



Rural Health Research Gateway: Community Audience Needs Study Report

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June 2009

www.ruralhealthresearch.org

The Rural Health Research Gateway is a project of the University of North Dakota Center for Rural Health, in conjunction with the RUPRI Health Panel, with funding from HRSA's federal Office of Rural Health Policy.

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Executive Summary

The *Rural Health Research Gateway: Community Audience Needs Study*, funded by the Office of Rural Health Policy, was designed to: 1) examine the information needs of a diverse community audience for rural health research products, and 2) determine effective approaches for disseminating research findings. A group comprised of representatives from several community organizations with interests in rural health was convened to provide input regarding products and dissemination strategies used by the federally funded Rural Health Research Centers (RHRCs). Discussion centered on an evaluation of each type of dissemination product/approach and the group participants' utilization of research findings.

Key findings include:

- Community audiences prefer briefs, summaries and bullet points of information. They enjoy receiving Research Alerts. They want the ability to easily share RHRC information with others.
- The primary resource for information on rural health research for the Community Issue Group is the Internet. Participants like to access information quickly and will often utilize search engines such as Google, or go directly to familiar Web sites (frequently citing the Rural Assistance Center) to get information.
- Some RHRC websites and reports and the Gateway flyer may benefit from enhanced design. Participants recommended that Gateway staff consult with RHRCs on making improvements.

Introduction

Health services research is an important tool used to inform a range of decisions about structure, financing, quality and access to health care. Underscoring this point, the Coalition for Health Services Research notes that "Health services research when appropriately funded, coordinated and disseminated plays a critical role in addressing problems related to the nations' health care system" (Academy of Health, 2005, p.1). Specific to rural health care, there is a growing body of knowledge generated by researchers that explicitly focuses on better understanding challenges facing rural health care delivery. To maximize the contribution of this body of knowledge, a toolkit of useful approaches is needed that can be used to inform a range of important audiences, from local rural hospital administrators to federal policy makers. This project focuses on the development of such a toolkit that may be used by rural health researchers to extend the reach and impact of important findings. This includes examining innovative strategies and tools for designing interventions to reach different target audiences and to promote knowledge-driven rural health policies and programs. Expressing this function, this initiative is titled the Rural Health Research Gateway and has the following objectives:

1. Optimize the impact of research data from the Rural Health Research Centers (RHRCs) (and, as feasible, other ORHP grantees) on policies, programs and practice.
2. Optimize communication between RHRCs and target audiences.
3. Measure the impact of project efforts on objectives 1 and 2.

Research indicates that multiple communication channels should be used to reach specific audience segments with information and that communication campaigns benefit from

rigorous formative research and evaluation of outcomes (Healthy People 2010). This approach to maximize communication of rural health research incorporates some of the key elements advocated in the Healthy People 2010 report. For example, through audience testing (i.e., working with “Issues Groups” representing national, state and local audiences), the Rural Health Research Gateway is obtaining information in order to develop and disseminate effective communication strategies. Additionally, the Rural Health Research Gateway uses the Healthy People 2010 strategy of creating databases to catalog research studies and partner with existing dissemination networks to make data publicly available.

Another initiative that informs the structure of the Rural Health Research Gateway is the Framework for Knowledge Transfer (FKT) developed by Carpenter et al (2005). This framework recognizes that the dissemination and implementation of research findings are complex processes requiring multiple methods and tools. The framework includes three major processes: knowledge creation and distillation, mass diffusion and targeted dissemination, and organizational adaptation and use. The plan embedded in the FKT and adapted for the Rural Health Research Gateway includes six major elements: 1) research findings and products, 2) end users, 3) dissemination partners, 4) communication, 5) evaluation, and 6) dissemination work plan. Consistent with the FKT, the purpose of the Gateway toolkit is to guide researchers to plan for dissemination as a key component of initial research designs, culminating in the application of findings by end users. It is also designed to establish direct links with diverse target audiences.

Needs Study Method

This study is designed to examine the needs of representatives of a community audience for rural health research products and approaches for disseminating information. The Community Issue Group, comprised of representatives from various community organizations, was selected with input from the Office of Rural Health Policy (see Appendix A). The group provided input regarding products and dissemination strategies used by the federally funded RHRCs. Each RHRC provided project staff with examples of research dissemination products (brochures, fact sheets, working papers/reports, policy briefs, press releases, web sites, and other products). Project staff then selected samples of each product for the Community Issue Group with an emphasis on those products containing community-specific information. Three compilation documents were also selected: the Rural Health Research Gateway Web site, the 2008 Rural Health Research Centers flyer, and the Rural Health Research Alerts (see Appendix B). These three resources reflect activities of all of the RHRCs. Community Issue Group participants were sent a hard copy packet along with electronic links to the sample resources prior to the meeting along with the agenda (see Appendix C) and were asked to examine the resources prior to the meeting.

The Community Issue Group met twice via teleconference, on January 30, 2009, and February 24, 2009. The meeting included a pre-determined set of questions, and responses were digitally recorded in order to assist in reporting results. Discussion centered on an evaluation of each type of dissemination product/approach and participants’ utilization of research findings. Discussion included questions about how the participants used each product, how they would repackage them to make them more useful, and strategies they

recommend to disseminate the information to the widest possible community audience. Following the meeting, participants were also queried for additional feedback via e-mail.

Findings

The overarching theme in comments from the Community Issue Group was that the participants serve as “information resources” to their respective audiences and they pass along information on rural health research to meet the specific needs of their constituents (e.g. organization membership). They often cited the need to be able to quickly and easily copy, forward and send rural health research findings.

Participants indicated their end users do not find long research documents useful, instead preferring briefs, summaries and bullet points of information. Participants noted that there is an ongoing need for information. The primary resource for information on rural health research for the Community Issue Group is the Internet. Clearinghouse sources such as the Rural Assistance Center (RAC), the Office of Rural Health Policy, and other national association websites are places they go to find useful information. Participants also mentioned that they often use Web search engines such as Google or Yahoo to quickly find needed information.

Many participants utilize journal articles for data and other resources, but they do not, in most cases, forward journal articles to their end users. They indicated their end users want quick, at-a-glance summaries. Consequently, journal articles are often only for their own reference, or provided via Web links to their constituents.

The group indicated that there is a need to disseminate information from the RHRCs to reach a broader audience of community organizations that are likely to have some interest in and need for rural health research findings. Reaching this broader audience requires a variety of strategies. The group discussed the idea of exhibit giveaways such as pens, mouse pads and sticky notes that promote the website address. They also discussed cross-promoting the Gateway and RHRC websites on the sites of partners and affiliates. Finally, they recommended redesigning some of the Gateway and RHRC products to better suite audience needs.

