



Plain English Dissemination Strategy

February 2025

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NIHR Policy Research Unit in Healthy Ageing

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Plan for Sharing Our Work

The NIHR Policy Research Unit in Healthy Ageing (HAPRU) wants to share its research with as many people as possible. Our goal is to help improve the health and care of older people by making our research easy to understand and use. We want to make sure people can see how our research can help make health and care better, using research evidence to support decisions.

We will share our work in different ways with our networks. This includes sharing with our staff, partners, and important organisations like the NIHR and the Department of Health and Social Care. We will follow rules that make sure everyone is prepared for our research to be shared, and we will report on how things are going.

Ways We Will Share Our Research

- **Reports and Papers:** We will write short reports and easy-to-read one-page summaries about our research.
- **Policy Briefing Papers:** These are quick summaries of what we found to support policy teams make decisions.
- **Publications and Presentations:** We will publish articles and talk about our research at conferences and events.
- **Case Studies:** These show examples of how our research helped and made a difference.
- **Blogs, Videos, and Press Releases:** We will write blog posts, make videos, and share news releases.
- **Webinars and Workshops:** These are online or in-person events where we explain our research.
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How We Will Measure Success

We want to see how our research is making a difference. Here are some ways we will measure success:

- Helping to support evidence-based policy making
- Improving experiences of people using health and social care.
- Improving how health and care services are run.
- Making healthcare systems better and more sustainable.
- Encouraging more research and getting more funding for future projects

How We Share Information

Before starting each project, we will plan how and when to share our results. We will report regularly on our progress, so everyone knows what to expect. All of our research will be shared through a system which helps us stay organised.

Who We Share With

We want to make sure we are sharing our research with the right people. Our main audiences are:

- **Internal Audiences:** These are our staff, research colleagues and our community partners.
- **External Audiences:** These are people outside our group, like policymakers, health and care workers, government agencies, charities, and the public.

We will also make sure our team knows how to communicate our research clearly. We will train our staff to explain our research in simple ways for different audiences.

Where We Share Our Work

We will use many ways to share our research:

- **HAPRU Website:** Our website will have easy-to-read summaries, videos, research updates, and case studies.
- **Academic Journals and Conferences:** These are for sharing research with other scientists and professionals.
- **Parliamentary Groups:** We will share our research with government groups to support policy development.
- **Media:** We may use press releases, and appear on radio, or TV to share important findings.
- **Social media:** We will use platforms like X and Bluesky to share our work with a wider audience.

Tracking Our Impact

We will keep track of how well we are sharing our research and how it is being used. We will check how many people visit our website, download our reports, or watch our videos. We will also see how our research is affecting policies and practice. All of this information will be included in our annual reports to show how successful we have been and where we need to improve.

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This document is available in large print.

**Please contact the NIHR Policy Research Unit in
Healthy Ageing for assistance.**

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