

Palliative Care Research Network Forum

"Presenting research to a lay audience"

by Sasha Petrova, The Conversation, VIC

1st March 2017 5:00 – 6:00 pm, followed by networking drinks and nibbles









		GAPAGIIT . GULLABURATION . GUNNEGIIUN	
Members	Affiliation	Main Area(s) of Expertise	
Dr Jennifer Weil	St Vincent's Hospital Melbourne	Palliative Care - clinical and research	
Prof Jennifer Philip	Department of Medicine, University of Melbourne St Vincent's Hospital Melbourne Victorian Comprehensive Cancer Centre (VCCC)	Palliative Care - clinical and research	
Prof David Kissane	Faculty of Medicine, Nursing and Health Sciences, Monash University	Psychiatry, Psycho-oncology and palliative care - clinical and research, human research ethics, mentorship	
A/Prof Moira O'Connor	Curtin University	Psychological and Psychosocial aspects of cancer and palliative care, Speech pathology, Qualitative and Quantitative Research, mentorship	
Dr Ann Dadich	School of Business, Western University Sydney	Health Service Management, human research ethics, mentorship	
Dr Deborah Lawson	McCabe Centre for Law and Cancer, Cancer Council Victoria , and Union for International Cancer Control (UICC)	End of Life Law and Policy	
Dr Robyn O'Halloran	St Vincent's Hospital Melbourne	Speech Pathology - clinical and research	
Ms Fiona Wiseman	Peter MacCallum Cancer Centre	Psychosocial Care, Social Work (oncology, palliative care)	
Mrs Voula Kallianis	Caritas Christi Hospice	Social Work - research, community support, mental health, working with complex families and individuals	
Ms Ronna Moore	Eastern Palliative Care	Massage Therapy, Lymphoedema	
Tafireyi Marukutira	Burnet Institute and Monash University	Public Health Programs, HIV care	

PCRN Small Project Grants Initiative



Applications are now OPEN

Overview

The PCRN is committed to establishing a small project grant funding scheme to support early career researchers in the field of cancer and palliative care research.

PCRN Small Project Grants up to a value of \$25,000 will be offered in 2017 for projects of 12 months duration.

These grants aim to enhance and develop palliative care and cancer research capacity within Victoria by providing:

- seed funding for projects or funding for small/pilot projects whose results can be utilised as the basis for future large funding applications to external granting bodies;
- funding for researchers who have previously not been active in research or who are at an early stage in their research career;
- funding for research that will result in the submission of a manuscript or manuscripts for publication;
- funding to support cross collaborative research and research involving collaborations with partners.

Eligibility

To be eligible to apply for a PCRN Small Project Grant:

- The applicant must be a PCRN member;
- The majority of the research funded must be completed within Victoria and;
- The applicant must be based at a Victorian organisation (coinvestigators and/or collaborators may work interstate or internationally).

Guidelines & Information

Please refer to the funding **Guidelines**, **Instructions for Applicants** and **Application Form** – available for download at:

http://www.pcrnv.com.au/funding-opportunities/pcrn-project-grants

How to Apply

Please send an electronic copy of the completed application form to pcrnv@svha.org.au with the subject line "PCRN Small Project Grant Application".





Applications close: Friday, 14th April 2017



Program

5:00 – 5:05 pm Welcome and Introduction

Soula Ganiatsas, PCRN Program Manager

5:05 – 5:25 pm **Presenting research to a lay audience**

Ms Sasha Petrova, Assistant Editor (Health and Medicine), The Conversation

5:25 – 5:35 pm Audience Q & A

5:35 – 6:05 pm Writing and Pitching Workshop

6:05 – 7:00 pm Networking Drinks and Nibbles





COMMUNICATING RESEARCH TO A LAY AUDIENCE

Sasha Petrova Assistant Editor, Health + Medicine



THE CONVERSATION

Academic rigour, journalistic flair

March 2017

What is The Conversation?

Edition: Australia - Job Board Donate







Sasha Petrova -



How we're different

Our charter

A global network Message from the **Editor in Chief**

We are a global media resource providing cutting edge ideas and people who know what they are talking about. Search our database of 36,000 experts. Plus, our content is used by 22,000 sites under Creative Commons. Absolutely free. That way, everyone gets better information.