The Community Issue Group reviewed seven types of dissemination vehicles: final reports, fact sheets/policy briefs, press releases, RHRC websites, the Gateway website, the RHRC flyer, and rural health Research Alerts. The following sections explain participant reaction to each dissemination product in more detail.

Final Reports

Final reports are longer documents which typically include a significant level of detail about the research that was conducted (e.g., hypotheses, data, methods, statistical analysis). The majority of participants noted they use final reports and find them useful, but they also requested that RHRCs include brief summaries for their audiences and other options to make the reports easily forwarded.

All participants noted the format of a final report, while helpful to them, would benefit from short summaries, at-a-glance highlights and “takeaway” messages. One participant mentioned final report summaries would be “more digestible for those outside of health care.” Another participant mentioned the desire to take information from final reports and customize it for other audiences, especially maps, graphs and charts.

Suggestions include:

- Recommendations and practice implications should be clear. Readers should not have to search a document to find the relevance of the research findings (i.e. implications should help the reader answer the question “What do we do?”)
- Include a summary report that briefly highlights the takeaway messages of the research.
- Make information such as maps, graphs and charts easily to “grab”, so users can copy and paste into their newsletters, listservs and email groups.
- Archive the reports and summaries on the website by date so users can access them in the future.

Fact Sheets/Policy Briefs

Typically, fact sheets are one-page documents on a research project that provide basic information in an easy and quick-to-read format. Policy briefs provide readers with relatively short analyses that present policy relevant research. They include context for the research focus, key findings, and are often 4-6 pages in length.

Fact sheets and policy briefs are some of the most useful dissemination tools, according to the Community Issue Group. They appreciate the brevity and pointed messages. Acting as information brokers, they find the information easy to include in listservs, e-newsletters and other communications with their end users, without much repackaging. Participants use fact sheets and policy briefs to inform policy makers, populate Web pages on particular topics, and support other documents.

Nearly all participants mentioned the reason they like the fact sheets and policy briefs is because they are short and user-friendly. One participant said, “I use this type of product more than the rest of them, especially when they have the retrievable maps, data graphs or state tables. They’re excellent.”

These tools are among the most frequently utilized of all the dissemination tools presented to the Community Issue Group. Participants all had recommendations for making the products more easily forwarded, copied, and passed along to other users.

Suggestions include:

- Providing a link or connection to the full report.
- Putting findings at the beginning rather than at the end of the document.
- Ensuring the document prints well in both color and black and white.
- Consider providing links from the reference section in online document.
- Create a brief, attention-grabbing subject line when disseminating via email.
- Keep documents brief and use 12 pt fonts (minimum) to enhance readability.
- If the document contains hi-resolution photos or graphics, it may be too large to send via email. Consider posting it on the web and providing a link, or creating a Web version that can be e-mailed.

Press Releases

Press releases are one- to two-page documents often used to announce new products. They may target trade and/or general press outlets. Participants found press releases to be useful and appropriate for releasing timely information, especially to local audiences. One

participant remarked, “I think they are useful when you are working with community groups, non-policy organizations and that sort of thing.” Participants stressed the importance of clarity, brevity, applicability, and a Web link to more information.

Some participants republish press releases. If the information is useful to their end users, they will repackage it, usually in the form of brief bullet points or summaries, and forward it on to their constituents.

Suggestions include:

- Keep press releases short, with bulleted information, and include links to the full reports.
- Convey relevant local information when possible.

Rural Health Research Center Websites

Rural Health Research Centers use their Web sites to reach a variety of audiences. Web sites feature center staff, projects, and publications.

Three key points were made clear during the discussion on RHRC Web sites. First, people need to be familiar with the Web site in order to use it. It was suggested that the RHRCs may not be as widely known as they ought to be. One participant said, “This call has prompted me to go to this center’s website; I didn’t even know existed.”

Second, participants suggested the Gateway staff consult with RHRCs to improve their websites, as there are different levels of functionality at each center.

Third, participants made the recommendation to ensure RHRC websites are functional on smart phones such as the BlackBerry and iPhone, because “the reality is that it is a major way people access it nowadays.”

Suggestions include:

- Include RHRC web address in email signatures
- Examine web site functionality.

Rural Health Research Gateway Website

The Rural Health Research Gateway Web site provides access to all of the research findings of the ORHP-funded Rural Health Research Centers. The site can be used to find abstracts of both current and completed research projects, publications resulting from these projects, and information about the research centers themselves as well as individual researchers.

The majority of participants like the way the Rural Health Research Gateway Web site is organized and they find it to be user-friendly. One participant indicated the site is simple and easy to navigate. Other participants noted they like to search by topic. Others noted the search functions are helpful and the site is an easy place to find resources.

Confusion as to what rural research the site includes was a discussion point for the group. Some participants felt the site should include all rural health research, not just that which is federally funded. Others preferred the separation.

Suggestions include:

- Invest in giveaway items, such as mouse pads and pens that promote the website, to offer at conference exhibits.

- Leverage partnerships to promote the site through their e-blasts, listservs and newsletters.
- Include a search option for finished products.
- Include dates of completion, and the ability to search for things by date.
- Include a place for people to suggest research topics.
- Make it easier for people to have quick contact. “I didn’t quickly find a spot where I could say, ‘hey, has anybody researched this?’ on the site.”

Rural Health Research Centers Flyer

This one-page flyer was developed to inform general audiences about the nature and general contributions of health services research findings from the RHRCs. Participants had varying opinions on the usefulness of the flyer.

Some participants thought the flyer was outdated graphically, and recommended using new pictures and colors. Others found the research orientation to be off-putting to community volunteers and organizations. “Use the technical one and then create a more layperson design; that would be good for distribution.” Another participant noted the importance of identifying that only federally funded research is being represented through the Rural Health Research Gateway.

Other participants appreciated the flyer and found it useful, especially the areas of expertise and contact information on the second side. A participant noted, “It is a good amount of information in a short summary.”

Suggestions include:

- Create two versions of the flyer: one for general audiences, and one for research/policy oriented audiences.
- Redesign using new photos and graphics
- Rephrase information on first page to be less targeted towards policymakers.

Rural Health Research Alerts

Rural Health Research Alerts are the most recent dissemination tool, established in December 2007 to “push out” new research findings from the six federally-funded rural health research centers. Participants highly prefer the format of the research alerts and the frequency of the emails. In fact, one participant remarked, “I have to be careful not to look too closely if I’m busy, because I end up wanting to click on everything and spend the afternoon reading.”

Participants found the research alert information easy to share with their organization. Gateway staff internally discussed the addition of more sharing features on alerts, increasing dissemination capabilities.

Suggestions include:

- The addition of an email confirmation when new subscribers sign up (completed).
- Consider a filtering option so people can only get alerts on specific topics.
- Include more sharing functionality, including RSS capabilities, and share, email and print options.

