

CARE: Community Alliance for Research and Engagement

A Strong New Haven is a Healthy New Haven

Beyond Scientific Publication: Strategies for Disseminating Research Findings

Adapted from the Yale Center for Interdisciplinary Research on AIDS (CIRA).



Yale Center for
Clinical Investigation

TABLE OF CONTENTS

| | |
|------------------------------------------------------------|----|
| I. HOW TO DEVELOP A DISSEMINATION PLAN | 1 |
| II. GENERAL WRITING GUIDELINES | 2 |
| III. STRATEGIES FOR DISSEMINATION PLAN | 3 |
| MEDIA COVERAGE | 3 |
| PRESS RELEASE | 4 |
| RESEARCH SUMMARY DOCUMENT | 4 |
| FLYERS, POSTERS, BROCHURES AND RESEARCH BRIEFS | 5 |
| POLICY BRIEFS | 5 |
| STUDY NEWSLETTERS | 5 |
| COMMUNITY AGENCY PUBLICATIONS AND WEBSITES AND LIST-SERVES | 6 |
| LOCAL EVENTS, SEMINARS, CONFERENCES, COMMUNITY MEETINGS | 6 |
| LETTER OF THANKS TO STUDY PARTICIPANTS | 6 |
| IV. STRATEGIES FOR DISSEMINATION CHECKLIST | 7 |
| V. SAMPLE DISSEMINATION DOCUMENTS | 10 |
| DISSEMINATION PLANNING FORM | 11 |
| AUTHOR BRIEFING FORM FOR WRITING A PRESS RELEASE | 13 |
| PRESS RELEASE TEMPLATE | 14 |
| RESEARCH BRIEF SAMPLE | 15 |
| NEWSLETTER SAMPLE | 17 |
| THANK YOU LETTER SAMPLE | 19 |



Document Description

A community research partnership is ideally part of a larger collaboration that includes the interests of each partner and spans a wide range of activities. Often a neglected afterthought in busy research schedules, the dissemination of key findings upon project completion is a crucial step in community-based research. In fact, we believe that researchers have an ethical obligation to ensure that research findings are disseminated to research participants, as well as other individuals and institutions in the communities in which we work. In an effort to increase ease and efficiency, this document provides key strategies for dissemination, including practical advice and specific templates you can adapt for your use. Through this strategic dissemination approach, CARE intends to distribute salient findings to affected communities, participant agencies, health departments, researchers, policy makers, and health advocacy groups. We hope this will help you to do the same.

Important Note

The first priority in any dissemination plan is returning results to study participants. Dissemination to any other stakeholder group must take place following this first step. Therefore, investigators should pay particular attention to dissemination methods listed on p. 3 under Section III “Strategies for Dissemination Plan”.

I. HOW TO DEVELOP A DISSEMINATION PLAN

To be most effective, dissemination strategies must be incorporated into the earliest planning stages of a research study. In fact, the most successful dissemination processes are typically designed prior to the start of a project.

In creating a dissemination plan, researchers should consider several key questions:

- **Goal:** What are the goals and objectives of the dissemination effort? What impact do you hope to have?
- **Audience:** Who is affected most by this research? Who would be interested in learning about the study findings? Is this of interest to a broader community?
- **Medium:** What is the most effective way to reach each audience? What resources does each group typically access?
- **Execution:** When should each aspect of the dissemination plan occur (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities?

When answering these questions, researchers should keep in mind some of the key characteristics of effective dissemination plans, listed on the following page.¹

¹ NIDRR. Developing an Effective Dissemination Plan. January 2001. <http://www.ncddr.org/du/products/dissplan.html>





Key Characteristics of an Effective Dissemination Plan

1. Orient toward the needs of the audience, using appropriate language and information levels.
2. Include various dissemination methods: written text including illustrations, graphs and figures; electronic and web-based tools; and oral presentations at community meetings and scientific conferences.
3. Leverage existing resources, relationships, and networks fully.