THE CONVERSATION

Academic rigour, journalistic flair

Q Search analysis, research, academics...

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology

la Follow Topics Nobel Prize 2016 Political donations Better Teachers FactCheck Q&A Globalisation backlash Cities US Elections Free speech

Analysis and Comment



Crown Resorts operates three casinos in Macau and planned to lure more Chinese high rollers to its Australian operations before the arrest of eighteen employees threw their behaviour in China into question. Tyrone Siu/Reuters

Crown employee arrests show danger of assumptions about China

Nolan Sharkey, University of Western Australia

It's easy for foreign businesses in China to misstep when they don't understand the lack of a rule of law and the influence of the government.

How a saviour of the ozone hole became a climate change villain - and how we're going to fix it

lan Rae, University of Melbourne

Hydrofluorocarbons were created to replace ozonedamaging chemicals - but they turned out to be major contributors to climate change.

Australians have little to fear from terrorism at home - here's why

Greg Austin, UNSW Australia

Many Australians are frightened by the prospect of terrorism on home soil, but statistics show they don't have much to

Research and News

Family First's Bob Day quits Senate following business collapse

Michelle Grattan, University of Canberra

The government has suffered a blow with Family First senator Bob Day quitting parliament following the collapse of his building company.

Slow start to new standards requirements for financial advisers

Michelle Grattan, University of Canberra

The large banks and AMP will be required to fund the establishment of a new independent body to oversee the professional standing of the muchcriticised financial services industry.

Government targets ALP's Kitching over union past

Michelle Grattan, University of Canberra

The government is targeting Kimberley Kitching, Labor's controversial Senate replacement for Stephen Conroy.

More Research and News

Podcasts

Politics with Michelle Grattan

Talking politics with politicians and experts, from Capital Hill.

Listen to the podcast



US Election 2016



Columnists

Bonking the Neanderthals, it seems, was a bit of a pastime for the distant relatives



If Google Assistant or Siri aren't smart enough for you, you can build your own Al





Adrian Beaumont — "Labor won the ACT election decisively, with a likely outcome of 12 ALP, 11 LIB,

Kumuda Simpson - "The danger of a populist campaign is that it can't possibly deliver on its promises"

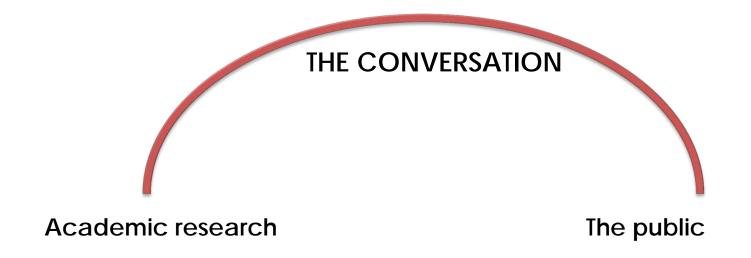
Mark Beeson - "If Bob Dylan hasn't had an impact through his use of language, who has?"

Simon Chapman — "Travelling almost always involves confronting experiences with abject poverty"

More columnists



Bridge between academic community and the public



The Conversation

- An online source of analysis (and news) written by academics for a lay audience.
- Our aim is to help the public better understand current affairs and complex issues.
- We provide the facts without the overdressing
- We are credible experts write our stories and fill out a disclosure statement

How does The Conversation work?

- Academics pitch story ideas
- Editors commission story ideas
- Editors work with academics to refine, edit, polish and make each story work in the news cycle
- Stories are published under creative commons licence at http://theconversation.com/au

But what will The Conversation do for **YOU**?

Writing for The Conversation

- Established audience
- Established social media reach
- Republication by media across the world
- Entrée into other media
- Improve your writing skills
- Assurance your message will not be misinterpreted
- Exposure for your institution



Audience

ON SITE AUDIENCE

reads / month

CREATIVE COMMONS REPUBLICATION

reads / month

republishers



PsyPost



mUmBRELLA theguardian

QUARTZ

The Washington Post



Mashable





BUSINESS INSIDER IME

TheEpochTimes

THE AGE

The Sydney Morning Herald

M Amamia



Nieman Journalism Lab

Medium

Doctor.

