guidelines

Study protocol | Open Access | Published: 27 November 2019

#### A randomized controlled trial on the use of pessary plus progesterone to prevent preterm birth in women with short cervical length (P5 trial)

Rodolfo C. Pacagnella 2, Ben W. Mol, Anderson Borovac-Pinheiro, Renato Passini Jr., Marcelo L. Nomura, Kleber Cursino Andrade, Nathalia Ellovitch, Karayna Gil Fernandes, Thaísa Guedes Bortoletto, Cynara Maria Pereira, Maria Julia Miele, Marcelo Santucci Franca, Jose G. Cecatti & The P5 Working Group

BMC Pregnancy and Childbirth 19, Article number: 442 (2019) Cite this article 1611 Accesses | 3 Citations | 0 Altmetric | Metrics

#### Abstract

#### Background

Preterm birth is the leading cause of mortality and disability in newborn and infants. Having a short cervix increases the risk of preterm birth, which can be accessed by a transvaginal ultrasound scan during the second trimester. In women with a short cervix, vaginal progesterone and pessary can both reduce this risk, which progesterone more established than cervical pessary. The aim of this study is to compare the use of vaginal progesterone alone versus the association of progesterone plus pessary to prevent preterm birth in women with a short cervix.

Search

### **"TRANSLATED" EVIDENCE INTO AN ATTRACTIVE**, **SIMPLIFIED FORMAT FOR THREE DIFFERENT AUDIENCES**

PRETERM BIRTH

#### A combination of interventions to reduce premature births prior to 34 weeks of gestation Fact sheet for

Rodolfo de Carvalho Pacagnella State University of Campinas (Unicamp)

#### In pregnancy, the cervix functions as a " environment. When it opens, which shoul shortens. But in some cases, this shortenin

### Storytelling for general public

the phenomenon occurs are not fully understood, but what is known is th to an inflammatory process that decreases the amount of collagen in the cervix, making it thinner. According to a 2014 Unicamp study, which followed 33,000 women in the South, Southeast and Northeast regions of Brazil, this process is involved in about 64.6% of spontaneous premature births.

This study, "Progesterone and cervical pessary to prevent premature birth or P5 study," led by researcher Rodolfo de Carvalho Pacagnella, professor in the Department of Tocogynecology at Unicamp's School of Medical Sciences, aimed to identify and halt the shortening process before early labor.



2 minutes video for all audiences

e external. ir: easons why it is linked

#### PROJECT NAME

Progesterone and cervi premature birth or P5 study

#### ABOUT THE STUDY

The study evaluated the effectiveness of combining the pessary, a silicone ring, and progesterone to stop the shortening of the cervix and prevent premature births, as compared to progesterone used in isolation.

decision and

policy makers

#### RESEARCH DESIGN

The team collected data from more than 9.000 pregnant women between 18 and 23 weeks pregnant in 17 hospitals tied to the Unified Health System (SUS) across Brazil. They received a transvaginal ultrasound to measure the cervix free of charge. Those who did not show any sign of changes in cervical length followed their regular prenatal care. If the shortening of the cervix was detected (less than 30 millimeters), the pregnant woman received special monitoring to avoid premature labor and were invited to participate in a randomized clinical trial. All participants received 200 milligrams of progesterone and some were chosen at random (randomized) to receive a cervical pessary, a silicone ring. Both were inserted into the vagina and researchers conducted follow up consultations with participants until the end of pregnancy.

#### MAIN RESULTS

Combined pessary + progesterone treatment was beneficial to women who were pregnant for the first time (nulliparous), had a cervix under 25 millimeters and were gestating a single baby. Among these pregnant women, there was a reduction in both prematurity and adverse effects on the newborn. On

# Case study

For many young women, political participation (either offline or online) remains challenging.

Despite the progress made in recent decades, gender-based discrimination continues to pose critical barriers to the full participation of young women in democratic life. There is also the persistence of gender roles and stereotypes, which influence the type of participation young women (and young men) engage with.

#### **Youth Partnership**

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#### Contemporary forms of young women's participation: priorities, challenges and ways forward?

Anna Lavizzari and Laden Yurttagüler

**Co-ordinated by: Lana Pasic** 

August 2023

Disclaimer: The opinions expressed in this work, commissioned by the European Union–Council of Europe Youth Partnership, are the responsibility of the authors and do not necessarily reflect the official policy of either of the partner institutions, their member states or the organisations cooperating with them.