Current Hot Topics for Community Audiences

The participants discussed topics currently of greatest importance to their audiences. The most-cited topic was health information technology. Other topics included environmental issues, health care quality, workforce, long term care, tribal health and rural mental health issues. Participants noted a strong need for rapid response research in this time of health reform, and expressed a desire for more information about best practices.

References

- AcademyHealth (2005). *Placement, Coordination, and Funding of Health Services Research within the Federal Government*. <http://www.chsr.org/placementreport.pdf>
- Carpenter, D., Nieva, V., Albaghal, T. & Sorra, J. (2005). Development of a Planning Tool to Guide Research Dissemination. *Advances in Patient Safety: From Research to Implementation*. Volume 4, AHRQ Publication Nos. 050021 (4). Agency for Healthcare Research and Quality, Rockville, MD.
- U.S. Department of Health and Human Services. *Healthy People 2010: Understanding and Improving Health*. 2nd ed. Washington, DC: U.S. Government Printing Office, November 2000.

Appendix A: Community Issue Group Participants

Office of Rural Health Policy Staff:

Tom Morris - Associate Administrator

Joan Van Nostrand, DPA – Research Director

Project Staff:

Patricia Moulton, PhD – Gateway Principal Investigator, UND Center for Rural Health

Wendy Opsahl, MA – Gateway Deputy Principal Investigator, UND Center for Rural Health

Holly Gabriel, MLS, MPH – Gateway Project Coordinator, UND Center for Rural Health

Participants:

Deb Adkins, Executive Director, Tioga County Partnership for Community Health, Wellsboro, PA

Patricia Atkinson, Manager, Southeast Alaska Regional Health Consortium, Juneau, AK

Susan Birch, Northwest Colorado Visiting Nurse Association, Inc., Steamboat Springs, CO

Forrest Calico, MD, MPH, Stanford, KY

Wayne Hellerstedt, Helen Newberry Joy Hospital & Healthcare Center, Newberry, MI

Paul Moore, DPh, Moore, OK

Greg Nycz, Executive Director, Family Health Center, Marshfield Clinic, Marshfield, WI

Tim Size, Executive Director, Rural Wisconsin Health Cooperative, Sauk City, WI

Pam Stewart Fahs, Associate Professor, Decker School of Nursing, Binghamton University,
Binghamton, NY

Appendix B: Community Issue Group Sample Dissemination Products and Approaches

Individual Rural Health Research Center Products

Final Reports

- [Issues in Staffing Emergency Medical Services: A National Survey of Local Rural and Urban EMS Directors](#) North Carolina Rural Health Research Center and Policy Analysis Center
- [Urban to Rural Evacuation: Planning for Rural Population Surge](#) Walsh Center for Rural Health Analysis
- [Dental Health and Access to Care Among Rural Children: A National and State Portrait](#) South Carolina Rural Health Research Center

Fact Sheets/Policy Briefs

- [Far From the City: Community Orientation and Responsiveness of Rural Hospitals](#) Upper Midwest Rural Health Research Center
- [Independently Owned Pharmacy Closures in Rural America](#) RUPRI Center for Rural Health Policy Analysis *For state data click here: [\(state table\)](#)*
- [Substance Abuse Among Rural Youth: A Little Meth and a Lot of Booze](#) Maine Rural Health Research Center
- [Rural Public Health Financing: The Relationship Between Infrastructure and Local Program Funding](#) Walsh Center for Rural Health Analysis

RHRC Individual Center Websites

- [North Carolina Rural Health Research Center](#)
- [Maine Rural Health Research Center](#)
- [WWAMI Rural Health Research Center](#)

Press Releases

- [Study: Lack of children receiving dental care is public health problem](#) South Carolina Rural Health Research Center

- [Native Elders Lack Health Insurance and Access to Care](#) Upper Midwest Rural Health Research Center

Compilation of all Rural Health Research Center Activities

- [Rural Health Research Gateway](#) Website
- [Rural Health Research Centers](#) Flyer
- [Rural Health Research Alerts](#) Archive of Postings

Appendix C: Community Issue Group Agendas

**Rural Health Research Gateway
Community Issue Group
First of Two Teleconference Meetings
Friday, January 30, 2009
1:00 - 3:00 CST**

Call-in Number 1-866-809-4014 Passcode 7773294#

1:00–1:25

Introductions

Introduction of Participants

- ❖ *Patricia Moulton, PhD, Deputy Principal Investigator*

Welcome from the Office of Rural Health Policy

- ❖ *Tom Morris, MPA, Associate Administrator, Office of Rural Health Policy*

Overview of Rural Health Research Centers Program

- ❖ *Joan Van Nostrand, DPA, Research Director, Office of Rural Health Policy*

Description of the Rural Health Research Gateway

- ❖ *Mary Wakefield, PhD, RN, Principal Investigator*

1:25–1:45

Utilization of Rural Health Research

- ❖ *Mary Wakefield, PhD, RN*

This session focuses on obtaining feedback regarding the **information needs** of your organization and your use of information products like those from the six Rural Health Research Centers. You will be asked to share your thoughts about the following:

- What **products** do you generally access to meet your information needs (e.g., academic journals, trade press, health meetings/briefings, websites)?
- What **rural health information** would be useful for decision-making within your organization over the next 2 to 5 years?

1:45–3:00

Evaluation of Dissemination Product Examples

- ❖ *Patricia Moulton, PhD*

The Rural Health Research Centers use several different types of products to describe research results. Today we are interested in determining how to maximize the

effectiveness of four categories of products. We have mailed a printed copy of each product to you. We have also linked the electronic versions of each of the products in this agenda. Please click on the product and press the control key to open it on your computer. We will ask each participant to share their ideas about each product including:

- Have you used this type of product?
- How would you repackage this type of product to make it more useful?
- What dissemination approaches do you suggest in order to get this information out to the widest possible community audience?

Product 1: Final Reports

Final Reports provide readers with in-depth information for a fuller understanding of research questions and results. Final Reports typically include a significant level of detail about the research that was conducted (e.g., hypotheses, data, methods, statistical analysis, discussion and policy implications.)

Examples:

[Issues in Staffing Emergency Medical Services: A National Survey of Local Rural and Urban EMS Directors](#) North Carolina Rural Health Research Center and Policy Analysis Center

[Urban to Rural Evacuation: Planning for Rural Population Surge](#) Walsh Center for Rural Health Analysis

[Dental Health and Access to Care Among Rural Children: A National and State Portrait](#) South Carolina Rural Health Research Center

Product 2: Fact Sheets/Policy Briefs

Policy and findings briefs provide readers with relatively short analyses that present policy relevant research. They include context for the research focus, key findings and are often 4-6 pages in length. Typically, fact sheets are one-page documents (can be front-to-back) on a research project that provide basic information in an easy and quick-to-read format.

