

Identifying groups of policymakers with similar communication preferences to better tailor public health and nutrition related research communications

INTRODUCTION

- Evidence-based policymaking is key to improving public health
- Can promote efficient use of resources and effective implementation
- Dedicated dissemination efforts are important to get research to policymakers. We know that a one-size-fits-all approach to dissemination will likely be ineffective.
- How can we best tailor dissemination materials to policymakers?

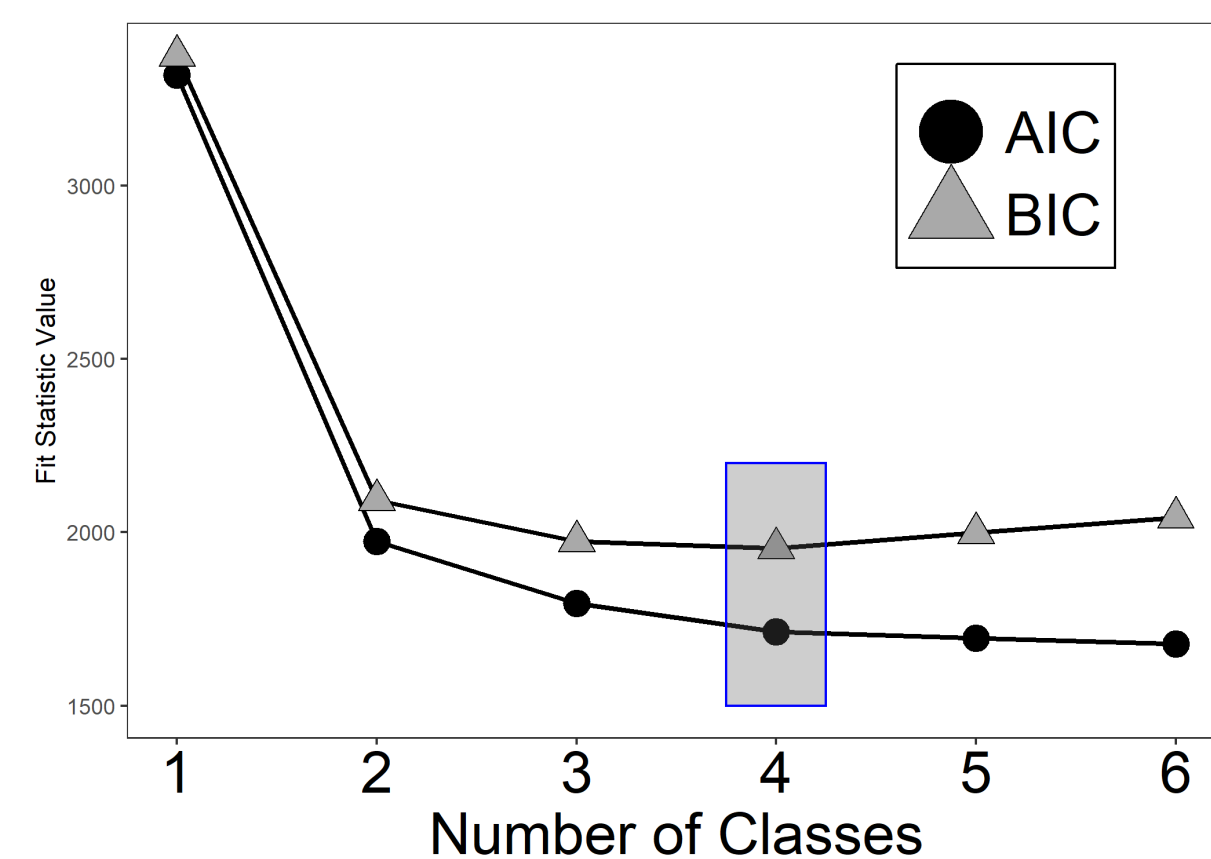
OBJECTIVE

Identify whether state legislators can be split into distinct groups based on stated research presentation preferences.

