

Communicating Child Maltreatment Research to the Public: The Relation to Suicide Risk as a Case Study



Annamarie Defayette, M.A., Erinn Duprey, Ph.D., & Corey Nichols-Hadeed, J.D. University of Rochester Medical Center; Mt. Hope Family Center, University of Rochester



Child maltreatment¹ and youth suicidal ideation and behaviors² are two significant and related public health concerns.



The TRANSFORM Research Center was developed to advance multidisciplinary child maltreatment research and effectively disseminate research and evidence-based practices¹. The present project aims to disseminate research on the link between child maltreatment and suicide risk to a national audience, guided by recommendations derived from prior evaluation of TRANSFORM's Twitter practices³.

Framework

• Robert Wood Johnson Guidelines for Translation and Dissemination of Public Health Services and Systems Research as a framework⁴

Methods

Define Target Audience

- Primary target is a national audience.
- Secondary audiences include other researchers/academic community, mental health providers, primary care providers, schools, other youth-focused service professionals, and caregivers/families.

Build Stakeholder Relationships

- Audiences gather information from social media, primary care or mental health offices, other providers.
- Partnerships: connection with other social media accounts that can share work, connection with URMC primary care and mental health offices.

Create a Translation Plan

- Framing take-home messages and practices for various audiences.
- Audiences will likely want to know not only that the connection exists and factors that play a role, but also what they can do.
- Use of visual aid to increase engagement.

Results

Develop a Dissemination Strategy

- Social media card with QR code linked to fact sheet used to disseminate via social media to reach a national audience, other researchers, academic community; card can also be printed and provided to primary care offices for waiting rooms.
- Use social media like Twitter to 'tag' other accounts with connections to community.
- Provide full fact sheet to professional settings, such as schools (teachers, counselors), primary care providers.

Results

- Three versions of the child maltreatment and suicide risk fact sheet targeting three different audiences **health care providers**, **child serving agencies**, and **caregivers**
- Social media card created for quick dissemination via Twitter:



Discussion

- Application of the *Robert Wood Johnson Guidelines*⁴ resulted in:
 - Three separate fact sheets allows for tailoring the fact sheet content to meet distinct needs of different audiences.
 - Social media card leverages recommendations from prior evaluation of TRANSFORM's Twitter practices³ by using a visual aid to engage national audience quickly.
- Future directions include development of other social media cards to aid in dissemination of other child maltreatment research.

- We are grateful to the National Institute on Child Health and Human Development (P50-HD096698 to Sheree L. Toth and Dante Cicchetti) for their support of this work.
- ¹Cerulli, C., Cicchetti, D., Handley, E. D., Manly, J. T., Rogosch, F. A., & Toth, S. L. (2021). Transforming the paradigm of child welfare. *Development and Psychopathology, 33*, 377–393.

 ²Nock, M. K., Borges, G., Bromet, E. J., Cha, C. B., Kessler, R. C., & Lee, S. (2008). Suicide and suicidal behavior. *Epidemiologic Reviews, 30*(1), 133-154.

 ³Kusina, L. Duprey, F. & Nichols-Hadeed, C. (2021, June). *Leveraging Technology and Social Media to Disseminate Child Maltreatment Research* [poster presentation]. URMC Department of Psychiatry 8th Annual Trainee Poster.
- ³Kusina, J., Duprey, E., & Nichols-Hadeed, C. (2021, June). Leveraging Technology and Social Media to Disseminate Child Maltreatment Research [poster presentation]. URMC Department of Psychiatry 8th Annual Trainee Poster Day.

 ⁴Sofaer, S., Talis, N., Edmunds, M., & Papa, K. (2013). Navigating the translation and dissemination of PHSSR findings: a decision guide for researchers. Washington, DC: Academy Health.