



## Makerere University Research and Innovations Fund (Mak-RIF)

### Dissemination Guide/Strategy for Mak-RIF funded Research and Innovation Projects

#### Introduction

Through funding from the Government of the Republic of Uganda, Makerere University commissioned several research studies aimed at addressing key gaps required to drive Uganda's development agenda. In order to increase the uptake of these research results, the Principal Investigators (PIs) shall arrange to disseminate the findings to the wider community. To disseminate means to spread information, knowledge, and opinions widely. The idea with dissemination is that information travels and multiplies like seeds sown by a farmer. This document provides procedures that PIs are expected to follow to disseminate research and innovation results.

The Makerere University Research and Innovations Fund (Mak-RIF) **dissemination** plan highlights the following;

#### The purpose

1. The planned dissemination engagements are meant to match the means to the message and needs of the audience.
2. To enhance knowledge generation and sharing.
3. Dissemination will augment teaching and learning.
4. To largely improve the status quo, which is informing the way people do things (Research Translation-putting research into use).

#### Making research findings accessible to the community/public

Effective dissemination requires use of language that can be comprehended by the recipients. The research and innovation language is sometimes difficult to understand. To aid the dissemination process, all researchers will be requested, guided and supported to embrace simple and clear easy to understand language. Throughout the research and innovation process all researchers and innovators will take note of their journeys in an easy-to-understand language (preferably English language). Documentation will consistently start right from project inception throughout the research and innovation process. It is these documented facts together with the research findings and innovation products which will inform the dissemination exercise.



## Target audience

Engagement of our target audiences will be guided by the AIDA model. The AIDA model is hierarchy of effects models or hierarchical models showing how consumers move through a series of steps or stages when they make decisions. It is a four-step model as shown below.

**A-Awareness**-Need for us to create awareness about our research results and or products for uptake or purchase. The good we are doing becomes meaningful once we have made it known to many.

**I-Interest**-Once we have created awareness, then likely interest in the research results and or products is ignited.

**D-Desire**-Interest leads our potential users or customers to desire to engage with or put into use our research results and or products.

**A-Action**-Once all the above are in place, then the customers or potential users get into deed. They move into putting our research findings and innovations into use/engaging with our research teams. In so doing, our work becomes meaningful to the communities.

## Internal Target Audience

1. Makerere University community including; Makerere University Management, staff and students
2. Specific project stakeholders
3. Makerere University partner institutions

**External Audience** (these must be engaged in order to largely enable information to be grounded, relevant, accessible and used)

1. Communities engaged through-out the project implementation period
2. General public (students, faculty/academia, non-teaching staff from other Universities/Institutions etc.)
3. Media (Media mentions will be archived for future sharing and future reference)
4. Government Agencies
5. Line Ministries/Industries



6. Government of the Republic of Uganda
7. Private Sector/Implementing Agencies
8. Religious leaders
9. Community Opinion leaders
10. Cultural leaders

### **The message or messages to be shared during dissemination sessions**

These messages should be shared in a Project Summary document (one to two pages). This one pager or two pages Project Summary highlights the following;

1. About the Project
2. Value add of the project (what new information or solution is the project contributing?)
3. Good practices (If applicable)
4. Success stories (If applicable and documented)
5. Project and community testimonies (Testimonies from those engaged by the project team) (If applicable)
6. Short informative engagement videos (If captured and edited would be an added advantage)
7. Engagement pictures
8. Lessons learnt
9. Media mentions (including newspaper cut outs, media story links and video clips) throughout the project implementation process.

### **Branding of dissemination documents/PowerPoint Presentations**

1. Ensure that on all the research projects reports and PowerPoint slides, we use both the Makerere University logo and that one for the Government of the Republic of Uganda (**Pasted below though we can re-share these with you so that you receive high resolution logos for your use**).
2. Acknowledge the research and innovation support on all your documents, materials and publications with the following statement. *'This work was funded by Government of Uganda through Makerere University Research and Innovations Fund (grant number MAK-RIFxxxxxxxxxx)'*.
3. We encourage all researchers to stick to Makerere University branding including use of the colors there in. See details shared on <https://www.mak.ac.ug/>



## Methods for sharing the messages

It is important that we adopt a method that will work for a specific target audience and for the type of content we have to deliver. Given the current circumstances of the coronavirus pandemic, preferably plan to engage target audiences both online and physically while adhering to the Standard Operating Procedures. Some of the methods we shall adopt to share dissemination messages include the following;