For individualized guidance in developing a dissemination plan, utilize the “Dissemination Planning Form” on page 11. CARE staff is also available to provide assistance. Please contact CARE@yale.edu

Further information on this topic may be found in *Developing an Effective Dissemination Plan*, www.ncddr.org/du/products/dissplan. In addition, links to numerous resources on dissemination may be found at: www.researchutilization.org/matrix/resources/index.html

II. GENERAL WRITING GUIDELINES

Writing documents for dissemination into the community is much different than writing a research grant or an article for publication in a scientific or professional journal. Included here are guidelines to ensure your dissemination materials are communicating effective and useful information to the community.

- **Responsive:** Consider your target audiences when deciding on document type.
- **Concise:** Make it short and to the point; be sure that information is easy to find.
- **Interesting:** Sort through all findings, and present just those that are new and/or compelling.
- **Highlight key points:** Use bulleted lists, with one finding or conclusion per bullet.
- **Logical:** Make sure the points progress in a logical order.
- **Useful:** Write clear conclusions and recommendations; if readers know what to do with the information, they will be more likely to apply it.





- **Attractive:** Spend a small portion of your budget on graphic design; attractive materials are more likely to be read. If possible, print documents in color and distribute to important stakeholders. Alternatively, post documents to a website and distribute the link broadly.
- **Language and design tips for easy reading:**
 - Simple Language: Use clear and understandable language (e.g., simple words and phrases). If you must use advanced terminology, define terms in lay language.
 - Headings: Develop uniform heading formats in **bold**, *italic*, and/or underline.
 - Font: Use a clear and readable font, such as Arial, Garamond, Palatino, Times New Roman, and Tahoma.
 - White Space: Leave “white space” on the page; limit the amount of text, graphics, and bullet points to the essentials.
 - Page numbers: Always include page numbers if longer than 2 sides.

Solicit community input and make the necessary modifications

Multiple perspectives and feedback always benefit your final product, by ensuring that information is correct and easy to understand. Share initial drafts with collaborators – both your scientific and community partners. For dissemination of results into community settings, report findings to community leaders and residents early so that you can incorporate their feedback to improve the utility of the document.

III. STRATEGIES FOR DISSEMINATION PLAN

MEDIA COVERAGE

There are countless media resources interested in health-related stories. Free media coverage can be an easy way to get results out to as many people as possible. Use your local newspaper, television and radio outlets. Most universities, large corporations, and national organizations (e.g., American Heart Association) have an Office of Public Affairs or Communications; work with these experts to disseminate research findings widely through public media.

Yale Resource: Media Outlet Listings

A listing of local media resources (e.g., newspapers, magazines, radio, television as well as websites and listserves) can be found in a supplemental publication, “Disseminating Research Findings: Media Resources” <http://CIRA.MED.YALE.EDU/RESEARCH/INDEX.ASP>





PRESS RELEASE

Press releases offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organizations.

Consider writing a press release for manuscripts that have been accepted for publication in the highest ranked journals, such as *Nature*, *Science*, *JAMA*, and the *New England Journal of Medicine*. Manuscripts accepted by other journals that describe significant results are likely to attract broad interest and should also be considered for media coverage. Award of a large grant or contract might also be newsworthy.

Timing of press releases must be carefully orchestrated. Most journals do not permit release of a manuscript's content in advance of publication. Simultaneous release to media is important so that the information is timely and newsworthy. This will increase the likelihood that a story will be written for another media outlet.

Two tools are provided here to assist you in this process: Author Briefing Form (page 13) and Press Release Template (page 14).

RESEARCH SUMMARY DOCUMENT

A central component of the dissemination strategy, the "research summary document" clearly and concisely summarizes the key conclusions from every research initiative. Whether combining several studies performed by the same investigator or a single study, the document should be organized by topic area and include the following components:

- a) **Key Findings:** Articulate key findings using approximately 3-5 bullet points. For a program of research, more key points may be necessary. Each bulleted point can then guide readers to more complete information in a subsequent paragraph or a related fact sheet.
- b) **Fact Sheets:** For more complicated studies or if you want to provide more detailed information to your audience, each key finding can be expanded. Fact sheets are typically one-half to one full page, preferably with graphical images to illustrate your point.