# Step 2 Identify the main results



# The cake analogy



### **Scientific results**





#### **Presentation**



Applicable results (interesting outside the academia)

Knowledge consumed

# Applicable/translatable results

### Scientific results (raw evidence)

Translatable/ applicable results

Those that allow researchers to make conclusions, can be replicated and have value for the academy ONLY

Data and information that, if communicated, can bring benefits to society (e.g., new public policies, protocols, etc.) 3 Direct social impact or benefits

Better known as positive side effects or externalities. Changes/lessons learned from the research project. E.g.: beneficiaries who improved their lives, changes in the health system/law.

Social changes generated by the project in the long term. E.g.: increase in income, increase in life expectancy, decrease in social inequality, etc.

Long term

impact

# Applicable/translatable results

### Scientific results (raw evidence)

Previous works on this topic include the outcomes of the symposium "The future of young people's political participation: questions, challenges and opportunities" held in 2019 (Bacalso 2019; EU–Council of Europe Youth Partnership 2019)

### Translatable/ applicable results

Despite the progress made in recent decades, gender-based discrimination continues to pose critical barriers to the full participation of young women in democratic life. Some of them are gender-based sexual violence and physical and psychological harassment in formal political participation. 3 Direct social impact or benefits

Hypothetical example:

Lessons learned from a country that adopted successful policies improve young women's political participation. Long-term changes after the policies were implemented. Example: reduction of the incidence of psychological harassment in political arenas.

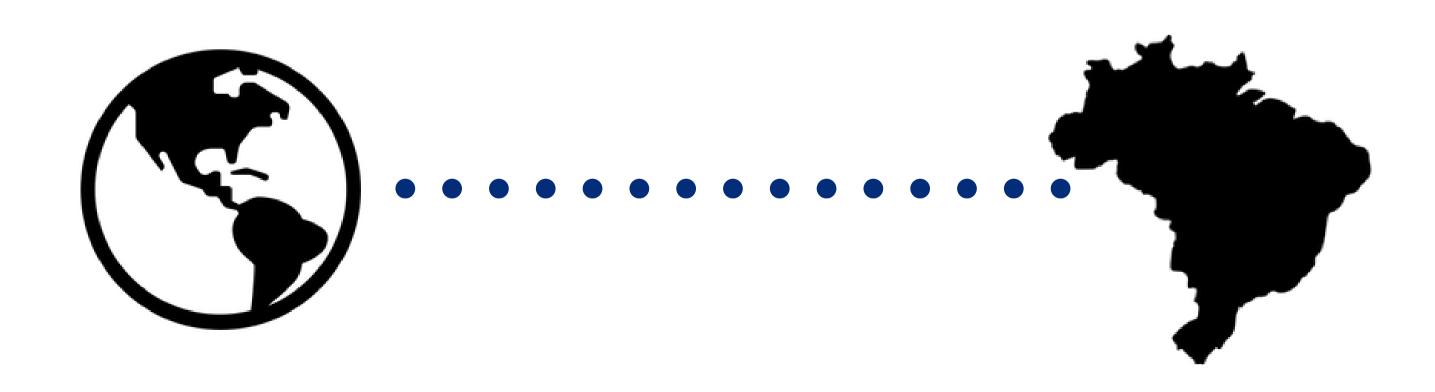
Long term

impact

Step 2 Identify the outcomes you want to achieve with them

# Key questions

# What change do you want to generate by disseminating these results?



# Examples

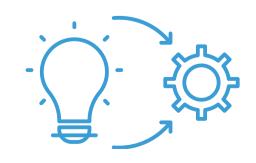


### GENERATE INTEREST SENSITIZE



### INFORM/INSPIRE OTHER STUDIES





Implementation

### FACILITATING CHANGING PRACTICES/HABITS/BEHAVIOURS

#### INFORM DECISION MAKING PROCESSES



# **Key questions + examples**

## What specific situation can the evidence help to change?

### **MACRO GOAL/IDEAL HORIZON**

Increase young women's participation in political life by XX%

### **SECONDARY GOALS TO REACH THIS MAIN OBJECTIVE**

Inform decision-makers about the main causes of the barriers young women face nowadays

Sensitize policymakers to approve essential regulations/recommeendations to tackle the problem

**ATTENTION! Essential tips for** defining your audiences!

Step 3 Identify the knowledge users (audiences)

# Who is the knowledge user?

The person/group with the greatest chance and POWER to act on the situation I want to change with my evidence.