THE WEEK

SCIENTIFIC AMERICAN[™]























The Canberra Times











Mail Guardian



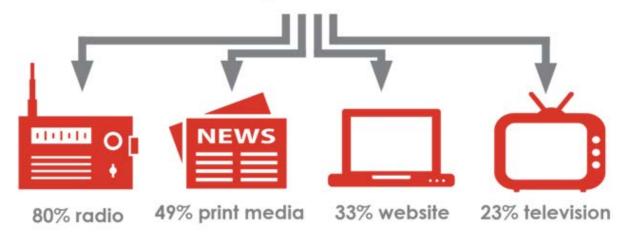


After writing an article:

Professional opportunities:

55%

of authors contacted by media





9% for business consultation



11% for research collaboration



14% invited to speak at conferences

A global knowledge network

 Australia: launched March 2011 (founding TC)

• UK: May 2013

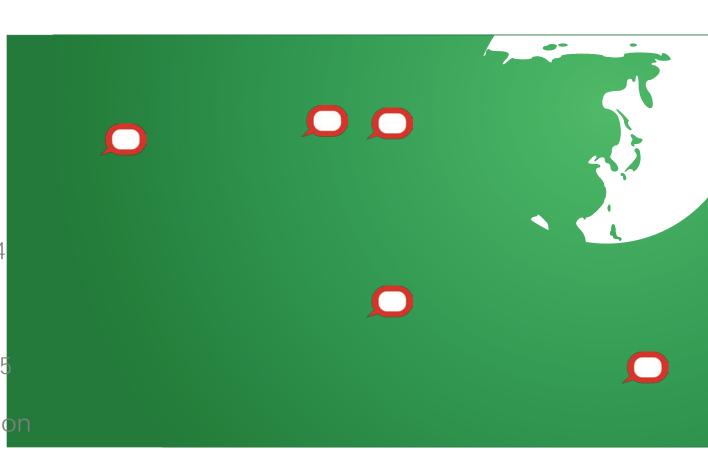
Indonesia editor: joined June 2014

US: October 2014

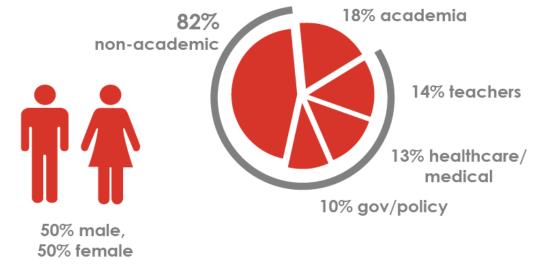
Africa: April 2015

France: Sept 2015

More: coming soon



Our readers













18% studying full time or part time



85% have an undergraduate degree or higher



54% visit daily



would recommend

When should you pitch a story to us?

THE CONVERSATION

WHY WE WOULD PUBLISH AN ARTICLE

Pitch an article idea

Thanks for your interest in pitching an idea to The Conversation. This page briefly explains our editorial priorities and shows you what makes a good pitch. You can then submit a pitch via the links.

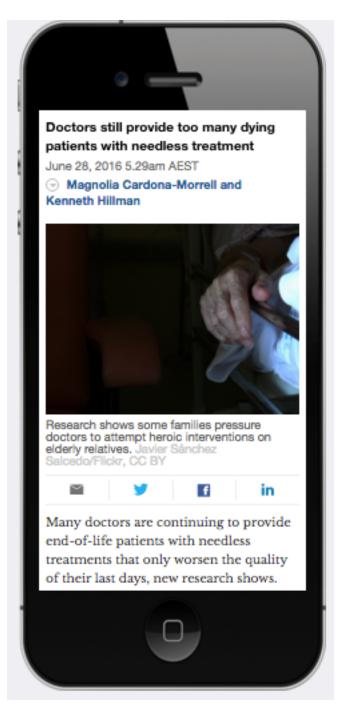
What types of stories are we looking for?