Examples:

[Far From the City: Community Orientation and Responsiveness of Rural Hospitals](#) Upper Midwest Rural Health Research Center

[Independently Owned Pharmacy Closures in Rural America](#) RUPRI Center for Rural Health Policy Analysis For state data click here: [\(state table\)](#)

[Substance Abuse Among Rural Youth: A Little Meth and a Lot of Booze](#) Maine Rural Health Research Center

[Rural Public Health Financing: The Relationship Between Infrastructure and Local Program Funding](#) Walsh Center for Rural Health Analysis

Product 3: Individual Center Websites

Rural Health Research Centers use their web sites to reach a variety of audiences. Web sites feature center staff, projects, and publications.

Examples:

[North Carolina Rural Health Research Center](#)

[Maine Rural Health Research Center](#)

[WWAMI Rural Health Research Center](#)

Product 4: Press Releases (if time is available)

News releases are often used to announce new products. They may target trade and/or general press outlets.

Examples:

[Study: Lack of children receiving dental care is public health problem](#) South Carolina Rural Health Research Center

[Native Elders Lack Health Insurance and Access to Care](#) Upper Midwest Rural Health Research Center

**Rural Research to Diverse Audiences Project
Community Issue Group
Second of Two Teleconference Meetings
Tuesday, February 24, 2009
11:00 – 1:00 CST
Call-in Number 1-866-809-4014 Passcode 7773294#**

11:00 – 11:15 Introductions and Overview of the Call

❖ *Mary Wakefield, PhD, RN, Principal Investigator*

11:15 – 12:15 Evaluation of Dissemination Product Examples Continued

❖ *Patricia Moulton, PhD, Deputy Principal Investigator*

The Rural Health Research Centers use several different types of products to disseminate their findings. Today we are interested in determining how to maximize the effectiveness of three categories of products. We have linked to the electronic versions of each of the products. Please click on the product and press the control key to open it on your computer. We will ask each participant to share their ideas about each product including:

- Have you used this type of product?
- How would you repackage this type of product to make it more useful?
- What dissemination approaches do you suggest in order to get this information out to the widest possible community audience?

Product 5: Rural Health Research Gateway

The Rural Health Research Gateway web site provides access to all of the research findings of the ORHP-funded Rural Health Research Centers. The site can be used to find abstracts of both current and completed research projects, publications resulting from these projects, and information about the research centers themselves as well as individual researchers.

[Rural Health Research Gateway](#)

Product 6: Rural Health Research Centers Flyer

This flyer is a printable overview of the research centers, listing each center's web site, director, contact information, and areas of focus.

[Rural Health Research Centers Flyer](#)

Product 7: Rural Health Research Alert

The Rural Health Research Gateway alert provides periodic updates when new publications become available from the RHRCs.

[Rural Health Research Alert Archive of Postings](#)

12:15–12:55 Dissemination Strategies

❖ *Mary Wakefield, PhD, RN*

This session focuses on specific organizational efforts that may help to increase dissemination of RHRC information and ideas regarding how to measure the impact of dissemination. We would like your ideas about the following:

- What do you recommend to improve timely **access to information** from the Rural Health Research Centers in order to meet decision-maker needs?
- Beyond the rural research products that we have discussed, what other types of products do you find most helpful?
- Does your organization/do you know of other organizations that have existing networks that can further the reach of RHRC products?
- How will we know if we are successful in achieving impact through our dissemination products and approaches?
- Other comments?

12:55- 1:00 Next Steps

❖ *Mary Wakefield, PhD, RN*

Appendix D: Community Issue Group Notes

What products do you generally access to meet your information needs (e.g., academic journals, trade press, health meetings/briefings, websites)?

- I do almost all of my searching on the internet, I have a lot of the emails that I come across I may know that they will be helpful for later. Just because of the names of these that come across like the Rural Assistance Center I believe and Pennsylvania has the State Health Improvement Partnership which is from the Department of Health. I get so many emails with that sort of information. Often I'll download if there is a PDF or an attachment in case I need it for later. If I don't know I have what I need somewhere I will hunt around for what I need you know on the internet looking for things. I am relatively new to my position and as I get to know more individuals in the state that I could contact I may use more personal interaction to find information that I need in the future. But right now I am sort of picking up and going and the internet is a big resource for me to do that.
- The primary way that I'm getting information is through a couple of journals you know National Rural Health Association and the Rural Roads that they publish I always take a look at those. Going to meeting is another important source for kind of getting a snapshot of what is going on around the country. I do not so much web surfing for something, I really do appreciate getting notification of findings by email where it will be in the subject line, like new study on whatever, that I can either chose to follow further or delete if it is not something I am interested in, or possibly I will forward it on to someone else in my organization. So sometimes even the subject line of those are a good way to get to know what is going on there.
- I still use journals and newsletters actually; sometimes I'll get small bits of information on new stuff in the family medicine journals as well as the rural health journals. I use RAC online a lot.
- I've been to quite a few meeting lately and I get quite a bit of information that way. I get links, articles from colleagues, office of health policy. I also RAC online and refer to the policy briefs when they get posted.
- I make extensive use of academic journals and I read very broadly. I also get information from meetings. I kind of really aspire to be a good user of research results and I find that the research community in general and the whole research center do a relatively good job in providing information that applies to more higher level policy issues that I do use.
- I just love RAC online and I probably make a referral every other day when people say. "Tell me all about rural health" And I say "Let me give you the right website." Probably the best resource for me to get new stuff is peer networking, you all know that I do that newsletter. A fair amount of it every month is just neat stuff that friends and colleagues or even acquaintances send as an informal sharing. It seems the formal is through other people's newsletters and e-mails where a notice goes out is really important. But I think peer networking is probably underrated and understood as a major dissemination in the rural health community. I just do a lot of plain Googling. One of the perks of being a faculty of the University gets me into almost every academic search engine in the world.

- RAC is a favorite of mine. I also use the CDC, the National Health Statistics Report, New York State Health Department, to get more local and regional data. Some professional organizations, rural nurse organization and the national rural health association, I use their websites quite a bit. The online Journal of Rural Nursing and Healthcare which is with RNO. But a couple of resources that I use and it's really mainstays for several years now that are getting very outdated that concern me, are Rural Healthy People 2010, and then the Health United States 2001. Those kind of national data that focus on rural health just have been very valuable to us and to our doctors.

What rural health information would be useful for decision-making within your organization over the next 2 to 5 years?

