


## Consulting Stakeholders about Dissemination



Burke, L.,  
D'Eath, M.,  
Young, H.,  
Nic Gabhainn, S.,  
Health Promotion  
Research Centre,  
National University  
of Ireland, Galway

### INTRODUCTION

It is an ethical imperative of the Health Behaviour in School-aged Children Ireland (HBSC) study to disseminate research findings to as wide an audience as possible, including academics, practitioners, policy-makers and non-specialists. Optimally, findings should be disseminated in a manner that is useable, understandable and appropriate for specific stakeholder groups.

### METHODOLOGY

A qualitative exploration was carried out to identify alternative and suitable methods for disseminating research findings on the health behaviours of adolescents in Ireland to a range of stakeholder groups and to collate feedback on existing resources.

Participants were recruited from the stakeholder groups of young people, parents, youth workers and teachers. Convenience sampling was used to engage a diverse range of participants. Eleven focus groups and two discussion groups were conducted with 39 young people, 15 youth workers, 13 parents and 14 teachers. Using a semi-structured format, the discussions covered responses to current dissemination formats, information needs, and current and preferred sources and formats of information.

### RESULTS

Young people were interested in the health behaviours of other young people and agreed that this information would lessen peer pressure experienced by many adolescents. They were clear that information should be presented in a short, concise format containing a small amount of text and focusing on visual aspects such as colour and images. Most suggested social media (Facebook and YouTube) and many recommended the use of short video clips made by young people themselves as a method of disseminating research.

Parents found the research interesting and felt it was good for them to know the realities of adolescent life but were more eager that their children have the information. Parents recommended increased distribution of research findings in schools and libraries and increasing links with existing resources such as newspapers and websites.

Youth workers were interested in the research and considered that it would be useful for them to have such information presented in a way that was relevant to their own work. They were particularly interested in local or regional level data. Their chief recommendations were to link in with the established youth worker forums/databases and to involve young people in the dissemination process.

Teachers considered the research to be valuable and useful in a range of school subjects. A number of partici-

pants suggested that information should target specific teachers and subject areas and that it should be presented in a classroom-ready format such as a Power-Point presentation or easy to photocopy materials.

### CONCLUSIONS

This study elicited a range of opinions about the dissemination of adolescent health behaviour research data with distinct differences between the individual stakeholder groups. The consultation provided valuable and constructive insights into suitable approaches to the distribution of research findings to a variety of audiences. These provide valuable guidelines which will benefit the dissemination of both existing and future research in the area of adolescent health. Correctly adopted, this information has the potential to expand the reaches of the HBSC survey and other research findings thereby extending knowledge on adolescent health behaviours to a broader audience.

### FUNDING

The Irish HBSC Study is funded by the Department of Health. The Adolescent Sexual Health in Ireland: Data, Dissemination and Development Study is funded by the IRC and the HSE Crisis Pregnancy Programme. We would like to thank the young people, parents, teachers and youth workers who took part in the focus groups. Also thanks to Kathy Ann Fox and Ursula Kenny, co-facilitators of a number of the focus groups.

### PUBLICATION

The young peoples' findings of this research have been published by the Childrens' Research Network for Ireland and Northern Ireland Digest in December 2014.