The Conversation focuses on three priority areas:

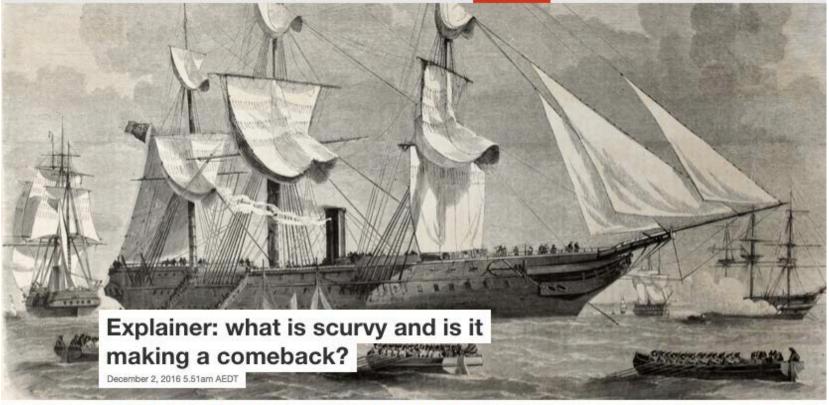
- timely, evidence-based analysis of issues making the news, such as new research or peer-reviewed FactChecks;
- · timeless, plain English 'explainers' of complex issues;
- · in-depth series or specials.

Before pitching, please consider a keyword search to read what we've published on your topic.

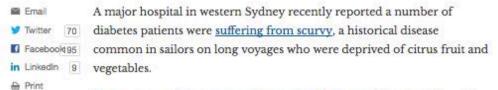
Timely,
evidence-based
analysis of issues
making the
news, such as
new research



Timeless, plain English 'explainers' of complex issues



Scurvy was common in sailors on long voyages who were deprived of citrus fruit and vegetables, from shutterstock.com



Scurvy is caused by <u>severe and chronic deficiency</u> of vitamin C (ascorbic acid), and is in modern times extremely rare. But considering our current dietary habits and their association with lifestyle diseases such as





Karen Charlton Associate Professor, School of Medicine, University of Wollongong

Disclosure statement

Karen Chariton receives

In-depth series or specials



Articles on Coping with Mortality



Here's what people in their 90s really think about death

Jane Fleming, University of Cambridge
It is rare to hear from people in their tenth or eleventh decade but their voices are crucial to shaping end-of-life



Displaying all articles

Palliative care should be embraced, not feared

alliative care should be a time of shared care; when the doctor continues treating



Spiritual care at the end of life can add purpose and help

Colleen Dayle, University of Melbourne and David Jackson, University of Melbourne Research shows people who suffer from loss of meaning die earlier than those who maintain purpose. We can help people find meaning again by nurturing their "spirit".



Everything dies and it's best we learn to live with that

James Kirby, The University of Queensland If presented with a client who has death anxiety, we ask them to tell us what exactly they fear about death. Once we have this information, there are several approaches to treating fear of death



Adults can help children cope with death by understanding how they process it

Linda Goldman, King's University College Children's perceptions of death vary with developmental stages. Understanding these is key to helping them normalise their thoughts and feelings when someone they know



Fear of death underlies most of our phobias

Lisa Iverach, University of Sydney, Rachel Menzies, University of Sydney, and Ross Menzies,

We manage our fear of death by creating a sense of permanence and meaning in life. as being afraid of spiders.

Death anxiety Dying End of life care obsessive compulsive disorder Palliative care Psychology Terminal illness larnes Kirby Research Fellow in Clinical Psychology, The University of Queensland search Officer Dementia and Stroke, University Lisa Iverach Honorary Associate at Department of Psychology, Macquarie University and Research Fellow, University of Sydney PhD candidate, Clinical Psychology, University of Jane Fleming Senior Research Associate, University of Linda Goldman Professor of Thanatology, King's University College

Articles on Understanding others' feelings

Displaying all articles



January 13, 2017

Are our busy doctors and nurses losing empathy for patients?

Sue Dean, University of Technology Sydney With more demand on doctors and nurses and a push for quicker consultations. clinical empathy is being dwarfed by the need for efficiency.



January 12, 2017

'I'm not a mind reader': understanding your partner's thoughts can be both good and bad

Gerv Karantzas. Deakin University

For over two decades, psychologists and communication scholars have been seriously studying the degree a person is able to correctly understand another's unsaid thoughts or



January 11, 2017

Children learn empathy growing up, but can we train adults to have more of it?

