

## Key questions to consider in a research uptake strategy



- What do you want your research uptake activities to achieve?
  - What do you want people to do as a result of engaging with them?
  - Are the objectives SMART (Specific, Measurable, Achievable, Realistic, Timely)?
- Who are you trying to reach?
  - What is their interest in and influence over the project?
  - Who and what influences your key stakeholders?
- What are best communication channels, outputs and activities to reach your stakeholders?
  - Who is best placed to communicate with them?
  - What channels are appropriate for you and the organisation?
- What activities can you afford to do?
  - Who will be responsible for the work?
  - Do they require external support?
  - When will the activities be completed by (for a specific event)?
- What outputs and outcomes will you measure (linking back to objectives)?
  - What quantitative and qualitative indicators will you use?
  - What online tools can help you collect information?