METHODS

- Sample: 838 state legislators surveyed in 2012
 - ~60 years old, male (74%), roughly half Democratic and half Republican.
- Legislators rated the level of priority placed on 12 research characteristics
- Grouped using Latent Class Analysis
 - Best model selected by assessing convergence, information criteria, and substantive interpretation
- Developed names for each latent class based on response profiles

We used the four-class solution

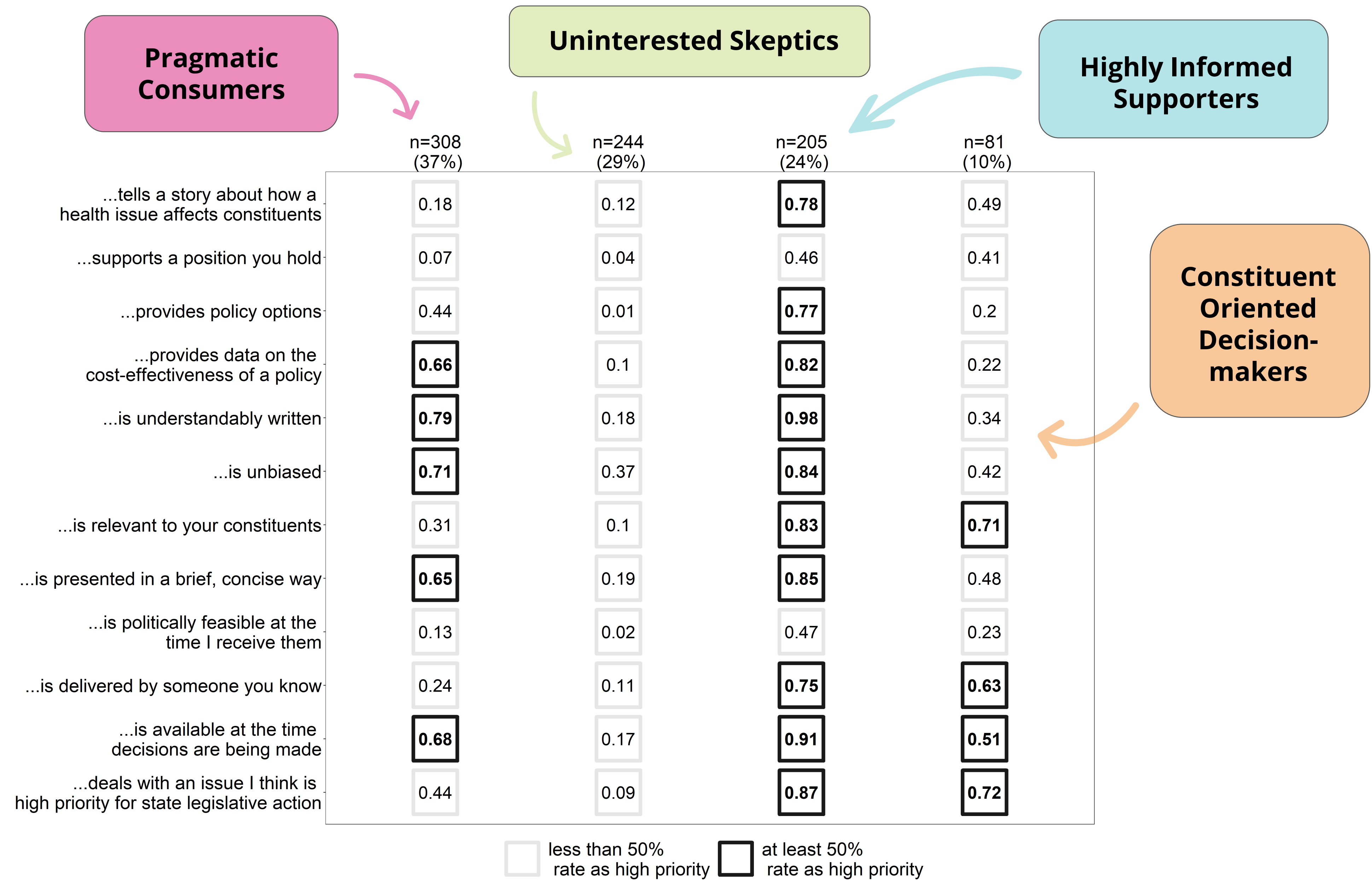


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RESULTS

Each box displays the proportion of legislators in that class who reported that characteristic as high priority. **Bolded** indicates that $\geq 50\%$ rated as high priority

Overall, priorities are for research that is understandable (61%), unbiased (61%), brief (55%), and available when decisions were being made (58%).



IMPLICATIONS & NEXT STEPS

- There is heterogeneity in what aspects of research policymakers prioritize.
- Communication materials could be developed to (1) include broadly important characteristics (i.e., unbiased, brief) and (2) include aspects to engage policymakers with different preferences.
- One unanswered question: how to engage Uninterested Skeptics?
- Future work should investigate similar questions with contemporary data