

# 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 in addressing institutional and 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 in reaching wide audience and building awareness. Unclear/negative evidence for influence on 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 tailored to audience needs |

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