



Center *for*
Rural Health

University of North Dakota
School of Medicine & Health Sciences

Rural Health Research Gateway: National Audience Needs Study Report

EXECUTIVE SUMMARY

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*Connecting resources and knowledge to strengthen
the health of people in rural communities.*

Executive Summary

This study, funded by the Office of Rural Health Policy, was designed to: 1) examine the information needs of a diverse national audience for rural health research products, and 2) determine effective approaches for disseminating research findings. A group comprised of representatives from several national 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. Discussion centered on an evaluation of each type of dissemination product/approach and the group participants' utilization of research findings.

Key Findings

- A suite of products including press releases, policy briefs, working papers, chart books and access to original data sets is needed to address the information needs of a diverse national audience.
- Rural Health Research Centers should avoid information overload by being selective about what is being disseminated.
- Rural Health Research Centers should have financial resources dedicated to support dissemination activities.

The full report includes specific recommendations about several products including working papers/reports, fact sheets/policy briefs, press releases, electronic databases and the recently developed Rural Health Research Centers Fact Sheet. To obtain a copy of the full report, contact Patricia Moulton, PhD at (701) 777-6781 or by email at pmoulton@medicine.nodak.edu.