

Table 1: README checklist outlining key criteria for research dissemination

Communication Method	Main audience/stakeholder	Primary focus/outcome	Structure	Main question/s
<i>Traditional communication methods for dissemination</i>				
1. Research report	Academic and healthcare professionals	Recommendations for moving the research outcomes forward, to contribute to the evidence base and improve practice	Executive summary Glossary of terms Introduction Literature review Method Results Discussion Conclusion Recommendations References Appendices	<ul style="list-style-type: none"> • Is the executive summary informative, clear and concise? • Is the case for the study well made and supported by evidence? • Is the research aim/question stated and addressed? • Is the literature review comprehensive and logical? • Are the methods detailed, including setting, population, data collection and analysis? • Has ethics endorsement been obtained? • Are the findings structured and integrated? • Do the conclusions logically follow from the findings? • Is the technical language appropriate for the audience? • Does the report structure have sections specified? • Are references formatted correctly?
2. Poster	Academic, healthcare professionals, students and consumers	Present complex information in a succinct way through attracting and sustaining audience interest in the poster's contents	Title Introduction/background Research question Method Results Conclusion References	<ul style="list-style-type: none"> • Are the main audience groups targeted? • Is there a balance of text, tables, graphs and pictures? Are the poster contents clear and comprehensible? • Is the title legible from a distance of 3m? • Is the aim clearly stated and addressed? • Is the highest priority information most prominent? • Is the pathway through the poster clear? • Are contact details included?
3. Healthcare industry presentation	Healthcare professionals and consumers	Focus on applied implications to facilitate evidence-based practices	Title page Outline Introduction Organisation background Methods Results and analysis Conclusion Questions	<ul style="list-style-type: none"> • Is the case for the study well made and supported by evidence? • Is the research aim/question stated and addressed? • Is the literature review comprehensive and logical? • Are the methods detailed, including setting, population, data collection and analysis? • Has ethics endorsement been obtained? • Are the findings structured and integrated? • Is there a balance of text, tables and illustrations? • Do the conclusions logically follow from the findings? • Are the practical implications for organisations clear? • Has clear, specific language been used? • Are references formatted correctly? • Are the slides clearly laid out and easy to read? • Could images and animation be incorporated to convey the message?

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4. Academic presentation	Academic, healthcare professionals and students	Idea generation, defining research territory and encouraging collaboration between academic, healthcare professionals and students	Title slide Acknowledgements Outline Introduction Theoretical background/ Literature review Methods Analysis and Results Conclusion Questions References	<ul style="list-style-type: none"> • Is the case for the study well made and supported by evidence? • Is the research aim/question stated and addressed? • Is the literature review comprehensive and logical? • Are the methods detailed, including setting, population, data collection and analysis? • Are the findings structured and integrated? • Is there a balance of words, tables and illustrations? • Do the conclusions and logically follow from the findings? • Are the theoretical and practical implications for research and organisations clear? • Are the contributions to theory explicit? • Is the language clear and specific, within the norms of the academic field? • Are references formatted correctly? • Are the slides clearly laid out and easy to read? • Could images and animation be incorporated to convey the message?
5. Peer-reviewed journal article	Academic	Dissemination of conceptual and empirical research, making a theoretical contribution	Title Abstract Introduction Background Methods Results and analysis Discussion Implications Limitations Conclusion and organisational implications	<ul style="list-style-type: none"> • Is the abstract informative, clear and concise? • Is the case for the study well made and supported by evidence? Is the research aim/question stated and addressed? • Is the literature review comprehensive and logical? • Are the methods detailed, including setting, population, data collection and analysis? Has ethics endorsement been obtained? • Are the findings structured and integrated? • Do the conclusions logically follow from the findings? • Is the language clear and specific, within the norms of the academic field? Does the report structure have sections specified? • Are references formatted to the journal specifications?
<i>Evolving communication methods for research dissemination</i>				
6. Elevator pitch/3MT	Non-specialist audience	Inform and engage interests of others, establish credibility as a researcher	Orientation Rationale Purpose Methods Framework Results Implication Termination	<ul style="list-style-type: none"> • Is a single static PowerPoint slide used? • Is the presentation under three minutes duration? • Is the presentation spoken word only? • Is the central message clear? • Is there a balance of text, tables and illustrations? • Is the unique contribution of the study articulated? • Is the study realistic and feasible? • Are contact details clearly identifiable?

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7. Podcast	Healthcare professionals, policy makers and consumers	Educate and inform, establish/maintain expertise	Title Introduction (purpose/outline) Topic 1, 2, 3 etc Guest/Discussion Summary Conclusion	<ul style="list-style-type: none"> • Is the audio clear and engaging? • Is the case for the study well made and supported by evidence? • Is the unique contribution of the study articulated? • Is the content easily accessible on personal devices? • Is the presenter a credible subject matter expert?
8. Webinar	Healthcare professionals, policy makers and consumers	Educate and inform, establish/maintain expertise, facilitate discussion	Title Introduction (purpose/outline) Topic 1, 2, 3 etc Guest/Discussion Audience interaction Summary Feedback Conclusion	<ul style="list-style-type: none"> • Has a mix of audio and visual content been included? • Is the audio clear and engaging? • Is the case for the study well made and supported by evidence? • Is the unique contribution of the study articulated? • Is the content easily accessible on personal devices? • Are the presenters appropriately credible skilled subject matter expert? • Is there a balance of text, tables and illustrations? • Have question and answer features been incorporated to allow for audience interaction? • Is there a consistent focus throughout the webinar?
9. Infographics	Academic, healthcare professionals, consumers and non-specialist audiences	Present complex information in an, engaging, visually appealing manner	Title Introduction Body (main content) Conclusion References	<ul style="list-style-type: none"> • What are the key messages to be conveyed? • Who are the target audiences? • Can the information presented be quickly understood? • Is there a balance of text, tables and illustrations? • Will the infographic be used alone or in conjunction with other dissemination methods?