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INTRODUCTION

HBSC Ireland is involved in a wide range of dissemination activities, including the writing and production of national and international reports, factsheets, short reports and journal articles. Working with a range of stakeholders enables us to disseminate our work to a wide audience using approaches that are suitable and of interest to those whom they are directed towards. The approach we adopt may be useful for others who wish to share their data appropriately and effectively with a wide audience. Comprehensive dissemination may also help to reduce duplication of work in the future.

OBJECTIVES

- To disseminate findings on national priority health issues to key end-users, including children, parents, schools, health and social care practitioners, academics, policy-makers and the general public.
- To provide findings in a variety of formats suitable for different target groups; including reports, presentations, popular media, journal articles, factsheets and short reports.

METHODS

Routes of dissemination

In order to meet our objectives various dissemination routes are used including; a mailing list, a HBSC website, the media, presentations and attendance at conferences and workshops. HBSC Ireland communicates with the University Press and Information Office and also with print and broadcast media. We also disseminate our findings to academics, practitioners and schools.

Dissemination Tools

Various tools are employed to disseminate findings including the national and international reports, factsheets, short reports, school newsletters and journal articles. In writing and creating these tools, HBSC Ireland aims to work with the audience for whom the information is intended.

RESULTS

To date the findings of HBSC Ireland have been disseminated to eight different stakeholder groups, illustrated in figure 1 below. Various routes of communication and different tools are used to disseminate the data from HBSC Ireland.

Policy makers as stakeholders

HBSC Ireland has been involved in many consultation sessions with policy-makers in order to develop appropriate and useful tools to disseminate HBSC findings to them. During these sessions participants identified factsheets as the most suitable tool for disseminating HBSC data. They also specified the topics of most interest, the detail they would like included and the format of the factsheets. We also provide a short report service, used frequently by policy makers. HBSC Ireland data are routinely used in policy related documents such as the State of the Nations Children reports (Brooks *et al.*, 2010; Hanafin *et al.*, 2007) and reports from the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA, 2008).

Children as stakeholders

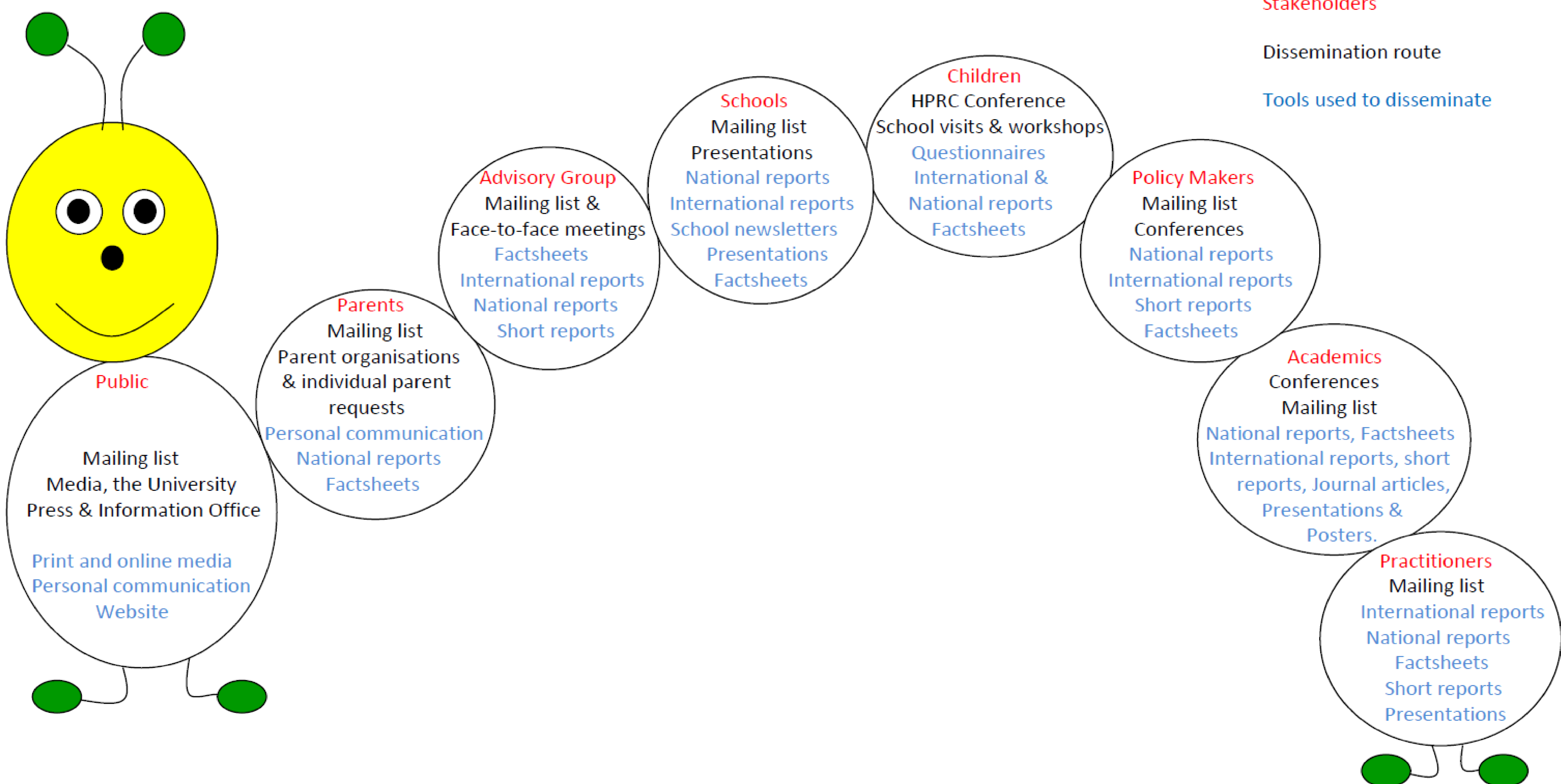
Young people attended the Health Promotion Research Centre conference (June 2009) to present their health related projects and to learn about the HBSC survey. Representatives from HBSC international countries and regions were present and discussed the health topics of interest to Irish young people. We also visit schools regularly to work with young people including; piloting questions, asking children and young people what they would like to know about HBSC (Doyle *et al.*, 2010) and how to disseminate the findings to their peers. We are working on establishing an advisory group of young people to work with us throughout the HBSC research process, from setting questions for the HBSC survey, through to disseminating findings.

CONCLUSION

Dissemination of HBSC Ireland data continues to be a key priority and the team is always striving towards new and novel ways of disseminating HBSC data to various stakeholders. To date we have focused on consulting with policy-makers and children. In the future we will continue this work but also will work more closely with representatives from other stakeholder groups. Actively involving stakeholders in the dissemination process ensures the findings will be used in decision making around policy and practice for promoting health among school children.

Figure 1: Routes and tools used to disseminate HBSC Ireland data to various stakeholders

HBSC DISSEMINATION CATERPILLAR



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