# **Be specific!**



THE GUARDIAN'S REPORTER WHO COVERS GENDER

EUROPE (GEC)

**EUROPEAN GENDER EQUALITY COMMISSION** 

FEDERAL DEPUTY X FROM PARTY Y WHO SUPPORTS GENDER EQUALITY

# **Key questions + examples**

### Who can make an impact on society with the research results at hand?

European Gender Equality Commission (GEC)

All policy makers sensible to the topic (mapping process)

Gender Equality Departments or Ministries of the countries mentioned in the study



**ATTENTION!** Who do you need to reach out to first to generate the change?

# An essential pilar

- Key messages
- Best arguments
- Best formats for communication materials
- Best dissemination strategies
- Calls to action



**5 factors** influencing the use of evidence by decision makers



• Source: Canadian Health Services Research Foundation, 2005

### Continuous, permanent, and lasting relationships between researchers and decision makers

**Dialogues and face-to-face meetings** 

Fit between the results and the decision maker's

#### Ease of access and understanding of research

**Decision makers' skills/sensitivity/interest** 

# Key partners

# Who can support/defend/share/advocate for the results you are disseminating?

NGOs and social movements advocating for women rights

Women influencers advocating on this cause

Men's influencers and organizations advocating for women rights

Does your partner have complementary skills or close access to your audiences?

# Main opponents

# Do the research results hinder any interest? If so, who can oppose them?

Conservative movements and influencers

Patriarchal culture

Budget restrictions to create public policies

Step 4 Develop content and arguments (the messages)

### ONE MESSAGE TO EACH AUDIENCE...

You need to create a set of phrases/ideas that meets the preferences, context and needs of EACH OF YOUR AUDIENCES.



# **Empathy is key**

To tell a good story, you need to put yourself in your audience's shoes.

- Why would that person care about this evidence?
- How does this information contribute to her life?
- What should they do with this information I'm sharing?