Yale Resource: Office of Public Affairs

Scientists whose manuscripts have been accepted for publication in journals or who have received large research grants are encouraged to contact Yale's Office of Public Affairs (OPA). It is important to contact OPA immediately after acceptance to a journal or notice of award to permit adequate time for the preparation and distribution of a press release. Contact OPA's science and medicine public affairs officers with stories that might be appropriate for broad dissemination:

- Karen Peart
(karen.peart@yale.edu)
- Bill Hathaway
(william.hathaway@yale.edu)
- Helen Dodson
(helen.dodson@yale.edu)



FLYERS, POSTERS, BROCHURES AND RESEARCH BRIEFS

Creating flyers, posters, brochures, or research briefs about research projects and findings offer a concise and visually-appealing way to disseminate information to broad audiences. While these formats require extensive simplification of information due to limited space, much of the information created through the research process includes visuals like graphs and tables, which are particularly adaptable for this format. For an example of a research brief used to disseminate information about a childhood obesity intervention, please see the sample on pages 15-16. Also, refer to one of CARE's many other research briefs, available at CARE's website: ycci.yale.edu/outreach.

POLICY BRIEFS

Research results are often utilized to advocate for legislative and policy change at local, state, and national levels. Advocacy groups and legislators look to current research trends and information to make decisions. This information is often presented in the form of a policy brief and outlines the rationale for choosing a particular policy alternative or course of action in a current policy debate. The common audience for a policy brief is not interested in the research/analysis procedures conducted to produce the evidence, but are interested in potential solutions based on the new evidence. Policy briefs should be just that—brief and concise—and should focus on how new evidence has implications for a particular policy. They should be limited to one page (front and back, if needed). For an example, please see: http://cira.med.yale.edu/research/fact_sheets_on_idus_and_hiv_risk.pdf

STUDY NEWSLETTERS

Distributing a regular newsletter summarizing study findings is an ideal way to update study participants and participating agencies. While such newsletters can involve a fair amount of work, the dissemination benefits are well worth the effort. If you are conducting a longitudinal study and need to keep in contact with study participants over time, a newsletter may be a good approach. Many community partners may also agree to feature your research findings in their agency newsletters. For an example, please refer to the Sample Newsletter on pages 17-18.



COMMUNITY AGENCY PUBLICATIONS AND WEBSITES AND LIST-SERVES

Most community agencies have websites and/or distribute newsletters and other documents to the constituents that they serve. Ask agencies who may be interested in your research topic if they will add your dissemination documents or information to their website or other publications. Health-related list-serves are also a popular outlet for distributing information to a large audience.

LOCAL EVENTS, SEMINARS OR CONFERENCES, COMMUNITY MEETINGS

Hosting or attending seminars, conferences, community forums and/or health fairs are common methods for informing others about research findings.

LETTER OF THANKS TO STUDY PARTICIPANTS

If possible, thanking study participants for their involvement is one of the most essential components of any research protocol. Letters can take many forms and could include research findings, if appropriate or applicable. For a simple template, please refer to the Thank You Letter Sample on page 19.

Yale Resource: Office of Institutional Planning

The School of Medicine's Office of Institutional Planning and Communications oversees the school's website and publishes Yale Medicine magazine, the bimonthly newsletter *Medicine@Yale*, the clinician-focused monthly newsletter *Yale Practice*, and various other publications that are potential outlets for dissemination of research findings. Contact Director of Communications Michael Fitzsosa (michael.fitzsosa@yale.edu) when you have results being published.

Yale Resource: Event Calendars

Regular seminars and events are listed in the Yale School of Medicine Events Calendar (<http://info.med.yale.edu/calendar/>) and the Yale School of Public Health Calendar (<http://info.med.yale.edu/eph>). For the School of Public Health calendar click calendar on the left side of the page.

You can also advertise an independent seminar or community meeting on CARE's website. Simply contact CARE staff at CARE@yale.edu to request that a notice be added.





