



Fellow Rita Long addressing a conference



Fellow James Edmonds appearing on television



Fellow Shaherazad Umbreen lobbying at Downing Street

The Churchill Fellowship is the operating name of the Winston Churchill Memorial Trust, reg charity no 313952.

HOW TO SHARE YOUR FINDINGS AND IDEAS: A QUICK GUIDE TO DISSEMINATION

What is dissemination?

This is the process of sharing your findings with those who can help you to turn them into action. Also known as ‘knowledge-sharing’, it is the way you communicate your ideas to the right people, in the right way, to persuade them to hear and support your ideas.

There are many ways to do this, depending on who you want to reach. For example, you might present your research at a professional conference, circulate your findings to colleagues at work, write an article for your trade media, talk to local providers, or lobby national policy-makers.

Before your research phase

- Read our guidance for ‘Doing your research’ in the Fellows’ Resources area of our website.
- Create a plan for creating the change you want to see. Which audiences will you need to influence? How will you reach them? What arguments or evidence will persuade them?
- Make a wish list of the materials you will need, to win support from those particular audiences. These might include case studies, statistics, surveys of beneficiaries, policy statements, interviews with practitioners, compelling photos, and so on.
- Structure your research to secure these materials: for example, book meetings and visits, find documents and websites.
- Start telling people in your sector or community about your plans, to generate further contacts and interest.
- Consider setting up a blog and social media channels, to post now and during your research phase.
- Acquire any equipment for gathering material (camera gear, recording apps etc).

During your research phase

- Collect the materials on your wish list. Check the list for any gaps and find ways of filling them.
- Collect contact details for useful people.
- Make lots of easily searchable notes.

- Take story-telling photos (see our guidance on this).
- Ensure you get the relevant permissions from people you interview or photograph.
- If you are travelling, consider posting from the road on your social media and blog.

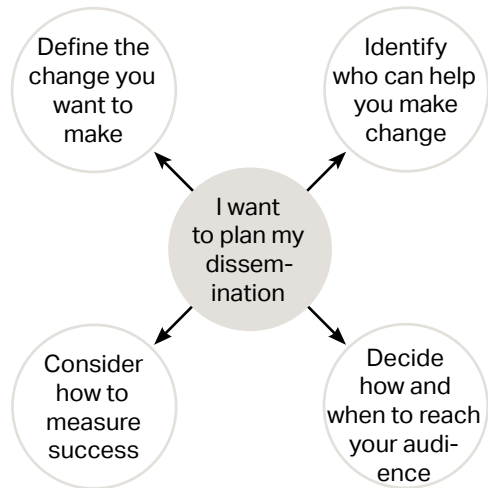
After your research phase

- Read our guidance for ‘After your research’ in the Fellows’ Resources area of our website.
- Review your thinking in light of your findings, then make an activity plan for starting to disseminate. We can support these activities with advice and publicity, on request.
- Draft and submit your Fellow’s Report within three months of returning.
- Find and engage with a relevant Fellows’ Online Network.

Some examples of dissemination by Fellows

- Health policy worker Rebecca Jarvis set up a blog where she posted regular findings and photos while on her Fellowship travels.
- Paramedic Vinny Romano was interviewed on BBC Radio Cumbria about his Fellowship on improving support for paramedics after traumatic situations.
- Consultant Samantha Jury-Dada launched her Fellow’s Report on knife crime at the Greater London Assembly with the Deputy Mayor for Police and Crime.
- Researcher Sharon McDonnell developed the first UK-wide survey of suicide bereavement, with Manchester University, and also set up a social enterprise.
- Clinical tutor David Trickey secured funding for four years to create a UK Trauma Council, comprising the leading child trauma experts and providing training and guidelines for the sector.
- Homelessness campaigner Amy Varle presented her research at 10 Downing St and created a digital app to promote her ideas and build a national network.

HOW WOULD YOU LIKE TO SHARE YOUR FINDINGS AND IDEAS?



Use our Fellows' Resources on:
Top tips from Fellows



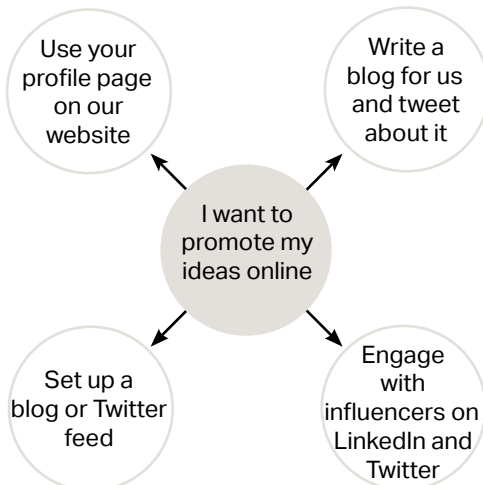
Use our Fellows' Resources on:
Story-gathering in the field, Taking good photos



Use our Fellows' Resources on:
Fellow's Report guidance, Approaching the media, Radio and TV interviews, Blogging

Our full range of Fellows' Resources is at www.churchillfellowship.org/fellows-resources

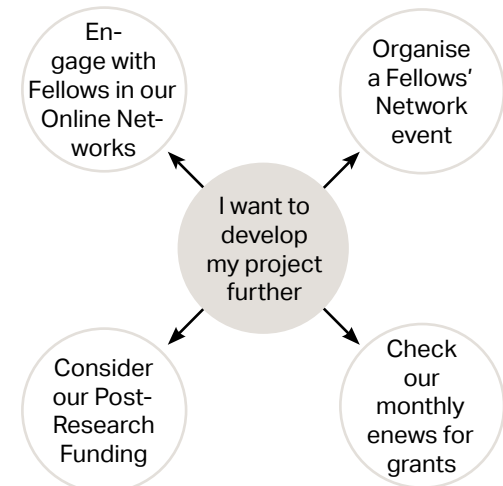
For advice on dissemination, please contact Katie Baldock on katie.baldock@churchillfellowship.org



Use our Fellows' Resources on:
Blogging



Use our Fellows' Resources on:
Approaching MPs



Use our Fellows' Resources on: Fellows' Online Networks, Post-research funding guidance, Funding opportunities from other organisations, Support from other organisations