John Malouff, University of New England

Some people are good at understanding the emotions of others but not at feeling them or commenting on them. So can we teach people the parts they lack?



January 10, 2017

Do art and literature cultivate empathy?

Nick Haslam, University of Melbourne

Empathy is associated with being drawn to the arts, but do they actively promote it or merely appeal to already sensitive souls?

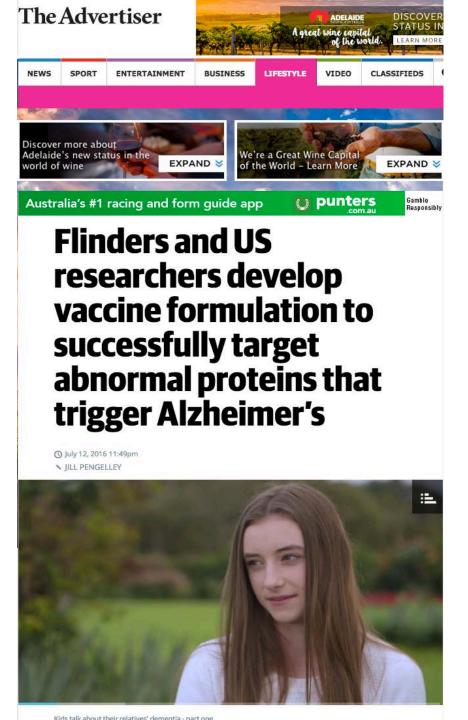


January 9, 2017

Understanding others' feelings; what is empathy and why

Pascal Molenberghs, Monash University

While we need empathic skills to relate to others sometimes, too much empathy can be a bad thing.





Arts+Culture Business+Economy Education Environment+Energy Health+Medicine Politics+Society Science+Technology

ANALYS

Alzheimer's breakthrough? Have we nearly cured dementia? Not just yet...

Success in human drug development is painfully low, from shutterstock.com



Print

July 14, 2016 2.20pm AEST

My mother-in-law called me yesterday. She doesn't quite know what I do for a job but has a vague idea I work with a group seeking to understand and ultimately prevent Alzheimer's disease.

She heard on the radio that someone had developed a cure for Alzheimer's disease. It had something to do with cars in the driveway and the US government was bankrolling it. She was both pleased and relieved, and suggested I now focus my attention on other brain diseases that need to be cured.

She then sent me a link to the radio interview timed to coincide with the publication of research in Nature's <u>Scientific Reports journal</u>. The <u>media release about the study</u>, like the radio interview my mother-in-law heard, was very excited.

Author



Disclosure statement

Paul Maruff receives funding from the CSIRO Flagship Collaboration Fund and the Science and Industry Endowment Fund (SIEF) in partnership with Edith Cowan University (ECU), Mental Health Research institute (MHRI), Alzheimer's Australia (AA), National Ageing Research Institute (NARI), Austin Health, Macquarie University, CogState Ltd., Hollywood Private Hospital,

Published

ANALYSIS July 14, 2016

Alzheimer's breakthrough? Have we nearly cured dementia? Not just yet...

10,402 🔊 18



15 JUL 2016 - 9:50AM

Alzheimer's breakthrough? Have we nearly cured dementia? Not just yet...



But how do I pitch/write?

Main points

1. Why should we/the public care?

2. Say it straight!

3. Avoid or explain jargon

Tips for writing

 Use plain, conversational English which often includes ACTIVE rather than PASSIVE voice

In active voice, the subject does the action, rather than the action being done by the subject

Passive - The ball is hit by Anna Active - Anna hits the ball Passive - patients' experiences in palliative care were explored in a study conducted in 1994

Active - A 1994 study explored patients' experiences in palliative care

Avoid jargon, or if necessary to use, offer explanations or examples

Psychosocial becomes psychological and social Immunosuppressants have a long history with fungus Medications that suppress the immune system have a long history with fungus

Say it straight

The question surrounding the continued use of industrial sites, given their vast pollution production, still remains.

versus

Industrial sites cause vast amounts of environmental pollution, so why do we still use them?