1. Face to face dissemination/engagements including exhibitions, stakeholder dissemination interactive meetings/workshops, live pitch sessions in the communities engaged (in the local languages) and also in other strategic areas bringing key stakeholders (local, international, internal and external) together.
2. Sharing the messages on the Mak-RIF, Makerere University, Government of the Republic of Uganda and other partner Websites.
3. Sharing the messages on the Mak-RIF, Makerere University, Makerere University Colleges, Government of the Republic of Uganda and other partner Social Media Platforms including Twitter, Facebook, WhatsApp (Groups and Individuals) and Instagram etc.
4. Disseminating the messages via mailing lists (some lists are existing and others will be created) and scheduled publicized Seminar Series.
5. Engaging broadcast and print Media to share some of the messages (Use of Press Releases sharing the Project Summary)
6. Using Information Education and Communication (IEC) Materials including project brochures, fliers, posters, banners, Newsletters/Bulletins among others.
7. Developing and widely sharing manuscripts or publications.
8. Developing and sharing Knowledge and Policy Briefs.
9. Leverage the use of already established networks or existing partnerships/collaborations including events and conferences, local and international to further share research or innovation findings.
10. Engage and use influential community opinion leaders in different fields on boarded to act as “champions” to springboard findings. E.g. in tourism, engage and use a recognized face in those circles to disseminate findings.
11. Engage and use other communication teams in other organizations/institutions to share information widely.
12. Prepare and widely share well branded succinct project dissemination Power Point presentations.
13. Develop and share infographics communicating the research and or innovation findings.



## Timing for the dissemination sessions

1. Dissemination shall be case-by case given that different projects are at different implementation stages and thus research teams must plan for dissemination when there are some deliverables or output to share. Note that dissemination can be phased-out given project achievements or results or progress.
2. Given that projects are realizing results at different times, some projects have already embarked on the dissemination process, see details shared on <https://rif.mak.ac.ug/>. PIs who have disseminated without engaging Mak-RIF Secretariat are advised to share updates with the team at Mak-RIF Secretariat.
3. The dissemination/engagement sessions can be planned to last at least one hour (preferably 10-11am EAT so that the story is compiled and shared during the afternoon news).
4. The Mak-RIF team proposes harmonized dissemination sessions so that all stakeholders are effectively engaged.

Phases	Time
Mak-RIF 1 (Phase 1)	End of August 2020
Mak-RIF 1 (Phase 2)	Mid-September 2020
Mak-RIF 1 (Phase 3 and COVID-19 studies/Projects)	End of September 2020
Coronavirus (COVID-19) Projects	On a rolling basis until end of November 2020

## Resources

- In liaison with the Mak-RIF Secretariat, please plan for both human and financial resources for the dissemination sessions.

## The process for evaluating the success of dissemination efforts

1. Number of people engaged per dissemination session both online and physically given the COVID-19 pandemic circumstances.
2. Number of methods (multiple methods are encouraged) employed to disseminate the messages.
3. Number of Government parastatals, agencies and individuals engaged in the dissemination.



4. Uptake or adoption or enabled transfer of the project output by the communities, government and other stakeholders.
5. Impact (cause of change) of project output in communities of implementation.
6. Continuous engagement with target audience through-out the project cycle.

### **Checklist for ALL disseminations**

#### **For Mak-RIF Secretariat**

1. Mak-RIF Secretariat working with the Principal Investigator shall engage the Makerere University Public Relations Office for representation of the University Management in the dissemination. In addition, the Secretariate shall secure representation by the Makerere University Grants Management Committee at the dissemination.

#### **For the Principal Investigator**

1. Plan and inform the Makerere University Research and Innovations Fund Secretariat specifically Harriet Adong, Communications Officer on [hadong@ranlab.org](mailto:hadong@ranlab.org) and Carol Kamugira, Engagement Manager on [carolk.sbi@gmail.com](mailto:carolk.sbi@gmail.com) about the intended dissemination date and time. Endeavor to communicate at least a week before the proposed dissemination date to inform proper planning.
2. In liaison with Mak-RIF, identify and book up an appropriate venue for the dissemination session given the COVID-19 pandemic challenges.
3. Prepare and share one or two pages of the project summary (About the Project). This helps our audience to know what exactly we are disseminating but also enables us to effectively communicate.
4. Draft and share an Agenda to guide the dissemination/engagement session.
5. Generate and share a precise list of invitees (including key stakeholders both internal and external) to inform our planning. Given the COVID-19 pandemic, maybe not more than 20 people should suffice but this can also be determined by our Venue capacity.
6. Inform the Principal at the respective RIF project host College so that s/he attends or is represented at the dissemination.
7. Plan for an online session so that majority of the participants join the dissemination online.
8. Engage the College Public Relations (PR) Officer too so that between him/her and the Central Makerere University Public Relations Office they invite the Media (Print and Broadcast). Given experience, for effective management and representation, it is better that the media is invited at the College or Central PR Office level.



### To Do with the College PRO

2. Mak-RIF Communications and Engagement Officers to plan with the College PR Officer to ensure that all Social Media platforms (Twitter, Facebook etc.) are populated real time as the dissemination is ongoing. Remember to tag @RIFMakerere @GovUganda and @MakerereU
3. Craft, edit and publish a short write-up with pictures from the dissemination on the different Communications platforms.

Note: The strategy is coined under the evaluation process, assessing success of the dissemination efforts.

### Logos



OR

MAKERERE



UNIVERSITY

MAKERERE UNIVERSITY



THE REPUBLIC OF UGANDA

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