

Appendix B: Communication and Dissemination Mechanisms table

Rows are marked to signify effective, non-effective, partially-effective or undetermined (based on available literature).

Table 8: Mechanisms for Evidence Communication and Dissemination

Mechanism	Description	Challenges	Benefits	Target audience	Effectiveness
Briefs (non-effective)	“A concise standalone document that prioritises a specific policy issue and presents the evidence in a non-technical and jargon-free language; in general, the purpose is to distil or synthesise evidence with the intention of influencing thinking and actions of policy actors”	Clarity and maintaining concise messaging; Bias; Comprehension and unpredictable knowledge base of audience	Relevant and salient (often commissioned); Easy comprehension; Direct engagement on specific topic	Policymakers, third-sector practitioners, think tanks, corporate executives	Largely ineffective addressing institutional structural barriers
Blogs and social media (partially effective)	Quick summaries and highlights of key findings from scientific research, written colloquially	Clarity and maintaining concise messaging; Credibility and bias; Relevance and salience	Open-access; Easy comprehension; Convenient	Policymakers, decision-makers, practitioners, public	Effective reaching wide audience and building awareness. Unclear/undetermined for influencing policy practice

Mechanism	Description	Challenges	Benefits	Target audience	Effectiveness
Conferences and Seminars (non-effective)	Formal oral and (sometimes) visual presentations (in person and virtual) of evidence to a group	Engagement; Clarity and maintaining concise messaging; Comprehension and unpredictable knowledge base of audience	Common venue; Often funded; Recognition	Policymakers, practitioners, public	Ineffective in influencing policy and practice
Data visualisation (effective)	Using design principles to communicate complex information (for example, graphs, charts, icons, etc.)	Clarity; Balancing complexity while being concise; Bias	Easy comprehension; Engaging; Accessible	Policymakers, practitioners	Highly effective when done well
Toolkits (partially effective)	Practical guides/handbooks on possible ways to adopt and implement evidence	Clarity; Coverage; Relevance and usefulness	Easy comprehension; Practical to adopt	Policymakers, practitioners	Moderately effective when tailored to audience needs

Source: Authors informed by Balian et al. (2016); Breckon & Dodson (2016)