



## Child Accident Prevention Foundation of New Zealand

### **Optimising Child Accident Research Outcomes**

#### **An Action Research Project on Maximising the Dissemination and Implementation of the Summer Research Scholarship Project Reports and Recommendations of the Child Accident Prevention Foundation of New Zealand**

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Brett Horgan and David Swain**

**Department of Sociology and Social Policy  
& Department of Screen & Media  
The University of Waikato**

**December 2003-February 2004**

**This project was funded through  
Child Accident Prevention Foundation of New Zealand  
2003-4 Summer Research Scholarships awarded jointly to  
Nicola Kiri Smith, Natalie Cowley and Brett Horgan**



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And finally, thank you to the Child Accident Prevention Foundation of New Zealand for the opportunity to undertake this research. We hope that the information contained in our report and the prototype website will assist in optimising your valuable Summer Research Scholarship programme. We wish you well with this continuing endeavour.

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

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A key objective of the Child Accident Prevention Foundation of New Zealand (hereafter referred to as “CAPFNZ” or “the Foundation”) is to reduce the incidence and severity of child accidents. The reports and recommendations that arise from the Foundation’s Summer Research Scholarship (SRS) projects have the potential to be a major means to achieving this end. The purpose of this research was to investigate the extent to which the SRS projects were achieving that objective, by assessing the degree to which CAPFNZ SRS reports and especially their recommendations are currently in the public domain. The research also identified the current barriers or obstacles to dissemination, and determined cost-effective ways in which dissemination and implementation of these reports and their findings could be enhanced. Our proposal foreshadowed the prospect of this project yielding a demonstration website as one approach to achieving a more effective distribution of CAPFNZ SRS reports and related material.

Focusing on literature reviews and key informant interviews with previous SRS holders, supervisors, and interested organisations, this research found that the dissemination of these reports was significantly below an optimal level. The main barriers discovered were lack of funding for dissemination of research to end-users, and minimal communication between the funding organisation, the researchers, and potential end-users. The recommendations have combined ideas from the respondents with other research findings to identify some low-cost ways of enhancing dissemination – all of which indicate that the establishment and maintenance of a comprehensive CAPFNZ website would be an ideal way of meeting the requirements for maximizing the diffusion of CAPFNZ research.

The recommendations include:

- **A complete set of CAPFNZ SRS reports to be collected and held in one location.**
- **Project funding to include the dissemination and implementation of research findings.**

- **Media releases to be produced by the Foundation at least upon completion of SRS reports.**
- **Encouragement for researchers to publish or present their reports and findings.**
- **A wider recognition and promotion of particular research findings which warrant further research.**
- **The development of a mechanism to monitor topical child safety issues.**
- **The establishment of an all-inclusive CAPFNZ website.**
- **The adoption by the Foundation of further recommendations for the expansion and maintenance of the website.**



## 1.0 INTRODUCTION

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The initial focus of this research had three main components: to assess the extent to which CAPFNZ SRS reports are in the public domain; to identify the obstacles or barriers to dissemination; and to determine the most effective ways in which dissemination and implementation of these reports could be enhanced, including the development of an upgraded CAPFNZ website.

We anticipated this project would be 'action' research – in that the findings would result not only in an *outcome* by way of recommendations to enhance dissemination, but also in an *output*; namely a renovated and re-invigorated CAPFNZ website designed to meet dissemination and implementation goals.

### 1.1 Necessity of Research

A central objective of the Foundation must be to reduce the incidence and severity of child accidents in New Zealand, and the results and reports of the Foundation's Summer Research Scholarship projects must be one major means to achieving that end. This project was shown to be necessary after a preliminary investigation of existing dissemination techniques revealed that the extent to which CAPFNZ SRS reports were in the public domain was sub-optimum. It was our aim to build on the success of the Summer Research Scholarship scheme, which has produced some valuable research projects, the outcomes of which warrant not only enhanced dissemination for the benefit of those involved in child safety, but also in many instances further research.

Incidents such as a widely publicised spate of dog attacks on children (Hutchison, 2003) have demonstrated a public need for information regarding child accident prevention in the case of dog attacks. Research on this topic was undertaken for the Foundation in 2000, which produced some invaluable recommendations and ideas for further research. However, for numerous reasons – which will be covered in this report – the information from this and many other CAPFNZ SRS reports has failed to be disseminated and, thus subsequently implemented.

This report will, firstly, give a detailed literature review which will determine the extent to which CAPFNZ SRS reports are in the public arena – as documents and also in the implementation of recommendations. The literature review has also informed our own project in the form of layout ideas for the upgraded CAPFNZ website, and has shown us the extent of material available on dissemination techniques for small-scale child accident prevention research projects. The action research and website design methodology will then be discussed, along with the primary research questions. We will then discuss the key informant interviews undertaken with the authors and supervisors of CAPFNZ SRS reports from the years 1998 to 2003, as well as expert informant interviews conducted with relevant child safety / accident prevention organisations. Analysis of the interview findings will be followed by a discussion of the key findings of this research project. Our aim is to present a comprehensive evaluation of current dissemination practices and ways in which dissemination and implementation could be enhanced in a cost-effective manner.