Why does the lead matter?

The lead

Attention span of a gold fish (8 seconds)

No more than 24 words

Simple, jargon free, easily digestible

Inverted pyramid

The end is the beginning

We lead with the conclusion



Arginine Vasopressin Is a Blood-Based Biomarker of Social Functioning in Children with Autism

Dean S. Carson, Joseph P. Garner, Shellie A. Hyde, Robin A. Libove, Sean W. Berquist, Kirsten B. Hornbeak, Lisa P. Jackson, Raena D. Sumiyoshi, Christopher L. Howerton, Sadie L. Hannah, Sonia Partap, Jennifer M. Phillips, Antonio Y. Hardan, Karen J. Parker

Published: July 22, 2015 • http://dx.doi.org/10.1371/journal.pone.0132224

Article	Authors	Metrics	Comments	Related Content
¥				

Abstract

Introduction

Materials and Methods

Results

Discussion

Acknowledgments

Author Contributions

References

Reader Comments (1) Media Coverage (0)

Figures

Abstract

Brain arginine vasopressin (AVP) critically regulates normative social behavior in mammals, and experimental disruption of the AVP signaling pathway produces social impairments in rodent models. We therefore hypothesized that AVP signaling deficits may contribute to social impairments in children with autism spectrum disorder (ASD). Since blood measures (which are far easier to obtain than brain measures) of AVP are most meaningful if they are related to brain AVP activity, Study 1 tested the relationship between AVP concentrations in concomitantly collected blood and CSF samples from children and adults (N = 28) undergoing clinical procedures. Study 2 tested whether blood AVP concentrations: 1) differed between children with ASD (N = 57), their ASD discordant siblings (N = 47), and neurotypical controls (N = 55); and 2) predicted social functioning (using the NEPSY-II Theory of Mind and Affect Recognition tasks and the Social Responsiveness Scale) in this large, well-characterized child cohort. Blood AVP concentrations significantly and positively predicted CSF AVP concentrations (F_{1.26} = 7.17, r = 0.46, p = 0.0127) in Study 1. In Study 2, blood AVP concentrations did not differ between groups or by sex, but significantly and positively predicted Theory of Mind performance, specifically in children with ASD, but not in non-ASD children (F_{1.144} = 5.83, p = 0.017). Blood AVP concentrations can be used: 1) as a surrogate for brain AVP activity in humans; and 2) as a robust biomarker of theory of mind ability in children with ASD. These findings also suggest that AVP biology may be a promising therapeutic target by which to improve social cognition in individuals with ASD.

Found that low levels of vasopressin in the blood of children with autism corresponded with a lower Theory of Mind score.

- Why should we care?
- Say it straight
- Avoid jargon

Autistic kids low on vital social hormone, study suggests

July 23, 2015 6.12am AEST

Vasopressin may be used to treat social deficits in children with autism. kids with ball, from shutterstock.com

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in LinkedIn

Print

Increasing autistic children's levels of vasopressin, a hormone that regulates social behaviour, could help treat the social deficits common to autism, research suggests.

Vasopressin is one of two key hormones (together with oxytocin) known to regulate normal social functioning in mammals. Past studies on rodents have shown that disrupting its signalling pathway leads to social impairments.

Published in <u>PLOS ONE</u>, the new study tested whether vasopressin concentrations in autistic children corresponded with their social functioning abilities.

Researchers from <u>Stanford University's School of Medicine</u> recruited 159 children, some of whom had autism, others who didn't have autism but had autistic siblings, and a third group who were typically-developing children with no autistic siblings.

They used three standard psychiatric tools to gauge social and behavioural function in participants.

Depression damages parts of the brain, research concludes

June 30, 2015 8.15pm AEST

MRIs of 9,000 people have shown that depression shrinks parts of the brain, from shutterstock.com

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2.4k

in LinkedIn

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Brain damage is caused by persistent depression rather than being a predisposing factor for it, researchers have finally concluded after decades of unconfirmed hypothesising.

A study published in <u>Molecular Psychiatry</u> today has proved once and for all that recurrent depression shrinks the hippocampus - an area of the brain responsible for forming new memories - leading to a loss of emotional and behavioural function.

