**So, you want to share your research…**

**Knowledge translation is an important part of the research cycle**

Whether you’re speaking to the media, tweeting about your recent publications, or undertaking a large-scale knowledge translation project, spreading the word about your research helps to spotlight the importance of dedicated women’s health research and funding.

Publicly highlighting your research also works to inform the public; enable opportunities for collaboration; creates the potential to influence policy makers; broadens your CV; and can deliver your evidence to key research users and stakeholders.

An important first step to any communications or knowledge translation plan is to familiarize yourself with key contacts, available services, and the policies that govern your activities. At the Women’s Health Research Institute, we are happy to provide members with social media, communications, and knowledge translation consultations to assist you as you develop a plan to share your research findings. Other institutions you are affiliated with – universities, health authorities, or research centres – likely have other supports in place, including media relations services.

Many researchers are also turning toward new ways of disseminating research findings, including op-eds, social media, websites, videos, blog posts, or podcasts. We can help you develop a strategy to share your findings or amplify activities you plan with another institution.

**Please note:**

* We strongly advise you to connect with the WHRI communications and knowledge translation team and/or your home institution’s communications or media relations department prior to carrying out any of the aforementioned activities. **Connecting with these teams early on (e.g., when you submit a publication) can help you to get the most out of their services.**
* Only [authorized spokespeople](https://pod.phsa.ca/workplace-resources/policies-procedures/acrossPhsa/C-99-11-20101.pdf) may release information on behalf of PHSA or its Agencies to the media or the public. The Communications Department may request staff members who are subject area or content experts to act as spokespeople on specific topics and will provide them with media training. Also, please keep in mind that media are not allowed on site at BC Women’s Hospital unless they are accompanied by a communications representative. This is to ensure patient privacy.
* Before engaging with the media to discuss your research, you must always contact your communications department. Universities, the Provincial Health Services Authority and its programs all have their own media relations and communications teams. **These teams can support you in variety of ways**, from media training, to support creating press releases, to guidance on how you might best reach the audiences who need to hear about your work. They also want to know about your interactions with the media so they can share and promote your media interview, notify leadership, track the amount of press your research attracts, monitor any potential impact it may have on the institution’s workflow or reputation, and celebrate your achievements.

Want to learn more? Request a consultation by emailing us at [whri.communications@cw.bc.ca](mailto:whri.communications@cw.bc.ca).