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# SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"

**Date:** 19-21 February, 2024

**Venue:** Uganda Virus Research Institute

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**[www.eaccr.org](http://www.eaccr.org)**



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# Getting your research covered on the news

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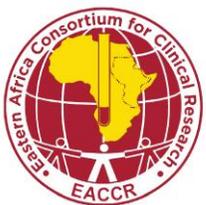
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## Why should we get our research covered on the news?

- *“Getting your research covered on the news can significantly increase its **visibility** and **impact**.”*



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# The Golden Circle- What, How, Why.

- If we have the "What" (**research results**), where should we focus to maximize our media coverage and impact on return?
- Should we emphasize the "How" (**research methods/publicity method**) or the "Why" (**the problem and research conclusion**)?
- Consider why this distinction is important.
- As *Simon Sinek* states in "[How Great Leaders Inspire Action](#)," we should prioritize the "**Why**."



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# Why should you get your research covered on the news?

- **Public Awareness:** It increases public knowledge about your work, potentially impacting public opinion or policy, especially if your research has societal implications.
- **Funding Opportunities:** Media coverage can attract the attention of funding bodies, private investors, or grant organizations, showcasing the importance and relevance of your research.
- **Career Advancement:** High-profile coverage can enhance your reputation in your field, leading to career opportunities, collaborations, or speaking engagements.
- **Engagement with Science:** It helps in demystifying science for the general public, encouraging interest in STEM fields, and promoting science literacy.



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# Why should you get your research covered on the news?

- **Validation and Credibility:** Being featured in reputable news sources can lend additional credibility to your work, validating your research in the eyes of peers, policymakers, and the public.
- **Educational Impact:** It can serve as an educational tool, providing real-world examples of scientific research in action, which can be used in educational settings or public lectures.
- **Networking:** Coverage can lead to networking opportunities with other researchers, journalists, or industry professionals who might be interested in your work.
- **Public Engagement:** It allows for direct engagement with the public, where you can receive feedback, answer questions, or correct misconceptions about your research.



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# How do you get your research covered on the news?

## 1. Know Your Audience and Media Outlets:

- **Identify Relevant Media:** Determine which outlets (local, national, international, specific to your field) would be most interested in your research. Consider both traditional media (newspapers, TV, radio) and digital platforms.
- **Understand Their Audience:** Tailor your pitch to the audience of the media outlet. For instance, a local news station might be interested if your research has local implications, while a tech-focused site would want to know the broader implications in technology.





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# How do you get your research covered on the news?

## 2. Develop a Compelling Story:

- **Human Angle:** Connect your research to human experiences or stories. People relate better to narratives about individuals or communities affected by your research.
- **Relevance:** Link your findings to current events, societal issues, or trends. Timeliness can greatly increase your chances of coverage.
- **Novelty:** Highlight what's new, surprising, or innovative about your research.



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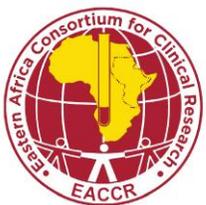
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# How do you get your research covered on the news?



## 3. Prepare Your Materials:

- **Press Release:** Write a clear, concise press release that explains the research, its significance, and includes quotes from key researchers. Include contact information.
- **Visuals:** Provide images, infographics, or video clips. Visual content can make your story more appealing to newsrooms.
- **Plain Language Summary:** Create a summary of your research in layman's terms.



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# How do you get your research covered on the news?

## 4. Build Relationships:

- **Contact Journalists:** Reach out to science journalists or reporters who have covered similar topics in the past. Building rapport can lead to better coverage.
- **Media Relations Office:** If you're at an academic institution, work with your university's media relations team. They have connections and know how to craft stories for media.



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# How do you get your research covered on the news?

## 5. Timing and Pitching:

- **Embargoes:** Sometimes, sharing your research under embargo allows journalists time to prepare in-depth coverage before the public release.
- **Pitch at the Right Time:** Understand news cycles. Avoid pitching around major news events unless your research directly relates to them.
- **Follow Up:** If there's no response, a polite follow-up can sometimes do the trick, but don't be overly aggressive.



# How do you get your research covered on the news?



## 6. Be Available:

- **Interviews:** Make yourself available for interviews, ready to explain your research in simple terms and answer questions.
- **Response Time:** Be quick to respond to media requests, as news has a short shelf life.

# How do you get your research covered on the news?



## 7. Use Social Media:

- **Tease Content:** Share snippets or teasers of your research on social media platforms where journalists are active.
- **Networking:** Engage with journalists on social media, comment on relevant stories, and retweet or share their work.

# How do you get your research covered on the news?



## 8. Leverage Events:

- **Conferences:** Present your research at conferences where media might be present or where you can organize press briefings.
- **Public Demonstrations:** If your research involves something tangible or visual, consider public demonstrations or exhibits.