Hippocampal shrinkage has long been linked to depression but previous studies haven't been conclusive. Small sample sizes, varying types of depression and treatment levels, as well as variance in methods for collecting and interpreting results, have together led to inconsistent and often conflicting findings.

Now, with the help of what co-author Ian Hickie from the Brain and Mind Research Institute has called "a new spirit of collaboration" a global, cross-sectional analysis of brain scans of 9,000 people has conclusively linked brain damage to depression.

"I think this resolves for good the issue that persistent experiences of depression hurts the brain," said Professor Hickie.

Hippocampal shrinkage was pronounced among those for whom depression started early (before the age of 21), as well as people who had recurrent episodes. Professor Hickie noted that it was this persistence that "does the damage".

Many doctors are continuing to provide end-of-life patients with needless treatments that only worsen the quality of their last days, new research shows.

Our review published in the <u>International Journal for Quality in Health Care</u> found that on average, one-third of patients near the end of their life received non-beneficial treatments in hospitals around the world.

Non-beneficial treatments are those unlikely to ensure survival beyond a few days that can also impair the quality of remaining life. They include putting a patient on a ventilator to help their breathing, tube-feeding, emergency surgical procedures, CPR on patients with not-for-resuscitation orders and blood transfusions or dialysis in the last few days of life.

Initiating chemotherapy or continuing radiotherapy in the last few weeks of life for patients with advanced irreversible disease was also common. Chemotherapy was initiated in 33% of cases and radiotherapy continuation in 7%.

We reviewed 38 studies conducted over the past two decades, covering 1.2 million patients, bereaved relatives, doctors and nurses in ten countries. We also found evidence of unnecessary imaging such as X-rays (25-37%) and blood tests (49%).

Many patients were treated for a number of other underlying conditions with oral or intravenous medicines that made little or no difference to their survival and were inconvenient and in some cases, harmful. Pitching via the website

Keis Ohtsuka, Victoria University

Many sports enthusiasts are notoriously superstitious. Why is that so?

Australia's Google Tax may be the second in the world but it's too early to tell if it's the 'toughest'

Antony Ting, University of Sydney

There are still a few real-world tests the Diverted Profits Tax or "Google Tax" will have to face before the government can claim it's among the toughest in the world.

Got high cholesterol? Here are five foods to eat and avoid

Clare Collins, University of Newcastle; Tracy Burrows, University of Newcastle, and Tracy Schumacher, University of Newcastle

High fat, low fat, no carb, more carb: when it comes to getting information on eating to manage high blood cholesterol, confusion reigns. We checked the most recent research from trials that tested the...

How microplastics make their way up the ocean food chain into fish

Louise Tosetto, Macquarie University; Culum Brown, Macquarie University, and Jane Williamson, Macquarie University

Up to 236,000 tonnes of microplastic enter our oceans each year.

It's good the government will report GDP per capita, but it shouldn't stop there

Ross Guest, Griffith University

The government has agreed to report some budget numbers on a per capita basis. But there's a lot more to do in how we talk about numbers.

Hope, certainty and trust: issues abound in US refugee resettlement deal

Mary Anne Kenny, Murdoch University and Nicholas Procter, University of South Australia
There must be genuine efforts to ensure transition from uncertainty to permanent
status for refugees currently detained offshore as soon as possible.

From warm to swarm: why insect activity increases



Sharing election hashtags: Dots are Twitter accounts; lines show retweeting; larger dots are retweeted more. Red dots are likely bots; blue ones are likely humans. Clayton Davis

Misinformation on social media: Can technology save us?

Filippo Menczer, Indiana University, Bloomington
If people can be conned into jeopardizing our children's
lives, as they do when they opt out of immunizations,
could they also be conned out of democracy?

- 'Fake news' is poison for the body politic can it be stopped?
- Asking users to tag fake news isn't going to work if they don't know what it is
- Facebook's problem is more complicated than fake news
- Facebook's algorithms give it more editorial responsibility – not less
- Can Facebook influence an election result?
- The robots are polarising how we consume news

 and that's how we like it
- In a post-truth election, clicks trump facts

More

Cities









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Got a news tip or article idea for The Conversation?

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