



Feedback from the August 12, 2011 FGDs

FGD on Research Utilization with Chairs of Consortia RU Committees

Four (4) questions served as discussion guides for the FGD:

- What are your RU goals?
- What has your consortium accomplished in RU?
- What are the RU needs of your consortium?
- How can you work with PNHRS core agencies to help you meet your RU goals?



Responses: Question #1

What are your RU goals?

- More people to be informed of our output
- Have research output reach stakeholders
- Have research output utilized by stakeholders

- Promote best practice among health providers
- Research = a tool for equity in health
- Research output translated to policy and utilized to improve health system



Responses: Question #1

- Establish monitoring and information system
- Establish data base for the consortium
- Utilize ICT to support universal health care.

- Foster/ strengthen collaboration among consortium members



Responses: Question #2

What has your consortium accomplished in RU?

- Website, radio, conference, flyers/brochures (Region I)
- UP-NIH has MMHRDC secretariat conduct of monthly forum
- Research “Kapihan” (CAR)
- Dissemination of outputs thru conferences, HERDIN, NeON training and publication (Region XI)
- Quarterly RTD (NCR)
- Acta Medica: National Health Journal



Responses: Question #2

- Not so successful (no utilization) (Region 6)
- Stakeholders don't seem to get the message (Region 6)

- Information system for maternal health (Region 2)
- Question and answer for/ in medical domain (NCR)
- ICT for medical imaging (results interpretation and diagnosis) (NCR)
- ICT support for patient care (NCR)



Responses: Question #2

- Members of consortium: Peer review (research articles for publication) (Region 2)
- Training on “Writing for Publications” (Focus: Publication as a form of RU strategy) (CAR)
- Training/expertise sharing
- Members of consortium: invited to critique research presentations in member-agencies of the consortium (CAR)



Responses: Question #3

What are the RU needs of your consortium?

- For the website: honorarium/wage for the developer/uploader (Region 1)
- Late release of budget to finance programs of Region 1 HDC
- Continuously and timely release of financial support (Region 11)
- Human resource
- Setting-up of Community Radio: funds to support its operation
- Present/ develop high quality flyer
- A more supportive national government



Responses: Question #3

- More “laymanization of health research to make it more relevant to stakeholders (NCR)
- Full utilization of the website to disseminate research findings
- Access to data on research expertise/experts (limited or does not know where to access)
- User requirements are not reflected in the existing websites/database (NCR)



Responses: Question #3

- Most medical doctors are not involved in research because of opportunity cost (Region 1)
- More concrete involvement of members in the consortium activities and committees (e.g., RU)
- Better coordination /communication (MMHRDC is too big)
- Reasons to work together (projects and initiative) – consortium in general



Responses: Question #3

- A strong, functional RU committee
- Establish more mechanisms for RU

- Access to data: ethics policy, IP vs. the need to disseminate the research information



Responses: Question #4

How can you work with PNHRS core agencies to help you meet your RU goals?

- Improve networking between regions and institutions to enhance dissemination of outputs
- Research collaboration and coordination
- More efficient coordinating mechanisms

- Tap all health and health-related institutions in Region 1
- Websites of all member consortia
- Collaborative researches than individual researches (CAR)
- Consultants: technical writing, publications (Region XI)



Responses: Question #4

- Better cohesion at national level so it can influence regions (Region 1)
- Coordinate with DOH
- DOH to help make policies re: research outputs (Region 6)



NEXT STEPS

- Coordination of core agencies at the regional level
- On-line convening of the consortia to share best practices
- More collaborative researches
- More aligned financial management of the consortia and institutional incentives; “Checklist “of financial releases

Feedback from the August 12, 2011 FGDs



FGD on Health Research and the Media

Four (4) questions served as discussion guides for the FGD:

- How do you perceive your role as media in the health research agenda?
- What are the challenges in communicating health research? How do we address challenges?
- Based on your experience(s), how do you assess the current relationship between health researchers/health scientists and the media in promoting health research outputs?
- How can health researchers make their initiatives, concerns, and outputs more accessible and palatable to media practitioners and their media audiences? What are these audiences really interested in a vis-à-vis health research?



Responses: Question #1

How do you perceive your role as media in the health research agenda?

- To inform, reform and entertain
- To Inform and misinform
- Sell the news
- Reportage
- Photo Essay
- Great multiplier – an important leveraging tool contributing to the good of the society
- To provoke readers to make actions
- Disseminator and consumer of research works – media itself can benefit from research



Responses: Question #2

What are the challenges in communicating health research?
How do we address challenges?

- Hyphaluting words (replace jargon with common terms, simplify reporting)
- Too technical and difficult to understand
- Complex – simplify
- Highly politicized - research outputs are politically sensitive.
- Intellectual property concerns and issues – restrictions on information
- Doctors fear journalists - Experts/doctors should be more accessible



Responses: Question #2

- Not “in” - make it more catchy
- Not sensational – re-angle articles into more palatable form
- Boring/not interesting – emphasize something interesting
- Research is slow –it results to journalists to jump to/guess conclusions or impact



Responses: Question #3

Based on your experience(s), how do you assess the current relationship between health researchers/health scientists and the media in promoting health research outputs?

- No relationship at all – experts, doctors and scientists are aloof to media
- Unhealthy - No coordination between media and health researchers at all
- Healthy - some government agencies are open to media and very approachable



Responses: Question #3

- Some media practitioners are not concerned of the outcomes of what they do or write. If they wanted to get information, they do it by all means. Journalists should be respectful.
- Is there really health research to cover?
- For media, not to focus on health research per se, but as well on health-related researches such as the merging of ICT applications to health.
- There must be a CENTER/AGENCY to facilitate the link between the government agencies and the media – (probably the role of PIA)
- Media needs a system, a structure where to get all these information/updates to write about.



Responses: Question #4

How can health researchers make their initiatives, concerns, and outputs more accessible and palatable to media practitioners and their media audiences? What are these audiences really interested in a vis-à-vis health research?

- More conferences, workshops, training to discuss matters
- Reorient the health researcher and the media
- Linkage development – simple messages/ press releases should be disseminated to the media
- The government should also consider giving incentives to media such as hotel accommodation, travel expenses, etc.



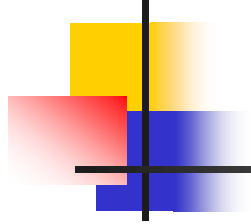
Responses: Question #4

- Pogi points – projects are sometimes politicized
- (lack of packaging) how to make it more palatable – laymanize to expound further
- Be facebook savvy – be in the loop of social networks
- There are two media who seem powerful today: the advertising media and the journalistic media. The advertising media creates artificial needs.
- How do journalistic media correct the blanket statement produced by the advertising media, for example, the food supplement that claims to cure certain illnesses?

Conclusions and Recommendations



- There must be a government agency to facilitate linkages between the researchers and the media - PIA should be more active as the independent media doing.
- There should be a core group or a regular conference for health researchers and the media.
- Government agencies should also consider incentives for media – such as expenses for travel, hotel accommodations, etc.
- Government agencies should also have a communication system similar to the agriculture media network that has a regular forum especially on highly controversial matters like BT-Corn. Experts should open to media.
- Hold more media conferences



THANK YOU!