Context of Mental Health Cutting Edge

It has become increasingly important to ensure timely dissemination of research results. Above and beyond publication in scientific journals and presentations at scientific meetings, an important component of the work of researchers is educating a wider public. The goal of this new initiative is to facilitate and accelerate the dissemination of research evidence produced by Douglas researchers to a general public and knowledge users such as policy decision-makers, clinicians, direct caregivers and importantly, persons with lived experience of mental illness themselves.

A template (See guidelines below: How to fill the Mental Health Cutting Edge form) is provided to Douglas researchers who want a broader dissemination of their research results. In collaboration with the senior KT officer, the KT coordinator and communication services of the West Island Integrated University Health and Social Services Centre (MWI IUHSSC), you will be able to emphasize and explain in what way your work is important and relevant to your target audiences/knowledge users in an accessible language for them. This will allow us to optimize our efforts for help disseminating your work to your target audience. This will contribute to maximizing the impact of your work.

Please remember that if you are targeting journalists, your best chance to get their interest is if you respect the fact they are under constant time crunches and must produce stories in days or even hours. They thus appreciate a quick overview of the material, which will help them identify a good story and (with your assistance and expertise) make the story accurate.

By offering journalists simple yet precise information that they can use quickly, you are helping them do their job … and by doing that, you are helping yourself.

This the goal of the process we have created and the forms that are attached

For further information please contact:
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Guidelines to fill the Mental Health Cutting Edge form

Guidelines
How to fill the Mental Health Cutting Edge form

Part A: General Information

Contact information: Please indicate the contact information of the PI and/or the senior author if it is not the same person.

Publication information: Please indicate the title of the paper, the journal in which the study will be published and the estimated publication date.

Please specify if your publication is under an embargo. We will keep your story confidential until we can release the information. We can also provide you none disclosure agreement if needed.

Collaboration: Please indicate if the work done for this publication is a multi-country/ multi-institution initiative. Please indicate for each of the senior author: the name, title, institution and component of the work.

Additional information: If you have photos, images, video, audio, graphics, and animation to provide with your story, please indicate the kind of additional material you want to publish with your story and the link to upload your file. If no link exists for the file, please send it in attachment with the form at: Kim.tardif.chsm@ssss.gouv.qc.ca

Part B: The New Study

1. Headline

This is NOT the title of the paper but the headline you would use to communicate your key messages/ news/ information to your target audience/s.

Define who is/are your target audience/s. For example – you can target policymakers, the lay public, the media, foundations and/or funding agencies, private donors, your institution's leaders (e.g., president, provost, and trustees).

If you want to reach particular people and/or organizations please indicate the contact information and we will send them the news when it will be published.

2. Summary of the work

Keys Finding/s
- Say briefly what the paper is about.
- Start with the punch line using the following format: “Researchers have discovered X about Y”
- Make it relevant to your target audience/s - Do not provide general / scientific background (this is not a scientific publication) but focus on the information that is the most relevant to your target audience/s.
• Explain your main conclusion/s.

The significance of the finding/s: So What?

Use the following format: “The significance of the findings is Z”
• Explain why your audience should care about it, why it is so important for them, what are the practical implications of your findings.
• Make sure to not over reach or over interpret.
• If your findings do not have a practical application, explain in a simple way what basic question your new discovery help explain.

Key tips to write your story
• Make a clear, specific statement of the discovery that engages your audiences.
• Tell the reader what the story is about and remember that the most powerful stories are humane ones.
• Use active verb/s.
• Put key phrases up front.
• Avoid vague general headlines.
• If your work covers technical advances – highlight the overall significance of the work rather than the technical side of it.
• Emphasize the application of the findings.
• Consider using a metaphor or vivid phrase that will be easily accessible to lay audience
• Avoid using a headline that suggests an immediate clinical application for a basic finding. Such headlines overpromise.
• Avoid using scientific jargon unless you would like to speak to your peers.

3. The Details

Summarize the details of your study accurately and succinctly, skipping over unnecessary technical detail in order to clearly explain the basic concepts of your work.

You should provide answers to the following questions:
• How did you discover it?
• What led you to ask this question and explore it in this way? Any anecdotes about colourful fieldwork, or major hurdles along the way, are welcome.
• What was done (1-2 sentences) (Objectives and conclusions in lay language)
• Who was the population?
  • Is research made with: Animal model or with Humans?
  • For human study:
    ▪ Who they were and how did you reach them?
    ▪ How was the study conducted?
    ▪ What did they have to do?

Key tips to write your story
• Be reader friendly with technical terms. Include only those terms that are necessary to understand your work, and remove the rest.
• If you used a special technology or device that is essential for the understanding of the significance of your work explain in simple words and very briefly.
• Define technical terms upon first use and place the definition right after the first use.
• When you use the full name for an acronym, put the acronym in parentheses immediately after it.
• Consider using descriptive analogy to describe and explain research concepts for lay audience.

4. Limitations of the study / methods

What are the caveats about your findings?

For example:
• What are the challenges to be met before basic finding can lead to a clinical intervention?
• What are the Issues with the ability to generalize from the study to other populations?
• What questions might other scientists raise about this study?
• Will your study raise some critics? Why?

5. A broader perspective

You should provide answers to the following questions:
• Is your finding unique?
• Does it confirm or refute previous findings?
• Is there a surprise in your finding/s?
• What is the next step?

***Be meticulous with statements on data and primacy***

6. Credit Funding Sources

Name the funding agency or other funding sources.

7. Conflict of Interest Statement

If the research involves any corporate partnership/s include an explicit statement about whether you or any of the co-authors hold any financial interest in the company or have served as a consultant lecturer.