IV. STRATEGIES FOR DISSEMINATION CHECKLIST

The following information is presented in a checklist format by population type. You can refer to these checklists individually as you plan your strategies for different audiences.

Study Participants and Participating Agencies

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Distribute flyers, brochures & research briefs (i.e. in health centers, clinics, agencies, and neighborhoods) | <input type="checkbox"/> Host or attend seminars |
| <input type="checkbox"/> Distribute summary document | <input type="checkbox"/> Host community forums to discuss the research |
| <input type="checkbox"/> Send a regular newsletter summarizing research in progress | <input type="checkbox"/> Send letter of thanks (anonymous or targeted) |
| | <input type="checkbox"/> Ask agencies to feature the research project in their newsletters & websites |
| | <input type="checkbox"/> Report to your funding agency |

Communities (State, City, Town), including Community-Based Organizations, Public and Private Sector Collaborators, and Legislative Advocacy Groups

- | | |
|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Distribute flyers, brochures & posters (i.e. in health centers, clinics, agencies, and neighborhoods) | <input type="checkbox"/> Appeal for articles in local media sources |
| <input type="checkbox"/> Distribute summary document | <input type="checkbox"/> Request that CARE feature your study in a Research Brief |
| <input type="checkbox"/> Host or attend seminars | <input type="checkbox"/> Ask agencies to feature the research project in their newsletters & websites |
| <input type="checkbox"/> Host community forums to discuss the research | <input type="checkbox"/> Produce policy brief or send policy position statement |
| <input type="checkbox"/> Participate in local health events | |

Connecticut Contact Information

A list of Connecticut community health centers is available at:
www.ct.gov/dph/cwp/view.asp?a=3138&q=404886

A list of local organizations is available at Connecticut Department of Public Health's website www.ct.gov/dph/site/default.asp and the Department of Mental Health and Addiction Services' website www.ct.gov/DMHAS/site/default.asp.

The United Way of Connecticut Infoline provides free state-wide community service information, including lists of social service agencies: www.infoline.org or www.2-1-1.org





Public Health Departments

- Distribute summary document
- Send press releases

Connecticut Contact Information

A list of Connecticut public health departments, including mailing labels, is available at:
https://www.han.ct.gov/local_health/localmap.asp

A list of all state health departments is available at:
<http://www.fda.gov/oca/sthealth.htm>

Policy Makers

- Distribute summary document
- Draft and send policy position statements
- Send press releases

Connecticut Contact Information

New Haven Board of Alderman: <http://www.cityofnewhaven.com/Aldermen/index.asp>

A list of Connecticut policymakers is available from the following sources:

- Connecticut General Assembly:
 - finding local legislators <http://www.cga.ct.gov/maps/townlist.asp>
 - determining committee members <http://www.cga.ct.gov/asp/menu/Committees.asp>
- Connecticut 2003 Citizen Guide: provides general information on CT's legislative process and related contact information <http://www.cga.ct.gov/asp/menu/citizen.asp>





Media

- Distribute summary document
- Send press releases to journals, newspapers, magazines, and electronic publications
- Post on health-related list serves and websites

Connecticut Contact Information

Local media sources can be found in “Disseminating Research Findings: Media Resources,” on CIRA’s website: <http://cira.med.yale.edu/research/index.asp>

Yale Scientists and Students

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <input type="checkbox"/> Create and distribute posters throughout Yale’s campus <input type="checkbox"/> Distribute summary document <input type="checkbox"/> Host or attend seminars and conferences <input type="checkbox"/> Appeal for submissions in various Yale newsletters | <ul style="list-style-type: none"> <input type="checkbox"/> Notify YSM’s communications staff for possible inclusion in <i>Yale Medicine</i>, <i>Medicine@Yale</i>, or <i>Yale Practice</i> <input type="checkbox"/> Notify Yale’s Office of Public Affairs of any major publications or grant awards <input type="checkbox"/> Request a posting on the CARE website <input type="checkbox"/> Request that CARE feature your study in a Research Brief |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Yale Contact Information

Contact the Office of Institutional Planning and Communications regarding articles in *Yale Medicine*, *Medicine@Yale* and *Yale Practice*.