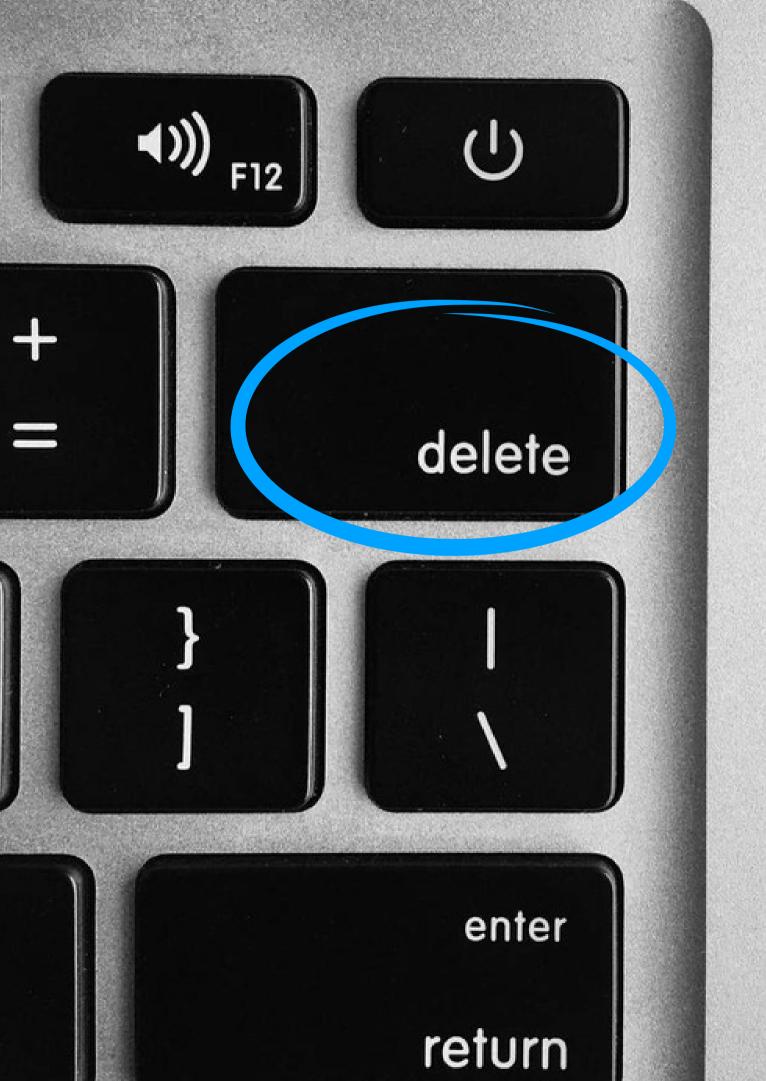
# Leave them out

Methodological details

How was the systematic review in details

Literature review

Scientific specifics on how the researcher performed the experiments



# Do include them

Problem context and why research is essential to understand/solve it

Cases that prove effectiveness in adopting the proposed recommendations and human stories

Advantages (economic, political, social) that decision-makers can have in adopting them

CALL TO ACTION: WHAT ATTITUDE(s) DO YOU EXPECT FROM YOUR AUDIENCES AFTER SHARING THE RESULTS WITH THEM?



ACTIO

It must be objective and specific to each audience Example: "Increasing women participation in politics can bring benefits such as XX and return YY advantages to society."

It must be under your audience's responsibilities/duties Example: It is no use asking for actions from bodies, secretariats, or spheres that cannot do anything on the subject.

### **Cannot be generic** Example: "Improve women participation in politics". State clearly what you expect from your audience.

# A formula for a perfect message

### **1. Problem**



### **3. Call to Action**

### 2. Solution

# A formula for a perfect message

### **1. Problem**

Many barriers hinder women's participation in politics, among them genderbased and sexual violence, physical and psychological harassment. A survey found out that 68% receive comments related to their physical appearance based on gender stereotypes and 58% experience online sexist attacks.

# Main message

### **3. Call to Action**

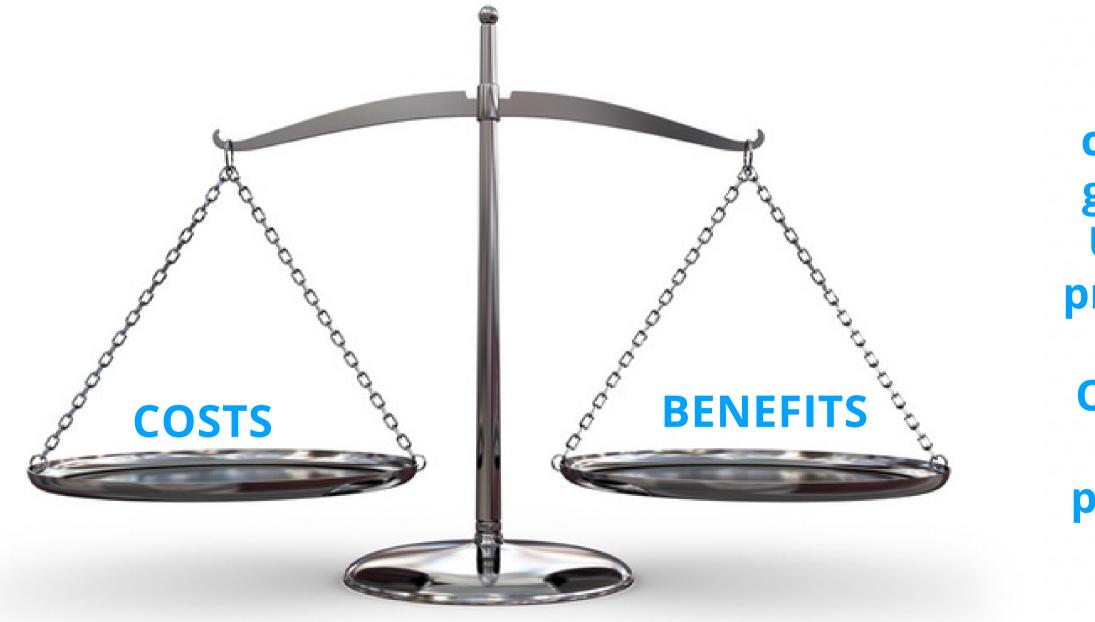
Do you want to learn more about other study's recommendations to increase women participation in politics?

