

# 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;<br>Bias; Comprehension and unpredictable knowledge base of audience          | Relevant and salient (often commissioned);<br>Easy comprehension;<br>Direct engagement on specific topic | Policymakers, third-sector practitioners, think tanks, corporate executives | Largely ineffective for 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;<br>Credibility and bias;<br>Relevance and salience                           | Open-access;<br>Easy comprehension;<br>Convenient  | Policymakers, decision-makers, practitioners, public                        | Effective for reaching a wide audience and building awareness;<br>Unclear/mixed for influence on policy/ practice |
| Conferences and Seminars (non-effective)     | Formal oral and (sometimes) visual presentations (in person and virtual) of evidence to a group   | Engagement;<br>Clarity and maintaining concise messaging;<br>Comprehension and unpredictable knowledge base of audience | Common venue;<br>Often funded;<br>Recognition  | Policymakers, practitioners, public   | Ineffective for influencing policy and practice   |
| Data visualisation (effective)               | Using design principles to communicate complex information (for example, graphs, charts, icons, etc.)   | Clarity;<br>Balancing complexity while being concise;<br>Bias   | Easy comprehension;<br>Engaging;<br>Accessible   | Policymakers, practitioners   | Highly effective when done well   |
| Toolkits (partially effective)               | Practical guides/ handbooks on possible ways to adopt and implement evidence  | Clarity; Coverage;<br>Relevance and usefulness  | Easy comprehension;<br>Practical to adopt  | Policymakers, practitioners   | Moderately effective when tailored to audience needs  |

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