- Michael Fitzsousa
Director of Communications
(michael.fitzsousa@yale.edu)

Contact the Office of Public Affairs’ science and medicine officers with stories that might be appropriate for broad dissemination:

- Karen Peart (karen.peart@yale.edu)
- Bill Hathaway (william.hathaway@yale.edu)
- Helen Dodson (helen.dodson@yale.edu)

Other Universities

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <input type="checkbox"/> Create and distribute posters, flyers, or summary document <input type="checkbox"/> Attend seminars and conferences | <ul style="list-style-type: none"> <input type="checkbox"/> Appeal for submissions in various newsletters <input type="checkbox"/> Notify university Communications Office |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





V. SAMPLE DISSEMINATION DOCUMENTS

1. Dissemination Planning Form
2. Author Briefing Form for Writing a Press Release
3. Press Release Template
4. Research Summary Sample
5. Research Brief Sample
6. Newsletter Sample
7. Thank You Letter Sample





DISSEMINATION PLANNING FORM*

This form is designed to assist study teams with the identification of key stakeholders and the development of a project specific dissemination plan before the project actually begins. Activities identified and documented on this form should be incorporated into the project work plan and timelines.

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Today's date: | |
| Project title (full name): | |
| Project start date: | Project end date: |
| Project Coordinator: | |
| Provide a very brief summary of projects and goals: | |
| Conduct a stakeholder inventory. These should also be listed in the matrix on the following page. | |
| Project funding agency: | |
| University partners: | |
| Other organizational partners: | |
| Other individual collaborators: | |
| Research participants (describe who they are and approximate #): | |
| Are there any budgetary implications based on your dissemination plan not included in your current budget? If so, describe them here and estimate costs for additional dissemination activities. | |
| If findings are positive, how can you influence implementations/change/sustainability? | |
| Using the matrix on the following page, indicate the date(s) and mechanisms used to disseminate on-going and end of project information to your multiple stakeholders. | |

(continued on next page)





Strategies for Disseminating Research Findings

| Manuscript | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Community forums, health fairs | | | | | | | | | | | | | | | | | | | | | | | |
| Conference or workshop | | | | | | | | | | | | | | | | | | | | | | | |
| Study newsletter | | | | | | | | | | | | | | | | | | | | | | | |
| Letter of thanks to study participants with study update | | | | | | | | | | | | | | | | | | | | | | | |
| Flyers, posters and research briefs | | | | | | | | | | | | | | | | | | | | | | | |
| Press release | | | | | | | | | | | | | | | | | | | | | | | |
| Research summary document | | | | | | | | | | | | | | | | | | | | | | | |
| List of stakeholders (include local, state and national) | | | | | | | | | | | | | | | | | | | | | | | |

Based on your inventory above, what further dissemination plans could be scheduled?

* Thank you to Kari Hartwig, Ph.D., and Beth Comerford at the Yale-Griffin Prevention Research Center for developing this form.





AUTHOR BRIEFING FORM FOR WRITING A PRESS RELEASE

Use this form for internal purposes to assist in preparing a press release.

| | |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| Name and degrees: | |
| Affiliation: | |
| Address: | |
| Email: | |
| Fax: | |
| Name of publication: | Expected publication date: |
| 1. What are the three most important findings of your research in relationship to their significance in the field? | |
| (1) | |
| (2) | |
| (3) | |
| 2. Explain the topic in lay-person's language (How would you explain it in basic terms to your next-door neighbor?). | |
| | |
| 3. Please indicate if your research affects (check all that apply): | |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Changes in Clinical Practice |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Health Policy/Government |
| <input type="checkbox"/> Pharmaceutical | <input type="checkbox"/> Further Research and Grants |
| <input type="checkbox"/> Regular individuals going to their doctor | <input type="checkbox"/> Public Health programs and practice |
| <input type="checkbox"/> Other: If Other, please specify _____ | |
| 4. Do you have any media contacts that would be interested in your article? If so, please list them here. | |
| | |
| 5. Should a journalist require more information from which to write an article, do you wish to be interviewed? (Y/N) | |
| 6. If yes, how would you like to be contacted? | |
| <input type="checkbox"/> Phone: _____ Best time: _____ | |
| <input type="checkbox"/> Email: _____ | |
| 7. Does a research partner institution have a press office? (Y/N) If yes, please provide a contact: | |

Thank you for your participation. Through this publicity program, we hope to raise awareness of your valuable research.





PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

CONTACT:

Author's Name, Title
School/Department
Address
Phone
Fax
Email

One-Line Attention-Getting Title

(City, STATE) Date of Distribution— This is a sample press release. Every release should begin with a short (25 words or less), one-line paragraph that hooks the reader's interest.

The purpose of a press release is to provide newsworthy information to the media. "Newsworthy" means that the information is **(1)** timely (i.e., has some immediate impact on readers); **(2)** novel (e.g., the first, the best, etc.); **(3)** consequential (i.e., a development that will have significant impact on readers); **(4)** dramatic (i.e., reveals something quirky or colorful about the human condition or character); **(5)** prominent (i.e., relates to a public figure/organization); or **(6)** proximate (i.e., affects people living in an area). Contrary to popular belief, newspapers and television stations are not sitting around with empty space to fill, nor do they feel a moral responsibility to write about Yale.

The press release should be a concise (no more than two double-spaced pages), factual, informative, and straightforward piece of writing that describes what you want the public to know. The most important and indispensable information (**who, what, when, where, etc.**) is located at the beginning of the story; the most expendable is at the end. Make every paragraph, sentence, and word count.

Text in all press releases should be typed in the font "Tahoma, size 10." If you don't have Tahoma, use Palatino, Helvetica, or Times Roman.

If you are unable to stick to the preferred one-page format, end page one with:

(more)

And, add the following heading at the top of page two:

Page 2—Key Words From Title

Otherwise, end the press release with the following symbol:

###

If you are announcing an event, be sure to include accurate information about the time, date, location (including street address and room number), and cost. Proofread, proofread, and proofread. Most media require at least 2-3 weeks lead time to publish your event. If you use a quote, and it's recommended that you do, give it its own paragraph so that the reporter can easily pick it out.





RESEARCH BRIEF SAMPLE (Front)

CARE Research Briefs

Trade in that Soda for Milk or Water!

Soda is Related to Obesity and Health Risks



“After doing this study, it became clear to me that there is no reason to ever serve your child sugar-filled beverages such as soft drinks. Children can remain well hydrated on water, skim milk, and moderate amounts of 100% juice.”

Marlene Schwartz, Deputy Director
Yale Rudd Center for Food Policy & Obesity

CARE Tips

- Replace sodas and sugary soft drinks with other refreshing drinks. When you are thirsty – water is best! Add extra flavor with a little Crystal Light, a twist of lemon or herb tea.
- Ensure that kids drink plenty of low-fat or skim milk for strong bones and bodies.
- Children who are lactose intolerant can substitute other healthy beverages such as unsweetened soy milk.

Publication: Vartanian LR, Schwartz MB, Brownell KD. Effects of Soft Drink Consumption on Nutrition and Health: A Systematic Review and Meta-Analysis. *American Journal of Public Health* (2007); Vol 97: pp 667-675.



Yale Center for
Clinical Investigation

CARE: Community Alliance for Research and Engagement



2 Church Street South
New Haven, CT 06519
203-785-3482

CARE@yale.edu

www.ycci.yale.edu/outreach

CARE is supported in part by the Clinical and Translational Science Award UL1 RR024139, National Center for Research Resources, National Institutes of Health.



Yale Center for
Clinical Investigation

CARE: Community Alliance for Research and Engagement



RESEARCH BRIEF SAMPLE (Back)

CARE Research Briefs

Trade in that Soda Can for Milk or Water!
Soda is Related to Obesity and Health Risks



Soda and sugary soft drinks are viewed by many as contributing to obesity and its related health problems. Yale researchers reviewed all current research articles published on this topic – 88 reports in all – to see if drinking soda and sugary soft drinks is related to poor nutrition and bad health outcomes.