### 2. Solution

Several legal instruments exist that aim at the elimination of all forms of violence against women which should be systematically implemented and monitored, such as the Istanbul Convention, which specifies several forms of gender-based violence against women that are to be criminalised.

# The cost-effectiveness argument

### WHAT ADVANTAGES WOULD YOUR AUDIENCE HAVE IN USING/INCORPORATING THE RESEARCH RESULTS?



### **Any political advantages?**

The economic burden of cardiovascular disease at the global level was estimated at US\$ 863 billion in 2010 and is projected to rise by 21% to US\$ 1044 billion in 2030. **Only in Moldova, the problem** costs XX. Implementing policies to tackle this problem will cost YY.

# A message to each audience

Decision makers/policy makers	Big ideas, appea agenda. Cos
Technicians and civil servants	Data, methdolo
NGOs, activists, social movements	Human stori rememb
Media/Press vehicles	New stats and in that m



ealing narratives. Positive ost-effectiveness data

ogy and technical details

ries. Facts/info easy to ber for advocacy.

nfos. Human stories. Facts make headlines

# **ET rule**

Explain to an ET with the language you would use with your mother.

# Avoid jargon as ETs avoid humans!

Refrain from assuming that technical terms that are obvious to you will be evident to everyone else who reads what you write!



Step 5 Reaching the audiences (format and dissemination)



# How to define the best strategy

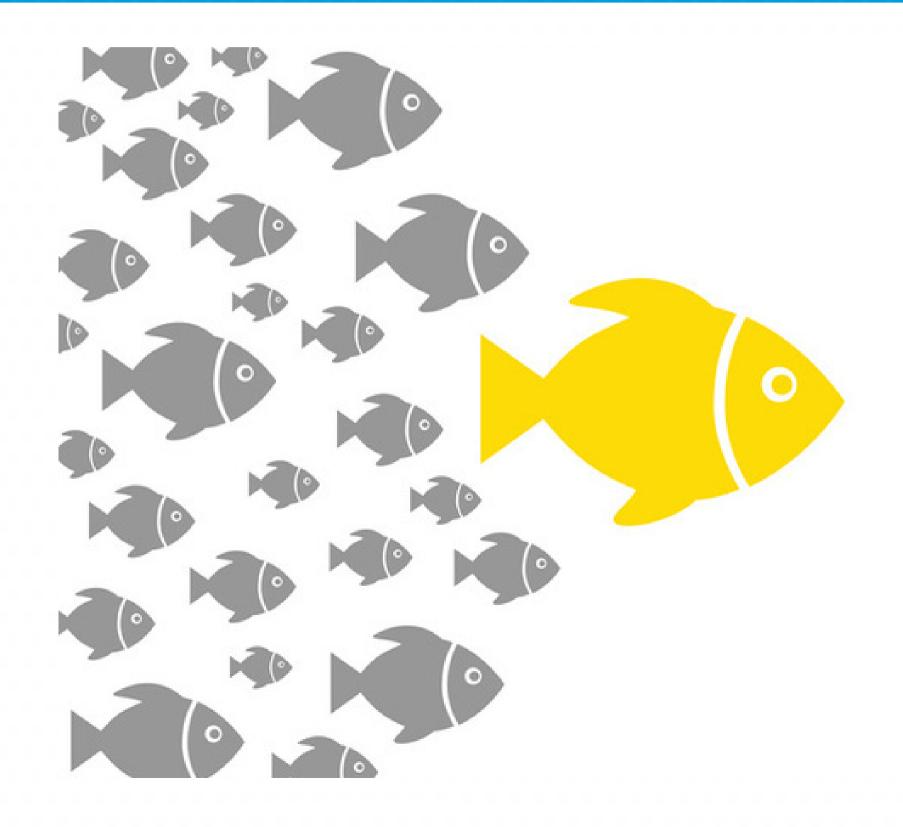
FORMAT/CHANNEL (THE SUPPORT) YOU WILL USE TO BRING YOUR KEY MESSAGES TO YOUR AUDIENCE. IT IS BASED ON THE FOLLOWING:

- STEP 1 (OBJECTIVES)
- STEP 2 (AUDIENCE)





# **Examples/cases**



### Fact sheet





Status Semente: São necessários

### Microorganisms from the nose can impair the response of the live virus flu vaccine

PESOUISADORES RESPONSÁVEIS

Maria Paola de Salvo Beatriz F. Carniel

### Nome do projeto

Pneumococcal colonization impairs mucosal immune responses to live attenuated influenza vaccine

### Objetivo da pesquisa

Investigate how nasal bacterial colonization affects influenza virus vaccination. Nasal colonization by the bacterium pneumococcus is common, especially during childhood. In vulnerable communities, 90% of children under 2 years old are found to be colonized. The nasal vaccine against the flu virus (LAIV) is highly effective because it contains live viruses; however, they interact with bacteria. The results have a profound impact on the selection of vaccines for each age group and region.

