Dissemination: The Who, Why, and What of Your Narrative

Tung Nguyen, MD
CADC
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A Harvard Study Is Going Viral Among Anti-Vaxxers. The Author Says They Are All Wrong.

Nature Public Health Emergency Collection

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Increases in COVID-19 are unrelated to levels of vaccination across 68 countries and 2947 counties in the United States
Community-Based Participatory Research Increases Cervical Cancer Screening among Vietnamese-Americans
Dissemination Questions

• Who is the audience?
• What are the core messages you want them to get?
• How do you get those messages across so they respond positively? Avoid negative interpretation?
Who is the audience?

- People (community)
- Peers
- Press
- Policy makers
- ??
Investigators Report Lack of Minority Subjects in Trials
Audience Considerations

• What does this audience want?
• What does this audience want from you?
• What are their competing interests?
• What relationship do you want to build with this audience?
What are the core messages?

YOU ARE THE MESSAGE!

• What about your story that makes this work compelling?
• State the problem and why people should care
• One or two main finding of your work
• One or two broad implication of your work (what you are advocating for)
How do you get those messages across?

Think of a pleasant summer when you were very young...

- Shorts
- Fun
- Action
- Repetitive
No-Nos

- Jargon
- Acronyms or abbreviations
- Too many numbers
- Words with pejorative association: detect, experiment, contaminate, control, target
So...

- Not “F/U SOB”
- But “follow up shortness of breath”
EXECUTIVE SUMMARY
The City and County of San Francisco had 1,754 cases of COVID-19 and 31 deaths as of May 5, 2020. Asian Americans accounted for 13.7% of cases but 52% of the deaths. Among those infected, 6.7% have died, the highest proportion of all racial/ethnic groups. Understanding reasons for these disparities is critical for risk stratification of patients and protecting communities particularly vulnerable to COVID-19.

Asian American COVID-19 death rate in San Francisco concerning, researchers say
Researchers said that the city’s overall recorded number of deaths wasn’t enough to draw conclusions but that they’re concerned and seeking more data.

Asian Americans Facing High COVID-19 Case Fatality
Brandon W. Yan, Fiona Ng, Janet Chu, Janice Tsoh, Tung Nguyen

Asian Americans’ Covid mortality rate in California unduly high

Asian Americans in San Francisco are dying at alarming rates from COVID-19: Racism is to blame
COVID-19 is killing Asian Americans in the Bay Area. In this six-part series, USA TODAY investigates how systemic racism is driving high death rates.

San Francisco Chronicle