Clear links were found between drinking soft drinks and increased calories and body weight. Children and adults who drink soda and soft drinks:

- Take in more sugar.
- Do not eat less of other foods to adjust for the calories taken in from these unhealthy drinks.
- Drink less milk, which has important health benefits like Vitamins A, D, and calcium.

People who drink more soda and sugary soft drinks are also at a higher risk for health problems such as diabetes and high blood pressure.

Bottom Line

Drinking soda and sugary soft drinks leads to increased body weight and puts kids and adults at risk for other health problems, such as diabetes and high blood pressure.

Definitions

Calories are how we measure the amount of energy in food.

Obesity is defined as having a Body Mass Index (BMI) of more than 30. BMI is a measure of body fat based on height and weight. To find out your BMI, go to: www.nhlbisupport.com/bmi

CARE: Community Alliance for Research and Engagement is committed to improving health in New Haven. One goal is to share important research findings in our community so that they are easily accessible to all – to educate, inform, and spur action. Yale investigators give thanks to the women, men and children of New Haven who participate in research projects designed to improve health. We value your participation and recognize that you are central to these efforts. We hope that you can use this information to prevent disease and promote good health in your family and in our community.



Yale Center for
Clinical Investigation

CARE: Community Alliance for Research and Engagement



2 Church Street South
New Haven, CT 06519
203-785-3482
CARE@yale.edu
www.ycci.yale.edu/outreach



Yale Center for
Clinical Investigation

CARE: Community Alliance for Research and Engagement



NEWSLETTER SAMPLE (Front)

CARE Perspectives

February 2009

Community Alliance for Research & Engagement

Honoring American Heart Month

Heart disease is the No. 1 killer in the United States. The American Heart Association (AHA) urges Americans to join the battle against heart disease.

What is Heart Disease?

Heart disease is any disorder that affects the heart. The heart is like any other muscle. It requires blood to supply it with oxygen and nutrients. Coronary arteries bring blood to the heart. They can narrow if cholesterol builds up inside the artery. If the arteries become too narrow, not enough blood gets to the heart and can cause pain.

Focus on Women

- Heart disease kills 1 in 3 American women.
- Only 15% of Connecticut women know all the signs of a heart attack.
- White women have higher death rates from heart disease than Hispanic women.
- Black women have higher death rates from heart disease when compared to both White and Hispanic women.

Risk Factors

These risk factors can be controlled or treated with help from your healthcare professional:

- ♥ Cholesterol
- ♥ Blood Pressure
- ♥ Smoking
- ♥ Physical Activity

ABCs of Prevention

By following these three steps you can reduce your risk for heart disease, heart attack and stroke.

- A**void Tobacco
- B**e More Active
- C**hoose Good Nutrition

CARE Tips for following the ABCs:

Avoid Tobacco – Quit smoking! Think about saving the money you’re spending on tobacco for a fun family outing.

Be More Active – Find a fun hobby to keep you active. Walk, jog, ride a bike or dance for 30 minutes 5 times a week.

Choose Good Nutrition – Fresh fruits and vegetables and hearty whole grains taste great and keep you healthy! Don’t believe us? Try the recipe on the back.

Source: Connecticut Department of Public Health, Vital Records Mortality Files, 2005.



Note from the Director

Dear Friends and
Neighbors of New Haven:

February marks Heart Health Month, a time to reflect on love, life, and health. Heart disease is the number one cause of death for both women and men in New Haven and beyond. And yet, it’s almost entirely preventable by engaging in 3 important health behaviors: avoiding tobacco, being more active and choosing good nutrition.

This spring, CARE—together with many community partners—will be launching Community Interventions for Health (CIH, see related story). CIH is exciting because it is a citywide effort. We recognize that though we make individual choices, our environment also matters in terms of barriers and opportunities for health. Together, we can nurture the health of individuals, families and our community through better policies and programs.

Please join us in working to make New Haven a healthier place to live—a place where all can thrive. If you are interested in participating in Community Interventions for Health, please call Alycia at 785-7651.