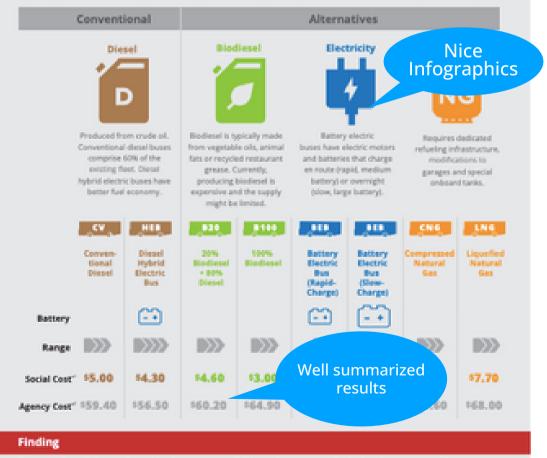
### Problema ou lacuna do conhecimento que soluciona

This is the first blind randomized clinical study addressing this issue. The flu

# **Policy brief**



Transit agencies are continually planning for their future bus purchases. Today, most transit buses run on conventional diesel fuel. However, many transit agencies are considering other options, such as biodiesel, electricity and natural gas. So, how do the different options compare?



Battery electric buses have the lowest overall life cycle cost, particularly when support from federal funding is available.' However, they also have the shortest driving range, which will need to improve before they are widely adopted.

"Contrasts in order of \$1,000 Apartment in 2015 dollars. Tensits answers in All-Part Incoment Income Tensing. 12 year United for the Incoment rate, Part Authority of Allegiany Tearry state

### **Key Factors in Transit Bus Selection**

as societal impacts.



Bus Purchase

a feasi Parabase. · Operations & Maintenance

Refueling & Depot Infrastructure

Electric and natural gas powered bus. options would require changes in garage and refueling infrastructure." Some federal funding can be used for these costs, but they would still require significant investment.



www.cmu.edu/energy

### useful info to guide decision-making processes

When deciding on bus purchases, transit agencies need to consider not only the cost of the bus, but also the infrastructure needs for storing and fueling buses, range, as well



· Greenhouse Gases\*\* Collegela die Publishanse<sup>10</sup>

In addition to the agency costs for the busies, infrastructure, fuel and operation and maintenance, the life cycle cost of using different energy sources is cansidered. We estimate environmental and health damages from preethouse gas emissions and otheria air pollutares, i Social costs are relatively small compared to agency costs, but alternative fuel technologies that use a lot of coal-based electricity. have larger social costs.<sup>1</sup>



Serious consideration should be given to battery electric buses in short-term planning and long-term purchasing as the electricity grid in many regions becomes cleaner, and their driving

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For questions or more information, please email the.scott.institute@gmail.com.

Authors' contacts

January 2017

traffic21.heinz.cmu.edu

# In-person meetings

"It was the first time I had the opportunity to meet researchers. Learning and knowing the results of the studies filled us with motivation and hope to solve the child health problems we face in practice"

Liliana Augusto Children's Health Coordination Brazilian Ministry of Health



## **Tutorials/How to**



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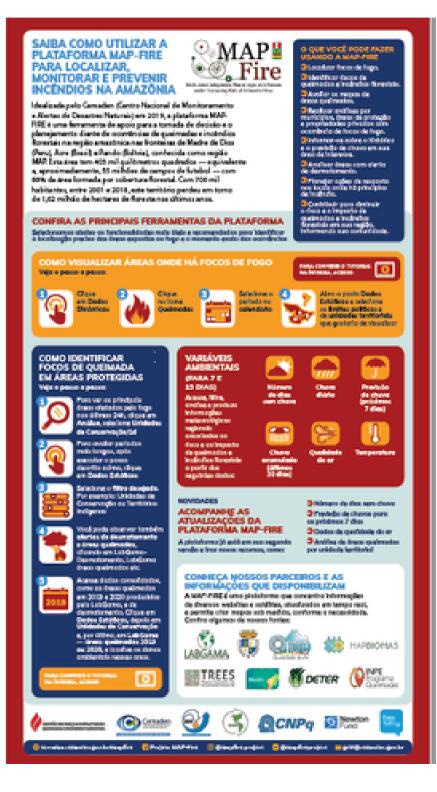
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Read-ages causes/bio-may subbreak plane de metres de candidate e avala 19 competências essencials, holuîndo hubilidades socials a service Reveals.



