The Older People and Frailty Policy Research Unit is committed to disseminating the work we will undertake throughout the life course of the programme. Our goal is for our research to inform policy and practice across the health and social care landscape.   In order to achieve this ambition, we aim to disseminate our research through a number of channels. We aim to deliver clear and concise information, to ensure that all our audiences have access to, and are able to understand, our research and its potential policy implications, as well as to see the impact of the knowledge we create.

To do this successfully, we need to use all channels of communication available to us, this includes through our core staff team networks, across our specialist arms-length academic community, as well as exploiting all opportunities offered by the NIHR, DHSC, arms-length bodies and other relevant stakeholder groups.   Added to this purpose is our contractual requirement to monitor and report on our dissemination activity and to include impact assessment where relevant and possible.

Our primary outputs for dissemination will include:

- Specific Project / Rapid Response Reports and Briefing Papers.
- Parliamentary Briefing Documents and Call for Evidence Responses;
- Academic Publications; Presentations, Posters and Abstracts;
- Case Studies, Annual and Mid-Term Reports;
- Newsletters, Blogs, News Items

Impact measures for these outputs will include:

- Influencing and informing the development of policy in public health, healthcare and social care;
- Influencing and informing the development of regulatory procedures and/or practice;
- Adoption in healthcare and demonstrated potential to improve patient outcomes and experiences;
- Contributing, both directly and indirectly, to make the public health, health care and social systems more sustainable;
- Informing further research and attracting funding.

Dissemination Processes and Governance

Dissemination activity is included in all project briefs to ensure timely planning of opportunities for outputs. At pre-agreed timely points in the project delivery cycle, project teams will agree appropriate dissemination outputs, to include resource allocation and timelines. Dissemination will also be reported as part of the monthly catch-up meetings with DHSC/NIHR both to minimise any potential risk of *'surprises'* but also to ensure a transparent approach. All project related outputs are submitted to via the Outputs Monitoring System (OMS), an NIHR CCF hosted platform that processes approvals for outputs directly with DHSC Liaison Officers. Through this mechanism we will ensure that any planned publications and/or related conference presentations[1] are anticipated, meeting the

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[1] On occasion OPFPRU team members may be invited to present at conferences, which have not been anticipated, in such cases OPFPRU team will inform DHSC/NIHR and submit via OMS for rapid approval.

NIHR Clinical Commissioning Facility (CCF) 28 day advance warning criteria, whilst also minimising any potential delay in submission timelines.

Added to this, we will utilise our Governance structure to seek advice on how best to disseminate our outputs, on a project-by-project basis. This will include full consultation with project specific PPIE representatives and partners, through the OFPPRU Advisory Board, as well as our arms-length academics where relevant.

Our audiences

We recognise the value in ensuring our dissemination outputs are communicated in a proactive way, this includes utilising all potential platforms and opportunities, as well as ensuring our core team possess the skills and abilities to communicate our research effectively to key audiences.   As such, we ensure proactive tailoring of our communications so that the content is appropriate to a variety of audiences, both internally and externally.

Our key audiences include:

Internal audiences:

OPF PRU core team members comprising the leadership and management teams, research team, professional services team, wider arms-length academic community based across our three sites (University of Manchester, Newcastle University and London School of Economics), Advisory Board and PPIE partners (MICRA and VOICE Global).

External audiences:

- NIHR Family / DHSC;
- Government departments and agencies;
- Policymakers and national politicians;
- Arms-length bodies (e.g., NHSE, OHID, UKHSA);
- Public, Patient Involvement and Engagement stakeholders, including the general public, patients, carers;
- Academic and scientific communities, including clinical and non-clinical researchers;
- Healthcare professionals and allied health care professionals;
- Local government (local MPs, local authorities, public health).

To maximise the potential of our reach of our work, we will utilise a range of communication channels and where possible, monitor audience reach and outcomes.

Channels for dissemination and examples of communication outputs):

- OPF PRU website (plain English summaries, blogs, newsletters, infographics, webinars, fact sheets, video via You Tube Channel);
- Journals and Conferences (publications, presentations, posters);
- Parliamentary briefing events (presentations, infographics, research summaries);
- Media (press, radio, television);
- Social media platforms (Twitter - @OPF_PRU).

