

Disseminating results of DCR

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Back ground

- DCR:
 - Data
 - Studies
- Aim:
 - Two way flow of communciation



Aim for 2008

- Identify **Target groups** to communicate with concerning Results of studies implemented under DCR and to obtain input for future programme
- Identify **communication needs** of these target groups
- Draft **dissemination strategy**



Target groups

- RACs



Communication Needs

- Implemented Questionnaire
- Main findings:
 - The DCR studies are virtually unknown
 - Wish to be informed about DCR studies in the future
 - The interest is linked with its relevance
 - How to be informed:



Outcome Questionnaire

- Website, leaflets and newsletter
 - Website (15)
 - Leaflet (6)
 - Newsletter (12)

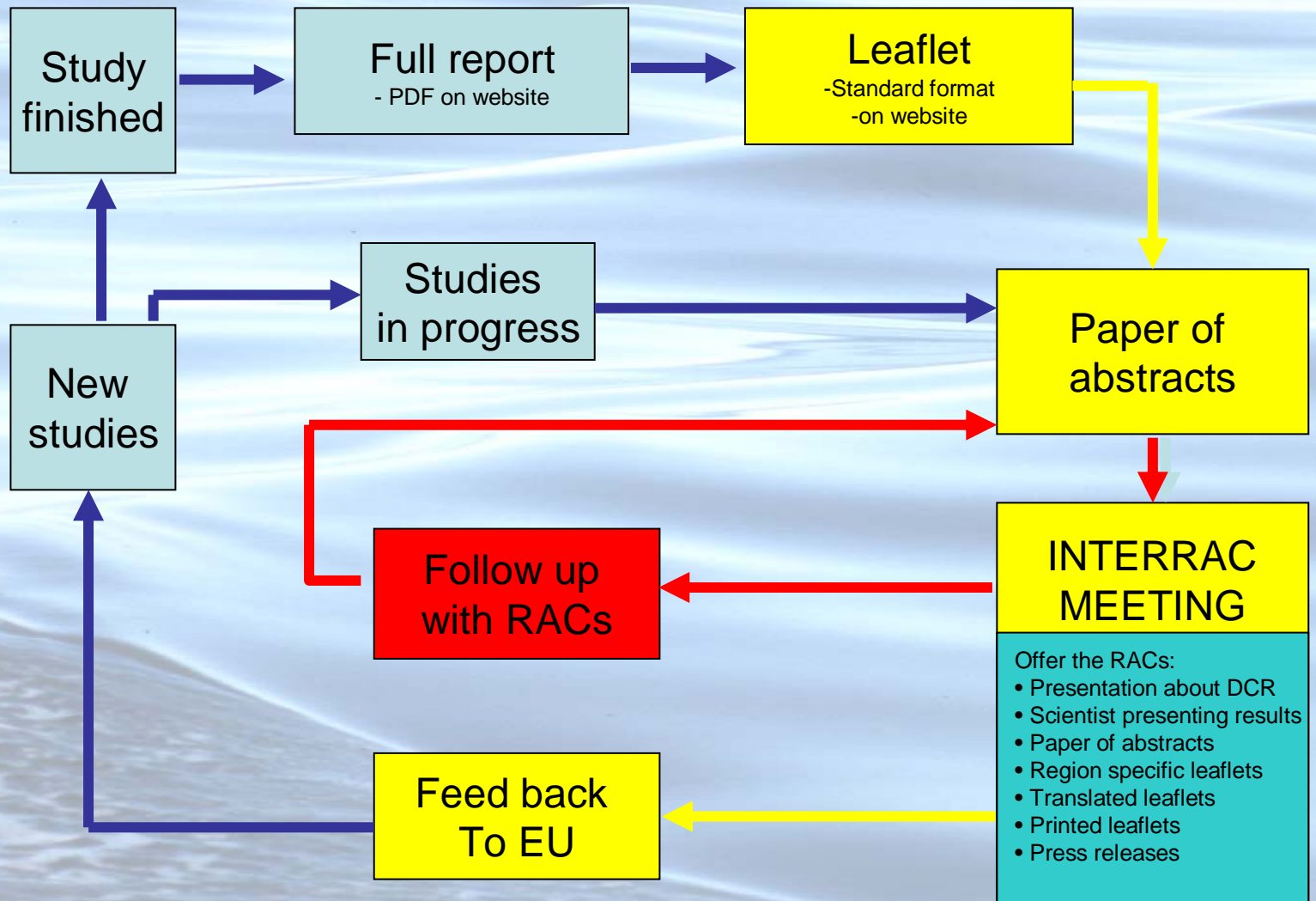
- Meetings
 - RAC-meetings (15)
 - Meetings with 'local groups' (5)
 - Conference

- Literature
 - Professional literature/ Branch magazine/ Scientific Magazine (8) Leaflets

3 Goals

- effective 2-way flow of communication
 - improve the accessibility of the studies being implemented under the auspices of the DCR.
 - results to be presented in a way that they can be easily digested by the members of the RACs.
 - stimulate two way flow of communication

Towards a Dissemination Strategy



The choice menu

- A DCR studies Website with easy to read results
- A presentation and workshops with general information about the DCR studies and results
 - (for example on current studies such as joint data collection and discards).
- Study results presented by scientists
- A paper with abstracts of the completed studies
- Region specific Electronic leaflets
- Translated Electronic leaflets
- Hard copy leaflets
- Press releases to a list of (fish)newspapers, as indicated by a RAC

Work plan

- Phase 1 from November 2008 till May 2009:
general communication
 - Preparation of a presentation about DCR-studies
 - Construction of a website with general information about the DCR studies
 - Preparation of the paper with abstracts of studies under the DCR framework

- Phase 2 from May 2009 till October 2009:
study specific communication



QUESTIONS?

*Communicating
DCR*