Yours in Health,


Jeannette Ickovics



Yale Center for
Clinical Investigation
CARE: Community Alliance for Research and Engagement

ycci.yale.edu/outreach | CARE@Yale.edu





NEWSLETTER SAMPLE (Back)

February 2009

Spotlight on the Community

Go Red Movement

Join the AHA's Go Red For Women movement and become a part of the fight against Heart Disease – the # 1 killer of women in America. By joining, you can help save lives of mothers, sisters, aunts, daughters, grandmothers, best friends, and other women just like you! Sign up today – it's free! Go to: www.goredforwomen.org

By joining Go Red For Women you can:

- Take the Go Red Heart CheckUp to learn your risk. It only takes a few minutes and can save your life. You will receive a Personal Action Plan to help you achieve your fitness and nutrition goals and live heart smart.
• Go Red with Physical Activity: Join Choose To Move. Reach for your heart health goals with this free 12-week physical activity program for women. Get up, get active and get inspired by other women's stories. Track your progress with the Choose To Move "Countdown."

Community Interventions for Health

CARE has secured a position for New Haven to be the first US City to participate as a full partner in Community Interventions for Health (CIH). CIH is the largest and broadest international community-based intervention study ever undertaken. CIH will be working in four sectors – neighborhoods, schools, worksites and health centers. CIH's focuses on the 3FOUR50 Campaign:

Three risk factors: tobacco, poor diet, lack of physical activity for Four chronic diseases: cardiovascular, cancer, type 2 diabetes, chronic lung disease that account for 50% of deaths worldwide.

Be on the lookout this spring for CARE's CIH launch!



Photo by Kathleen Cei, New Haven Advocate

Balance Fitness Studio

Get in shape at this local fitness studio. Mubarakah Ibrahim is the owner and head trainer of BALANCE Fitness Studio for Women in New Haven. Her

innovative fitness studio is based on "whole fitness" – the belief that physical, mental and spiritual well-being is all connected. For more information, go to: www.womenfit4life.com or email info@balanceCT.com.

Heart Healthy Recipe Yogurt Fruit Salad

- 8 oz. plain non-fat or low-fat yogurt
1 tbsp. frozen orange juice concentrate, thawed
1 1/2 c. cubed apples
1 1/2 c. cubed pears
1 c. cubed orange
1/2 c. sliced strawberries
1 banana, sliced

Mix together all ingredients and chill.

Makes about 5 servings.

Substitutes: use any combination of fruit.

Source: www.cooks.com

Greater New Haven Heart Walk – May 17th

The American Heart Association will be hosting their annual Greater New Haven Heart Walk called "The Start!" Participating in the walk is a great way to promote a healthy lifestyle. The walk begins at Lighthouse Point Park in New Haven at 11:00 a.m. For more information, go to:

www.americanheart.org or contact a Start! Heart Walk staff partner at (203) 294-3526 or via email at susan.daddio@heart.org

We invite your participation in CARE! Please contact us at 785-7651 or CARE@yale.edu.

CARE is supported in part by the Clinical and Translational Science Award UL1 RR024139, National Center for Research Resources, National Institutes of Health.





THANK YOU LETTER SAMPLE

Dear [INSERT PARTICIPANT'S NAME],

I would like to thank you for your participation in the [INSERT STUDY NAME]. The information you shared will contribute to a better understanding of [INSERT PURPOSE].

Please remember that any data pertaining to you, as an individual participant, will be kept confidential. Once all the data are collected and analyzed for this project, we plan to share this information through [INSERT DISSEMINATION METHODS (e.g. newspaper articles, seminars, conferences, presentations, journal articles, etc)]

If you are interested in receiving more information regarding the results of this study, or if you have any questions or concerns, please feel free to contact [INSERT CONTACT NAME] at [INSERT EMAIL ADDRESS]. In particular, if you would like a summary of the results, please let us know by providing your email address or alternate contact information.

Sincerely,

[INSERT PI NAME]





Yale Center for
Clinical Investigation

CARE: Community Alliance for Research and Engagement