

## CONSULTING WITH STAKEHOLDERS ABOUT DISSEMINATION OF SEXUAL HEALTH RESEARCH FINDINGS

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**Objective:** It is an ethical imperative to disseminate research findings to as wide an audience as possible in a manner that is useable, understandable and appropriate for stakeholders. This study sought to explore and identify appropriate approaches to use with adolescent sexual health survey data among a range of stakeholder groups.

**Design and Method:** A series of qualitative workshops were conducted with groups of young people, parents, youth workers and teachers. Using a semi-structured format, the discussions covered responses to current dissemination formats, information needs, and current and preferred sources and formats of information.

**Results:** All stakeholder groups reported interest in age and gender patterns, but less in social class or other differences within surveys. There was a widespread preference for graphical representations of study findings, rather than text, and a particular emphasis on visual attractiveness among the young people. Opinions varied between groups on preferred formats and use of social media. Young people and youth workers encouraged the involvement of young people themselves in the generation of dissemination materials. Parents and teachers were more concerned with accessibility and particularly that materials would be suitable for photocopying for use with students in classrooms.

**Conclusions:** This consultation provided valuable and constructive insights into suitable approaches to the distribution of research findings to a variety of audiences. Correctly adopted this information has the potential to expand the reaches of survey and other research findings thereby extending knowledge on adolescent sexual health behaviours to a broader audience and across a number of sectors.