# How do you get your research covered on the news?

## 9. Monitor Coverage:

- **Feedback:** Once covered, monitor the news for how your research is being depicted, and be prepared to correct misinformation or provide additional information.
- **Analytics:** Track where your research appears and how it's received to refine future strategies.



# How do you get your research covered on the news?



## 10. Ethical Considerations:

- **Accuracy:** Ensure that the information you provide is accurate and not sensationalized.
- **Responsibility:** Be mindful of how your research might be interpreted or used by the public or policymakers.

# Question?



- **What creative ways can one get their works on the news?**
  - *(Discuss with your neighbour and share)-2 minutes*
  - *Presentation(2 minutes)- Two people share ideas.*



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# Creative ways to get your research covered on the news

**1. Localize Your Research:** Tailor your research to address local issues in your country. For example, if your research is on medication, focus on how it can improve local drug uptake practices or address drug resistance in the region.

Local media outlets are more likely to cover stories that directly impact their audience.

- **Example:** If your research shows a new method of safe male circumcision, highlight how it could benefit Ugandan men who are still of reproductive age.



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# Creative ways to get your research covered on the news

2. **Engage with Community:** Organize community events or workshops where you present your research findings. This not only raises awareness but also creates a story of community involvement that local news might find appealing. Break down aggregated national data to ***locally relevant community data***.
  - o **Example:** Host a workshop on malaria prevention solutions in rural areas, inviting local journalists to cover the event.



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# Creative ways to get your research covered on the news

**3. Press Releases with a Twist:** Instead of a standard press release, create a narrative or story around your research. Use multimedia like videos or infographics to make it more engaging.

o **Example:** Create a video story of a day in the life of a Ugandan researcher, showcasing your work in action.



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# Creative ways to get your research covered on the news

4. **Leverage Social Media:** Use platforms like X (formerly Twitter), where you can start trending hashtags(now keywords) related to your research. Engage with influencers or key opinion leaders in Uganda who can amplify your message.

o **Example:** Start a campaign with #UgandaInnovation2025 to discuss the future of research and technology in Uganda, tagging local influencers.

# Creative ways to get your research covered on the news

**5. Collaborate with Local Universities or NGOs:** Partner with institutions that are already respected in the community. Their endorsement can lend credibility and attract media attention.

o **Example:** Collaborate with Uganda Virus Research Institute (UVRI) on a project about biosecurity and safety, which could be of interest due to the institute's prestige.



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# Creative ways to get your research covered on the news

- 6. **Create a News Hook:** Time your research release with relevant events or national holidays. For instance, if your research relates to health, release it around World Health Day.
  - o **Example:** If your research involves HIV/AIDS prevention, align the release with World AIDS Day, ensuring relevance and timeliness.



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# Creative ways to get your research covered on the news

- 7. **Utilise Edutainment:** Work with music dance and drama experts to present your educative research entertainingly. For instance, if your research relates to health, work with artists to communicate your research brief messages entertainingly.
  - o **Example:** If your research involves HIV/AIDS prevention, work with poets and musicians to write poems and songs packed with key scientific messages from your research.



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# Creative ways to get your research covered on the news

- 8. **Human Interest Angle:** Find personal stories or case studies within your research that highlight the human aspect. Journalists love stories about individuals.
  - o **Example:** Profile a Ugandan health worker whose life was changed by your Ebola vaccine research, making the story relatable and compelling.



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# Creative ways to get your research covered on the news

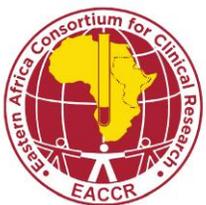
- 9. **Interactive Public Displays:** Set up interactive exhibits or displays in public spaces or at local fairs. These could be physical models or interactive digital displays showing your research outcomes.
  - o **Example:** At a local science fair, showcase a model of sustainable peer education and referral solutions based on your research.

# Creative ways to get your research covered on the news

- 10. **Challenge or Solve a Known Problem:** If your research addresses a well-known issue in East Africa, make this the focus of your media pitch. Solutions to problems like corruption, disease burden, education, poverty or infrastructure attract attention.
  - o **Example:** If you've developed a new app to map ebola outbreak cases and predict contacts, this could be a significant story.

# Creative ways to get your research covered on the news

- **11. Offer Exclusive Insights:** Sometimes offering an exclusive first look or interview to a particular news outlet can secure coverage. Make sure this outlet has a good reach within your region.
  
- **Example:** Give an exclusive interview to a popular Ugandan news channel discussing the implications of your research on local policy.



