

# Research Translation: *Press Release*

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# Why Research Translation?

- ◆ To move discipline forward
- ◆ Focus on research that improves people's lives and can be translated into public policies
- ◆ Engage with stakeholders and media to share practical relevance of research
- ◆ Plan projects that are scalable, have a dissemination plan with evidence-based solutions for public policies

# What is a Press Release?

- ◆ A press release is a document that announces a newsworthy story about your project that the media might want to cover and provides all of the pertinent information a reporter or editor would need

# Benefits of a Press Release

- ◆ It's a cost-effective tool
- ◆ It helps you to control your story and highlight your perspective
- ◆ Organization website news/press page: reporters can visit your site for latest press releases, identified as experts in the field
- ◆ Keeping journalists in the loop: events, list of media outlets

# Essential Elements

- ◆ Keep it short and simple
- ◆ Drop the academic jargon
- ◆ Nail the headline
- ◆ Target the right journalists

# Essential Elements

- ◆ Find a newsworthy angle
- ◆ Craft an appealing press release headline
- ◆ Summarize your story in your subtitle
- ◆ Introduce essential information
- ◆ Provide supporting information & context
- ◆ Substantiate with quotes
- ◆ Include a strong Call to Action
- ◆ End with a boilerplate

# Press Release Format

- ◆ Headline that announces story and captures attention: *Subtitle that summarizes story*

[CITY, Month Day, Year]---[Organization Name] announced today  
[The who, what, when, where, why of your story]

[Share past milestones, events, statistics, research, additional context a journalist might want. Use multiple paragraphs, bullet points]

[Incorporate quotes from subjects/ experts]

[Emphasize again why the story is newsworthy]

[Boilerplate: Organization information, contact details for more information]

# *Basta Hatao, Bachpan Bachao* Campaign

- ◆ Seminar: *The Burdened Preschooler: Issues and Alternatives*
- ◆ **News Headlines:**
- ◆ *Basta Hatao* drive soon in the city
- ◆ Preschoolers a burdened lot: Pushing kids into neurosis
- ◆ Teachers maybe asked to submit curricula
- ◆ No preschool better than bad preschool: educators
- ◆ Schools hindering tiny tots progress: With bulging bags they trudge to school
- ◆ School heads insist on uniform syllabus



# Enabling the Differently-Abled Children and their Families: Findings from a New SPARK Study

- ◆ SPARK, an organization that supports African communities to improve mental health in kids with developmental disorders, is working with key stakeholders and researchers in Ethiopia to raise community awareness in identification of children with special needs and reduce stigma.
- ◆ The aim of this project is to improve the care, health, education of children and promote inclusion. They have adapted to local conditions (both rural and urban) the Caregiving Skills Training programme developed by the World Health Organization.

## ◆ **Key findings of the study:**

1. Children and their families experience negative effects of stigma
2. Myths, lack of knowledge about children with special needs contributed to negative attitudes of people
3. Caregiver challenges ranged from lack of services, financial constraints, single parenting
4. Lack of educational opportunities for children was a barrier to fulfilling their development needs



◆ **Next steps:**

1. Develop a training package to raise community awareness and reduce stigma
2. Develop a care model for children and their families to improve their health, education, and promote inclusion.

◆ For more information contact: SPARK research team:

◆ [SPARK@kcl.ac.uk](mailto:SPARK@kcl.ac.uk)

- ◆ **Break-out Groups: 11:15 – 11:35**
- ◆ Choose your group representative
- ◆ **Task:** Write a short press release (100 words) based on the policy brief
- ◆ Present to the whole group (2 minutes)
- ◆ **Group presentations: 11:35 – 11:50**
- ◆ **General question and answers: 11:50 - 12**