- Environmental issues. Also, when things come across an email or other colleagues will email me to me a little article or something. Often we will just post them up on our website or send an email and say check this out, so things that are easy to forward on or to convert to PDF and upload on the website. Those are handy things that we can use to get information out and we will probably be doing more of that in the future.
- Anything related to the use of technology to enhance health care outcomes. Our organization is actually in the midst of systems transformation, where we're really upgrading a lot of our technological capacities, electronic health records. In spite of the fact that we are very isolated part of the country, we use technology very extensively and we are always eager to learn about what things might be out there.
- Things that are really working to improve safety and quality in the rural setting. I'm really interested in local level data which is still kind of hard to come by. Information about assets that are present in rural communities, health status population, population health status data, health services, deficits, and briefs are really useful to me, short is good.
- I find especially helpful the tracking type of policy briefs--kind of a snapshot of what kind of effect policy might be having. I can think of the 2005 brief from the Upper Midwest RHRC that had to do with pharmacy staffing in the small hospitals and also the one came out recently on pharmacy closures. And it goes to the definition of community, sometimes it is non-geographic, it has to do with groups of people in different stages of isolation and sometimes even denial. Small hospitals, independent pharmacies where you bring this research to them and they say "well we knew that all along but we didn't think it was anybody but us." I find the tracking projects, like when we did the critical access thing, they were great and helpful.
- I think the research centers have been most successful in where they could make a lot of powerful contributions in the future relate to what's going on in our larger environments, the growing interest in national health insurance and things like that. I worry about a lot of rural being left behind in the HIT field. Anything that can be done to keep that on the front burner from a standpoint on getting recruitment and retention. I think that the whole issues about insurance versus access are not well understood and in the stampede to get everybody health insurance; there are a lot of issues related to access. There hasn't been a lot done on the Distance Decay aspect. When we see a spike in transportation costs and things like that what do we know about the impact of increasing transportation costs on

access to care where people have to go a distance like most people do in rural areas. What's the impact on preventative services and things like that. So I think if you look at the larger environment there is just a ton of stuff that would be really helpful to just be out there in the policy environment.

- Rapid response research as opposed to the longer term, would be just getting from a definitive source what our colleges around the country are experiencing, in kind of late breaking, fast breaking issues and what they see people trying to do in the first iteration. We all do a lot of that in our locality and it's really cool if there was a more efficient way to know in a kind of ongoing basis, what the new hot issues are. Also, the workforce. And that is probably the crisis that has me most scared and I'm particularly interested in what other states' governments and what other state's universities are doing as well as what other grass roots responses. How people are working more robustly and aggressively on grow your own and I think another mega new issue that is getting a lot more attention now is that I think we are all going to have to work smarter, more effective whether it provides the hospital with reimbursement or not. In other words what are the best practices that are emerging in smaller, rural hospitals, clinics, whatever, to contain costs. The ongoing issue, how do you we get more focus on rural relevance quality measures and keeping us up to speed. How do we work to make healthy communities, what are the new emerging best practices around that. Another one, obviously we do not have much electronic health technology or the EMR or not like we should. How do we train and maximize the ability of our staffs the ability to use that technology. So the whole adoption set of issues, adopting the technology and then using the technology is a huge gross area.
- Best practices I look for the most when actually looking for information about what's being done and what works. Rural mental health issues, we have a real shortage of mental health providers. The rural health information, some of the basics is getting so old, what is the situation with these disease prophecies, with these kinds of situations in rural areas, we need in order to get grants to fix the problem we need basic information about what is the problem and how is it different in rural areas than in urban and suburban areas, that's the piece that I see that is getting old.

General Comments

- How do we convert the best practices which are exceptions into standard practice across rural America?
- Rapid response research. Action research and cross sector work so I just want to throw those out because I think we really struggle with how do you dovetail much of the community health work that we do with human services, for example when aging, crossing over into the different styles that we have been interfaced with. And lastly the whole electronic health records the health information technology to looking at cross-sectionally again at the educational needs because we are involved in creating an information exchange for our portion of the state but yet we have to stack up and make sure that we have community colleges and whatnot that we can access, that we can train people on basic education.

- Information about those kinds of Nurse Practitioners providers and those kinds of workforce shortages in those areas is very difficult to access.
- Long term care information. Particularly with tribal care organizations, long term care is something that has never been funded by the Indian Health Services. So in tribal areas long term care is very rudimentary stage of development. And I think because there has been so many none tribal areas that have developed their extensive long term care systems, I would really like to see some research as we look at having to develop that to take a look at what our best practice is and what are our ideas that are emerging out of that field.
- Multi-sector connector, I'm increasingly convinced that the important work that we need to do particularly in community whether it be recruitment, wellness, whatever absolutely is multi-sector that should accomplished in the early days stuff that we don't really know enough about.

Product 1: Final Reports

Final Reports provide readers with in-depth information for a fuller understanding of research questions and results. Final Reports typically include a significant level of detail about the research that was conducted (e.g., hypotheses, data, methods, statistical analysis, discussion and policy implications.)

- I do read these types of products and I don't really have any suggestions for repackaging or dissemination.
- I think all of these are so extremely valuable. I prefer the more distinct, public service kind of key findings and bullet points like Walsh Center has done. I just don't have a lot of time to just sift through tons of documents to read. I think it is really critical to get these into the hands of some of the cross sector, coalitions that are forming in many of the regions of the country. So I think it is kind of trying to figure out really where the community capacity, the community organizer groups the ones that have cross sector reach. So immediately when I got all of these I went "Ah I haven't seen that one and I have to send this one to that person and that person." I have to tell you that RAC is phenomenal but you got to have to have lots of time and we still use RAC extensively and I love it but if is coming out in paper. Because my staff actually will put these all around staff lounges, they pop up in our dental coalition offices and what not so those are my comments I think.
- Have a short 1-page synopsis or summary page. Muskie's and the Walsh's design makes them more packaged, more digestible for those outside of healthcare and those within healthcare are going to go help with wherever the full blown reports are.
- I do use these. I think some of them are more academic than perhaps I find applicable so often I've viewed them as reference material as opposed to something I can pick up and you know news that I can use right now. I would like to see that synopsis page talking about to whom this is going to be useful. Also what's the purpose of this study, what are the key findings, and what are the recommendations? Bullet points are good.
- I most often remember using final reports like when I was sitting with CMS and talking about reimbursement issues and a patient with no MB or a senate finance staff that has a good grasp of things but wants to go a little deeper down into the weeds and wants the real data and I have it highlighted ahead of time for them.