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# Available resources to assist you in getting your research covered on the news

- **Research into policy tool kit**: The European & Developing Countries Clinical Trials Partnership (EDCTP), The Global Health Network and the four EDCTP-funded Networks of Excellence (NoEs); EACCR, CANTAM, TESA, and WANETAM, are building a new 'Translating Research into Policy' Toolkit to sit within the EDCTP Knowledge Hub.
- A diverse team has worked on a tool kit that will be resourceful in the promotion of research.
- The toolkit builds upon the existing resources available in the TGHN research process map.



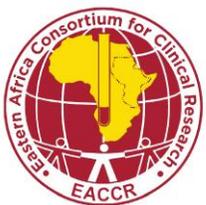
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# The Research into Policy and Practice toolkit





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# What dissemination strategies can you use to translate your research into practice?

## 1. Defining the goals and objectives of the dissemination/translation initiative.

- What do you hope to achieve?
- Is your objective to push for policy change, change in practice etc?



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# What dissemination strategies can you use to translate your research into practice?

## 2. Identify and categorize stakeholders.

- You may need to conduct a stakeholder mapping exercise to determine the most appropriate individuals or groups to share your results with.
- Stakeholders can include end-users such as patients, clinicians, public health practitioners, and policymakers.
- When selecting stakeholders, consider who will directly use the information from your research and who can influence the target users. Stakeholders early, during the conceptualization and design phases of your study, can help facilitate the translation of your research into policy and practice.



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# What dissemination strategies can you use to translate your research into practice?

## 3. Determine what content will be disseminated.

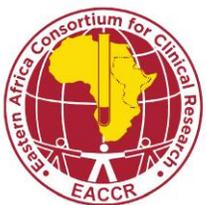
- What are your key messages?
- Although your research may have multiple findings, the goal of dissemination is to distil these into clear, concise, and easily understandable messages that can drive action or lead to change.



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# What dissemination strategies can you use to translate your research into practice?

## 4. Consider communication options or mechanisms.

- Consider communication options that align with stakeholder preferences.
- While publishing in peer-reviewed journals is common, other effective dissemination methods include presenting at conferences, webinars, and using non-academic channels like social media, media releases, and newsletters.
- Policy briefs are also valuable for summarising key findings and recommendations, providing policymakers with accessible, actionable information.



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# What dissemination strategies can you use to translate your research into practice?

## 5. Anticipate and mitigate potential barriers

- Identify potential challenges that could arise during the dissemination of your findings, considering both the nature of your results and the stakeholders involved.
- Develop strategies to address these barriers in advance. Additionally, **assess potential difficulties stakeholders might face** when implementing your findings and provide tailored recommendations for overcoming these challenges based on their specific context

# What dissemination strategies can you use to translate your research into practice?

## 6. Evaluate and improve dissemination/translation strategies

- Assess the effectiveness of your dissemination approach by setting clear evaluation indicators aligned with your goals and objectives.
- Consider what has been achieved and how you can measure success.
- Gathering feedback from stakeholders who have implemented your research findings is essential for identifying areas for improvement and refining dissemination strategies for future studies.



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# Useful Case Examples

- PHAU - "TULI WAMU NAAWE "All-Star Song Against HIV Stigma among Women:  
[https://www.youtube.com/watch?v=uRKtG8\\_wA84](https://www.youtube.com/watch?v=uRKtG8_wA84)
- World AIDS Day - Flash Mob by Public Health Ambassadors Uganda (PHAU):  
<https://www.youtube.com/watch?v=6nJvuQQaVGo>
- Workshop on How to Effectively Communicate SRHR Research Results  
<https://www.youtube.com/watch?v=ijDLiu9lZ88&t=97s>
- 2nd Annual Public Health Youth Symposium 2018:  
<https://www.youtube.com/watch?v=dhtWqFWRSuA&t=63s>
- BODA BEERAMU Outreach Activity by PHAU supported by PEPFAR:  
<https://www.youtube.com/watch?v=MCmdVLOS7P0>
- Gender Equality Voices (GEV) Poetry & Storytelling Competition:  
<https://youtu.be/dJ3anOs59Jo>
- The Twist - The Order has Changed: <https://www.youtube.com/watch?v=qlY2jFrKyVg&t=39s>
- International Condom Day "Condoms Are Cool" FLASH MOB:  
<https://www.youtube.com/watch?v=DclxllIPANA&t=36s>



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# Take aways...

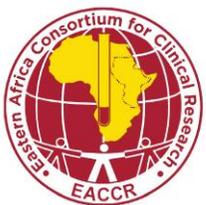
- **Not all research will make headlines**, but by following these steps, you increase the likelihood of gaining the attention your work deserves.
- While these strategies can increase your chances of getting coverage, **persistence, and follow-up with journalists are key.**



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# Thank you!



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