## Short videos



# Infographics





comunicar tudo à sociedade

# Campaigns



# **Canadian rule**

Canadian Health Service Research Foundation stated what formats work and don't work, according to their studies.







# **Media/press**

### **ARTICLE ABOUT THE RESEARCH/EBP HAS TO BE PUBLISHED**

### **IF YOUR AUDIENCE READ IT AND UNDERSTOOD IT**

Carl Martin Land

THE REAL PROPERTY OF THE REAL PROPERTY OF

THE AUDIENCE WAS INTERESTED IN **THE EVIDENCE AND ADOPTED IT** 

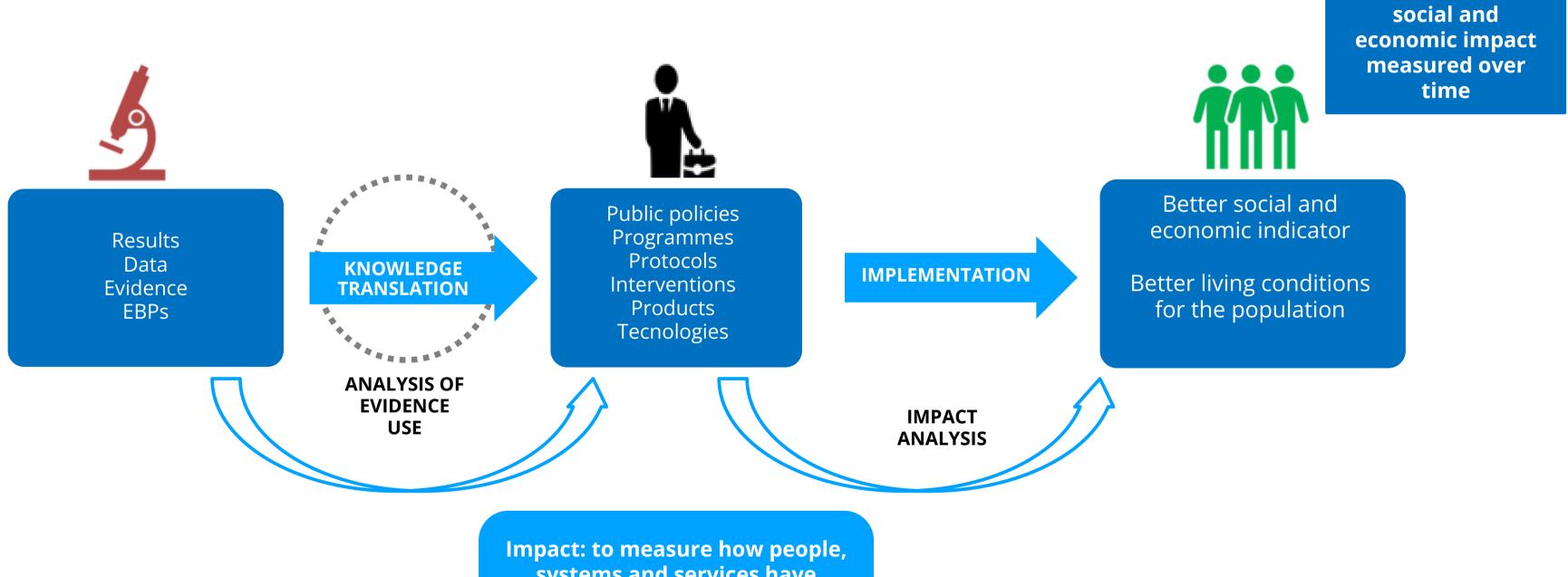
THE AUDIENCE IMPLEMENTED THE **EVIDENCE AFTER READING THE** ARTICLE



# **Step 6** Follow-up and evaluation



# Which results?



systems and services have benefited from the knowledge you have shared!