- The more the better. If you have even little blurbs about this is available, I'll ask for a issue brief, if there is something I think I can use in the next 10 years. I may ask for the full report and I may not read it right away but if I don't put it in the pile I have files.
- I and a lot of other people have our small in-house or small regional newsletters. So anytime something like this comes up, if you have can get me a "camera ready" which really means attached to a word file attached to an email. Here's something that I can just cut and paste it into a newsletter or one of my reports to the board, that would be fantastic. In terms of the text of the email, give me the high level stuff so I see it in the first paragraph of that email or go to a linked copy and download the full scale report in a PDF format, I think it is a waste of money for anyone to be sending out paper, I think that if these things are available on a PDF or on the web that is great.
- I use these final reports quite a bit in my work with writing grants and that type of thing. I like the depth. I would say that if they are sent out as an email alert and you have a link to a website rather than sending out the report itself if those websites could be archived because a lot of times you refer to it and then it's gone in 6 months when you get the grant. So rather than having a lot of paper copies, have an archive of the websites that doesn't go away is really important if you are going to do web based information.
- It is rare that I ever dig into a final report without wanting to retrieve things from the references so making it as easy to access any reference that is on a financial reports is beneficial.
- Many of us want to take from this and popularize it for other audiences, maps, the visual stuff, maps, graphs, that are more appealing to a lay person, in addition to the really intense number tables that we're never going to use. We'd make it be set up more quickly for lay people and popularization use.

Product 2: Fact Sheets/Policy Briefs

Policy and findings briefs provide readers with relatively short analyses that present policy relevant research. They include context for the research focus, key findings and are often 4-6 pages in length. Typically, fact sheets are one-page documents (can be front-to-back) on a research project that provide basic information in an easy and quick-to-read format.

- I absolutely just love this format. It is really easy to just get the point immediately and when you are busy that is great to have and I don't have any suggestions for changing the format, I think these are very clear and as far as dissemination, I find that the easiest way is to send an email with a really relevant subject line and a link to the product and that is an easy way to forward it on to other interested people and it works really well.
- I think one of the examples got too long-- Far from the City, to be a policy brief it was too long and too academic for my taste. And I think that they really need to contain recommendations. The Rural Health Public Financing was really good maybe the recommendations could be strengthened a little bit but I liked it.
- I use this type of product more than the rest of them when they have the retrievable maps, data graphs, or the state tables. They're excellent.

- These are very helpful but I also like to use these to bridge additional information. I think that if there is a final report that backs this up you ought to be able to easily move from one to another.
- I like the Muskie one, the policy brief on public health financing. I think the independent pharmacy one is kind of dense, a lot of reading so I think as a policy brief I like them a little more brief.
- The one is kind of uncomfortable to read for an older person (too small and dense of text).
- The two that I like best have the findings right up front and it may be the color that I usually don't see them necessarily or I will print them off and they aren't in color. The color is probably appealing at some level. But I would reiterate that you have to have the link to the bigger document.
- A poorly chosen photograph in a document can make it large enough that it will bounce back from some mailboxes. Large photos may be a problem. So they need to be taught that if they are using photographs that they are not making the file too close. And they also need to be thoughtful that whatever graph or picture they use prints well in black and white or at least gray scale.
- A place to link directly to that additional information about that very same research topic
- Have the references actually be a link would be very helpful. I usually have to go back to the university website and then find the references and that is a pain.

Product 3: Individual Center Websites

Rural Health Research Centers use their web sites to reach a variety of audiences. Web sites feature center staff, projects, and publications.

- This call has prompted me to go to the WWAMI website that I didn't even know existed prior to this and I find that there is a lot of really interesting information on this. So I don't have suggestions for the website.
- Federal office of rural health policy could even reach across the various organizations that they fund through different program vehicles and grant vehicles and inform them about the kind of information and it's availability out. Or even from the center itself, they should get a list of who are the funded entities and just make sure that the principle investigators or project directors are aware of their activities.
- That is also something that we could do through the Gateway where all this information is consolidated.
- I never dive deeper than RAC. My people absolutely do get more into lots of detail though searching the internet. I just keep trying to get more and more people into RAC first and then have it take you to these other places.
- I like the websites. I found the North Carolina site the most useful in terms of getting around the website it seems to be right there up front. Muskie, the main site might be just a little bit chatty. And then the WWAMI site is good. But I think if they followed a little more after the North Carolina pattern it might be even easier to access from the WWAMI front page.

- The only time that I directly access the website would be if I am really looking for something specific where I know that the study could be found. Or if the colleagues email the link directly. My first thought is it something that can be found on RAC online.
- It is a lot easier if they are consolidated somewhere.
- You should periodically visit all of the center's websites and just have you thought about x, we've seen it on another website and seems to work well. And basically I use RAC a lot, I use everything a lot, but I do go to those websites and I would say my impression, I haven't gone back and checked in each one for this call is that sometimes they are so far down in large university sites, they reflect a fragmentation. And it takes a little while to get your feet so and I mean clearly the best in breed among the centers in terms of websites should encourage others to build in the simplicity and clarity.
- And I think the issue is some websites work a lot better than others if someone is coming in to that kind of device so that is a whole other design feature and I don't know how big of issue that is but I know it's going to grow. Our website includes even if they have the font small the page is going to be really hard for them to read it if they are using a Blackberry and that reality is that is a major way that people access it. You know some people can turn the picture sideways on their screen and all that. So we need to look at how our websites are for people coming in like that.

Product 4: Press Releases

News releases are often used to announce new products. They may target trade and/or general press outlets.

- The bullet points are really helpful. It has distinct information so that we can use that for our press releases and what not so we can forward that information on to.
- I really like these too. I think they are useful when you are working with community groups and non-policy wants and that sort of thing. I think they have the capability of conveying local information and I think that dissemination via email is the way to go. I think that these examples were excellent; I just thought that the South Carolina one if they covered explicit recommendations that would have even strengthened it.
- Press releases are the most timely sources of information. I read press releases every single day. I cannot think of a single press release that I have not accessed because I was sent the link by a colleague or an associational side or an email.
- Anything that is a quick way of getting information out to people and as long as there is a pathway to follow up to get more information. Anytime you catch someone's eye and they are interested in it, they ought to be given the easiest possible task to learn more.
- A news release is very close to what I would find as camera ready for newsletters but not exactly the same and it kind of depends on the form and the format of the news release. Um...like I have the South Carolina one before me and this is describing the study and who's involved in the study. It's not really telling me at a glance, who has written the text, summarizing or talking about that study. And if I want to cut and paste the newsletter, I'm clearly going to note the original document and I often want to note the source of the text describing the original document. And that tends to be a manual manipulation on my side

actually in this case the South Carolina thing it is not all that clear who wrote the description of such findings.

- I could have used both of these press releases in working with students. And I've not seen either of them, so I guess my question would be, how do people that....what kind of press picks them up? Or do they go out to people that are working in the field in some way that I'm not getting. If press releases can also be posted on some type of website, so that people who are in academia for example or providing healthcare can see them, if they are not describing some kind of journal that has them.

