

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 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; Credibility and bias; Relevance and salience	Open-access; Easy comprehension; Convenient	Policymakers, decision-makers, practitioners, public	Effective for reaching a wide audience and building awareness; 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; Clarity and maintaining concise messaging; Comprehension and unpredictable knowledge base of audience	Common venue; Often funded; 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; 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)