# **Examples of indicators**



### **KNOWLEDGE TRANSLATION IMPACT**

How much my user (audience) absorbed, and understood about the shared evidence and how they used it

**Ex: Number of downloads, changes in regulations.** 



### **SOCIAL IMPACT OF THE RESEARCH**

Proven research contributions to the economy, society, culture, and other indicators in different areas after implementing evidence-based policies **Ex: Better indicators** 



# **Reach indicators**

### **Examples**

 Number of policymakers you sent policy briefs

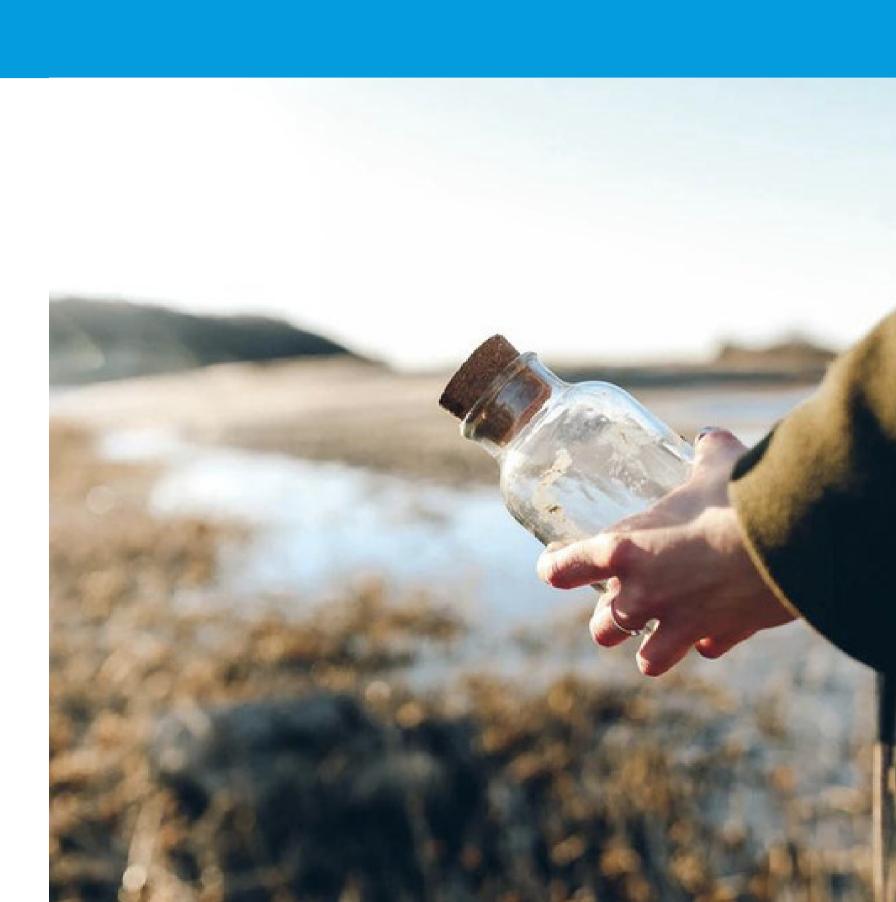
### • Number of downloads of the materials produced (ex: 2000)

### **NUMBER OF MATERIALS**

- $\circ$  Delivered
- $\circ$  Requested
- $\circ$  Downloaded
- Publications
- Reposts

### **Evaluation method:**

Google Analytics data/quantitative data



# **Comprehension indicators**



### • percentage of decision-makers who understood the content of the policy brief = 20%

### NUMBER OR PERCENTAGE OF USERS WHO:

- Read the material
- Understood the material
- $\circ\,$  Are satisfied with it
- $\circ~$  Changed your perception of a particular
  - topic

### **METHOD: OPINION SURVEY**

# Use indicators

### Example Number of decision-makers who used EBP's evidence to make a decision or support a program/policy

### NUMBER OR PERCENTAGE OF USERS WHO:

- Intend to use the evidence
- Adapted the evidence to use in their challenges
- Used the evidence to build a programme or policy
- Used the evidence in internal training of the team

### **METHOD**: survey



# Easy Teling



### Many thanks!

### **Stay informed: follow the Youth Partnership!**







### @eucoeyouth

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