Product 5: Rural Health Research Gateway

The Rural Health Research Gateway web site provides access to all of the research findings of the ORHP-funded Rural Health Research Centers. The site can be used to find abstracts of both current and completed research projects, publications resulting from these projects, and information about the research centers themselves as well as individual researchers.

- It's extremely well organized. It's really easy to navigate around. It's very easy to find what you like. I like how it's organized in different ways where you can search by topic, by research center. There's a lot of background information included and frankly I think it's just a really fine site because anyway, I think it would be very useful and I don't have any suggestions.
- I find that the ... have been really effective. I'm always really pleased when I visit other agencies and see their mouse pads, pens and what not so I think those have gotten here through trade assn. meetings or what not so some of the schwag that you have put out has been very effective.
- I have used it. I can't imagine how to make it more useful. I just agree with the previous comments that it's an extremely well done site. I also agree regarding the way that the RAC has been promoted. It seems to have been very successful in the circle that I run in a little bit. I just think we just need to find ways, and I don't know whether it's just in formal presentations, but really find ways to talk this up at national meetings and state meetings concerning Rural Health.
- It is very well done. I'm very impressed with it and I really don't have any suggestions of how it could be improved. As far as getting it out, has the center talked about partnering with NRHA or AHA or one of the other major hospital groups, and rural health groups to include it as an e-mail blast that could go out to hospital CEOs and other folks in the field?
- Once again, very impressive website, very user friendly. I usually end up on this website after having received one of the e-mail alerts. I use it to copy and paste out of the presentations, particular issues.
- I like the topic orientation. We have occasional difficulty getting papers. If you sort by general topic you can get the current and the finished product but when you go to the finished product you can't always get them. And so it would be nice to be able to easily get them if they were listed as a previous or finished product. I don't know what the status of the current project versus say something that's planned in the future. If the Rural Research

Center gets an approved for the award for the project they're going to work on; is that the point where they come up and get listed as current projects?

- You take a look at the topic areas and you identify folks who have an interest in those topics and you acquaint them with what you have on those topics. For example any work that's been done on federally qualified health centers, it would be advantageous to have a portfolio there to notify the primary care assn. across the state about the research work in progress and completed on They're going to help with secondary dissemination into the community if they're aware of it.
- It's just a fabulous site. I use it with some frequency. In terms of getting copies, we want the PDF the moment we see the publication. I also agree that more a more robust use of intermediate disseminators is relatively easy to do and would be very helpful. Consider brief newsletter ready summaries that you make it real clear people can steal and use and link them. I'm always looking for camera ready stuff that I can throw in a file and then when I do my newsletter each month I can just cut and paste it so it's a win-win all around. If you go to the current and completed projects, I would like to know the date and which it was kind of completed or when something was published and for current, what's the expected date of completion. I know sometimes I've gone and look for current and I have a project going and I want to say to people here, people I'm working with, "well so and so's working on that and we're expecting to hear something about it next year, next month, whatever. So the publications are dated but there are no dates associated with either the current or completed projects. I think the site is somewhat funder focused and for dissemination, you really want it interest-group focused and you get that a little bit with the assumption that people will go in and search for things they're interested in but would be a relatively easy to do additional sort would be to go through and code all of your publications by primary interest groups that would enjoy reading it so then you could do a search by FQ8C administrator, Rural administrator, clinician, something like that which essentially within ... Another related point, the very word "research" will put off probably 90% of your readership and I think a lot of people mistakenly think, well if it's research, it's an academic speaking to an academic. I think in general the research centers that are represented in this site are very good at writing very accessible very popularized stuff but doing it with the ... and discipline of an academic, but because you call it research and it is research, probably the majority of the people you might want to read it who are well educated but not academic people don't go there. So maybe some taglines or marketing that calls it more useful, but I would really try to find a way that people could see that it's research but it's also something we might read.
- I looked at collaboration, there's been nothing new there. That's astounding, given how central that is to our ideology
- The issue is how topics are chosen, is this a good site where people might be able to suggest topics? Because if there were a suggest topic, I would certainly say I'd really like to see more stuff about how you collaborate.
- On the homepage, out of respect for the good research that is done that is not funded by the federal office, there ought to be maybe a one or two sentence line after you say what you say on the homepage, I guess the bottom line is download and overview, maybe after that maybe just a paragraph or two, indicate some sensitivity that resources that prohibit us

from using these search engines for our website and then refer them to the other resources tab but because it's called a rural health research gateway but it really isn't a rural health research gateway it's a rural health research gateway funded by the Federal office of Rural Health.

- I think that that is a very good idea because people do expect it to have all the rural research that currently exists or has existed in the past and there should be some better way to describe just what it does contain and highlight how they can go to the other sources to find other things. It's a very nice suggestion.
- How far am I stretching the envelope in terms of fair usage and copyright? Maybe some guidance on that. That point would be very helpful because obviously I think we want people to always acknowledge where they get stuff if they're taking it from this site, but to find out if there is a general kind of format from the research centers how that attributions is preferred to be, how much you can directly cut and paste vs. what is not desirable. That would be very useful to me
- I've used the site mostly as a response, when I've received an e-mail and I want to pursue something further I don't usually go to it directly. The only thing, I was just at a meeting this morning about pandemic influenza planning type thing and I'll type that in and see what pops up and I don't know how your specific the way it works for getting things researched, if there were a suggestion box or something where if I really needed information on something. I kind of followed over the research centers and didn't see a quick way to contact someone if I needed information I didn't see here. But I didn't quickly find a spot where I could say "Hey has anybody researched this?" on the site – and that may be labor intensive for you to have to follow up on those types of things.

Now I think I will open it up for broad discussion. In particular we heard a couple of times about presenting, or having, the Gateway at Rural Health meetings. Other than the National Rural Health Association, which we do have an exhibit and have presented a couple times at the Annual Meeting and the Policy Institute, are there other ideas about meetings that we should be using to disseminate this product?

- Almost every state is going to have in-state meetings by the primary care association, by the hospital association, by the Rural Health Association, and again if you could get distribution lists for that some way, somehow get into their information streams about those meetings.
- Professional meeting for different professional groups
- Most meetings that folks are having, you know you get there and you get that silly bag or you get that plastic thing with papers in it. Give them a copy and see if they can find a way to include it in what they distribute to their attendees.

Have you utilized in the past, or on other website for other different topics, do you ever click on audio or video clips to see, for example, somebody being interviewed about a new research project or findings. Do you utilize those kinds of tools, or not?