OPF PRU Website www.opfpru.nihr.ac.uk

Our website will be our primary platform for displaying and disseminating our work. It is aimed at a broad audience, is written in plain English and currently includes information about our people; our research projects; responsive work; experts by experience; equality, diversity and inclusion. As a primary channel of communication we continue to grow the website, with a view for it to include all research outputs (this once agreed by PRU Directors/Project Leads and signed off by DHSC/NIHR for public sharing) adding new pages as required.

We are committed to ensuring that outputs featured on our website will be communicated in an inclusive format, which includes plain English summaries of our research projects, reports written in accessible formats, such as one-page summaries, three page executive summaries and full reports as well as bite size videos on our research and links to webinars hosted. We will also use social media platforms to bring traffic to our website and for highlighting our publications and associated dissemination outputs.

Monitoring our impact: We will monitor website access, use using google metrics, and report on these in our annual report.

Journals and Conference Presentations

Journals and conference presentations will be a key platform to share our research outputs with the academic, science, health and social care professional workforces. Authorship on papers will be agreed at project initiation stage, following stage 2 sign off, when projects go live (or as early on in the project delivery stage as possible). Draft publications prepared for internal review will also be shared with DHSC/NIHR via the OMS to ensure transparency and provide opportunities for comment and feedback within the process. At the point of submission to journals, all relevant parties will be informed and following journal review, updated and finalised versions of publications will be shared with all parties.

Use the following **funding statement** for publications (see other options below):

This study/project is funded by the National Institute for Health and Care Research (NIHR) Policy Research Programme conducted through the NIHR Older People and Frailty Policy Research Unit, PR-PRU-1217-21502. The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

The 'study/project' wording can be adapted, for example, 'findings/results presented in this publication are based on findings from research funded by the National Institute for Health Research…'

The standard disclaimer can also be found on the NIHR website, along with 'funded by NIHR logo).

For work not commissioned by NIHR/DHSC, you can list the NIHR Older People and Frailty PRU as an author affiliation but no need to acknowledge funding.

We will keep DHSC/NIHR updated on conference invitations and abstract submissions but with a view to encourage PRU core staff to attend and share our research wherever possible.

Monitoring our impact: We will utilise a range of online tools to monitor the impact of publications (e.g. altmetric.com) as well as record and report on all conference presentations, to include event

metrics (target audience, attendee numbers) in our programme management system. These will be reported on a monthly basis as part of our monitoring and reporting processes as well as in annual reports.

Parliamentary calls for evidence and briefing events

In order to service our policy customer and maximise the potential for impact of our research outputs we will actively watch parliamentary calls for evidence, where we will submit related evidence, as well as be available to discuss our research with Parliamentary Groups including APPG committees and Parliamentary Note author personnel.

Monitoring our impact: Call for evidence submissions will be monitored and reported on, as will all parliamentary meetings, committee invitations and discussions. Observations of the presence of evidence in the development of policy proposals and the enactment of those proposals will also serve as impact for our work.

Media (press, radio, television)

Working closely with media offices based across all sites and in conjunction with NIHR regional communications representatives will be key to the delivery of consistent and timely media messages. Depending on the relevance and nature of the outputs, we will agree the most suitable potential platform and aim to exploit all available where possible. This will include press releases, radio interviews and television appearances to showcase our findings.

Monitoring our impact: We will monitor media relations and appearances

Social media platforms (twitter)

Twitter will be used as our preferred social media platform. The OPF PRU Twitter handle is **@OPF_PRU** and is managed by the core research admin support team. The aim will be to showcase our communication outputs, linking back to our website, journals, conferences as well as to highlight some of our collaborative activities; meetings, events, etc. To ensure regular posts, all core team members with Twitter accounts will be followed and relevant tweets will be retweeted where possible. Please do tag @OPF_PRU in your tweets although please only do this with tweets that are not political, politically sensitive tweets will not be retweeted via this twitter account.

Monitoring our impact: we will use Twitter analytics to monitor reach and report on this annually.