- We use it a lot. Wisconsin has a corporation called Sonic Foundry and it has a product called Media Site which allows you to combine an audio/video presenter and PowerPoint. We've created already, just in two years, quite a library of those password protected in public where people come in, they get a short description of the video, and then immediately can click on it and have kind of a YouTube-type experience.
- We've been experimenting with that in our own organization just using that video clip on our web page and intranet, and found that to be pretty popular with people. And I also think that when you are looking at news sites and other places that, although I might not click on every one I see depending on interest, they really can be very helpful.
- Make sure that there is text explanation about what the video is about so that you can make a decision. There is a fair number of places where you immediately click on the video and I don't want to waste time waiting for it to boot up and hear what it's about so it's really important to have a text interface.

Product 6: Rural Health Research Centers Flyer

This flyer is a printable overview of the research centers, listing each center's web site, director, contact information, and areas of focus.

- My initial response would be about the word "research" and it being a little technical looking. I would be more inclined to share it – we have a lot of community volunteers that work with us, we are a community organization, and it looks a little lofty for what I think some people would think would be as useful as it could be for them. So I don't know if using the technical one as it looks now and then maybe a more layperson looking design would be good for distribution. The information is helpful to have with the different centers on the back, and what they focus on.
- Maybe the pictures could be a little different. You've got professionals, looks like medical professionals, working with the child there. If there were classrooms or children, something that looks a little more everyday and not so right there in the office kind of a thin - a little more interpersonal with community member people. I think photographs like that might be more appealing with the type of people that I work with. I can't think of anything else of hand. Maybe just the graphics of it and the colors.
- The one picture there in the office, I think maybe something more rural would be appropriate. Other than that I think it's really clear and informative, and well laid out.
- I've really not used the flyer per se and I do agree regarding the photographs particularly, but I have nothing to add.
- I concur. I think the pictures could be improved, perhaps some rural outdoor type pictures...
- For dissemination, get them out to the bag stuffers, getting them out to the State Rural Health Association meetings, and maybe other professional association meetings.
- I think it might be helpful if we know a little bit more about, like on the back they are giving all the information on how to contact them. Is there an invitation? Do they want to be contacted? You're trying to facilitate it's too late...
- So, if you're going to do something like this and give people's e-mails, it's towards what end? You want to have a more welcoming invitation. You know, let us know how our work

has benefitted you and your community. You have the contact information on the back and I feel pretty welcome to do that.

- Think strongly about this first page and what would make it most effective for our target audience that's most likely to put themselves out. A more nuanced take on that would be in the first line, "Rural Health researchers help policy makers." Well there again, I think that those in the policy-making business don't think of themselves. That's because it's defined too narrowly as policy when basically the private sector, whether employers or board members, they are all involved in what we believe in and what we are trying to change. The focus on policy makers would tend to have it be narrowly understood of what's here. That's for people understanding how policy is made. Again I think I would try to have this front page be much more defined, and make it really easy for your target audience to identify and be less descriptive about what it is – go deeper in the document.
- I like the fact that all the research and policy centers are listed on the back. I have these for my students to give them ideas of where to go for information. I want to reiterate what we said earlier, which is to be clear that this is only federally-funded research centers, and possibly to look at linking to other rural research resources out there. But otherwise I like the layout, I like the way the flyer looks. You could have some more rural pictures but it is a good amount of information in a short summary I think.

Product 7: Rural Health Research Alert

The Rural Health Research Gateway alert provides periodic updates when new publications become available from the RHRCs.

- I have to be careful not to look too closely if I'm really busy because I end up wanting to click on everything in the afternoon reading. There is more in there than I usually have time to spend, but I find it very helpful. I'm not sure with repackaging. Some of the topics don't necessarily apply to me, and I'm had several other organization send me topic-based emails. If I only got updates on Veterans, for example, because that's all I do, that might help me get through. I usually end up scanning the whole listing and seeing which apply and which don't. More specificity might be nice, although it could be difficult to implement on your end.
- Well I just signed up while we were on this call. One thing I noticed is that I didn't get any confirmation in my inbox so it makes me wonder if I actually did get signed up for not. That might be something – often which is included when you sign up for a new service. So, just looking through the list, it looks very interesting. It doesn't look like it's something that comes too frequently and that the titles are descriptive enough to be able to weed through whether it is something that would interest me or not.
- I just wonder if there are ways of encouraging more people to sign up through some of the meetings that we've been talking about before.
- If there is some way that you could get specific topics, like on the subscribe page if you had another section that could be filled out with topics or interest or some such thing as that, because like many folks I get a hundred emails a day. Many of them don't apply to my needs, but if there is a way to narrow it down so you didn't get those topics that aren't going to be things that I need would be very helpful.

- In addition to getting the original emails with the alerts I also have friends in rural health so I'll end up getting the email two or three times, but that's a good thing, then it's disseminated. That way someone has gone through and said, "Oh this is something you would be interested in." I do like their idea of putting checkboxes on there where you can pick and choose which topics you might like and be alerted.
- I would go with the check marks so that we would receive only topics of interest.
- I get these quite frequently and I get them from different sites, probably because I'm signed up in some of the individual rural research centers also. But again, if I am really interested in a topic it will get me to pay more immediate attention to it, so I don't mind the replication. I would say it would be nice to just have the one organization, Gateway, giving alerts.
- I guess I appreciate very much only getting one email per week. Why couldn't we have three products in one so that we could scan down? I mean with the three or an internal link so that you could still see all three at the top.
- I'd rather have one email with three topics than three topics spread out.

What do you recommend to improve timely access to information from the Rural Health Research Centers in order to meet decision-maker needs?

- I would probably have more preference for a higher amount of quick analytic work.
- I think there are other very interesting questions that come up where there's a higher priority for getting something in three or four months even if it is rigorous.
- My point is maybe another fund for rapid research.
- I think you need to think about this not only in terms of how quick it is but how the people are ready, willing, or able to act on it. And that means that the breadth of your portfolio and your older stuff remains important if you can find a way to get that in front of people when it's going to be most useful. It's just when you talk about legislation – timing is important. Ideas that are pushed too soon maybe sit for a year, and when picked up a year later it is all of a sudden hot and it will work.
- A lot of what's being produced is about awareness, which is the start of getting communities motivated to do something or other. But there's enough information in there on what it is that you should actually do. At some point when you get a portfolio that is rich enough, it is really helpful to have a meta-analysis. And if we put this stuff together do we get some sort of additional value out of it. And there may be some topics in here that as the portfolio gets richer, it may be worthwhile to put some of this stuff together and come out with something that is going to be more meaningful and helpful.
- A product that does a better job tailoring at a minimum which policy briefs and publications are most aimed at various target audiences versus actually having language that goes a bit further to say if your commission, here is what the interest is in this research.
- One of the things that I'm not finding in the products from the rural research centers is very much in terms of actual intervention projects or making a difference.