It is suggested here that one effective strategy is a comprehensive website, which will include a search function, summaries and recommendations of reports with a full text option, information on Summer Research Scholarships and potential research topics, and a children's page. In addition to making further recommendations for the development and maintenance of the website, we will provide supplementary recommendations for other methods of dissemination enhancement, which may be of use not only to CAPFNZ, but also to other similar organisations which undertake comparable research projects.

## **2.0 LITERATURE REVIEW**

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An extensive literature review was necessary for this research for several reasons. Firstly, we needed to establish what information already existed pertaining to the dissemination and implementation of small-scale child accident prevention (or similar) research projects (comparable to the Summer Research Scholarships funded by the CAPFNZ). Secondly, it was vital to ascertain the extent to which the previous Summer Research Scholarship reports, from 1998 to 2003, were currently in the public domain as documents. Finally, it was necessary to conduct a world-wide web review of websites whose purpose was to disseminate information on and promote the implementation of child accident safety provisions. This task also allowed for an exploration of numerous designs and features that we could consider applying to the website of the Child Accident Prevention Foundation of New Zealand.

### **2.1 Existing Information on Dissemination**

No literature could be found that was directly related to the dissemination and implementation of research, such as the Summer Research Scholarship reports, which emphasises the lack of information available to both organisations and relevant individuals regarding this task. A search for literature on how to disseminate research effectively and implement key recommendations was performed on-line through various websites, using resources available through the University of Waikato Central Library and the University of Waikato Education Library.

### **2.2 CAPFNZ SRS Reports in the Public Domain**

In order to determine the extent to which past Summer Research Scholarship reports are in the public domain, a thorough search was carried out on-line using all university library catalogues in New Zealand, as well as a newspaper search using Newztext (a comprehensive newspaper database). It is important to note, however, that the Otago Daily Times was not available to us during this undertaking. For the purposes of this review, it was necessary to examine media reports from 1998 to

2003. It has been found that five different CAPFNZ reports were discussed and/or mentioned by the media.

Lee Dymand's report *Post-Traumatic Psychological Distress in Children Following a Traffic Accident* was mentioned within two different newspapers, *The Press* and the *New Zealand Herald*. *The Press* (04/01/01) published an article on Dymand's research prior to its submission to CAPFNZ requesting volunteers for his research. It was also mentioned that it was hoped this research would form the basis of an informational pamphlet for parents, teachers, and health professionals to help them become more aware of the likelihood of trauma in children following a traffic accident. Dymand and Neville Blampied (his supervisor) were both interviewed at a later date and the key results of the report were highlighted, for instance that one-fifth of the participants in the research met the diagnostic criteria for post-traumatic stress disorder.

Anthony Westbrook and Tonya Russell's research report *Child Pedestrian Safety En Route To and From Rural Schools* was also mentioned in one newspaper article, printed by the *Waikato Times* (17/06/99). This article discussed Westbrook and Russell's research and how this project, along with the efforts of the school and parent action, had convinced the Land Transport Safety Authority to lower the speed limit outside two different schools within the Waikato region.

Media attention was also received by the report produced by Heidemarie Dekrout and Blair Morgans, *A Report on Hot Beverage Scald Prevention*. *The Dominion Post* (21/01/03) interviewed the two scholarship holders regarding their research, whilst the *Waikato Times* (21/01/03) further discussed their recommendation involving a sticker that changes colour when on a cup/mug that is too hot (along with several other recommendations that they made). This article also published national statistics surrounding burn injuries received to children, including those with burns specifically from hot beverages.

Research reported by Holly Snape and Ursula Bennett in *A Report on Child Safety and Dog Attacks* also received a small amount of media attention. *The Waikato Times* (29/11/99) published an article near the beginning of the project asking people to

volunteer to be involved in the research if they had had a child that had been attacked by a familiar dog within that past year. The article provided useful information to the public on the purpose of the research (to reduce the number of dog attacks on children), and it explained that Snape and Bennett had just completed a literature review on the topic. This particular article also discussed a dog attack case at Turangi that had occurred around the same time as the research.

The final report to the Child Accident Prevention Foundation of New Zealand that received interest from the media was *A Report on Child Cycling Safety*, researched by Kyro Selket and Rowan Balloch, and written by Holly Snape and Ursula Bennett. Five different articles were written about this research by several newspapers throughout the country. These articles provided statistics on child cyclist accidents and discussed the key recommendations and findings of the research, as well as outlining the actual research process undertaken. It was apparent that the media focused on one particular finding from the research, which was the problem of children cycling with overloaded schoolbags on oversized bicycles. However, one particular article published by the *New Zealand Herald* (17/08/01) described the research in greater detail. This article referred to the different research analysis techniques employed by the researchers, such as cycle safety analysis, focus groups, questionnaires and interviews. This piece also detailed several of the key recommendations, for instance that the study “urged that a road code be drawn up for cyclists”.

Gordon Simpson’s report, *An Investigation of Road-Crossing in a Virtual Environment* was the only SRS report that we found to have been published in an academic/professional journal. This research has been published in the journal of *Accident Analysis and Prevention* (2003).

## **2.3 World-wide Web Review**

As mentioned above, a search of the World Wide Web has also been conducted, seeking websites for which the key objective is disseminating and implementing reports similar to those of the Child Accident Prevention Foundation of New Zealand.

No websites could be found that were solely dedicated to this objective, though there were a number of websites that mentioned research similar to the Summer Research Scholarship reports. However, the majority of websites found on the issue of child accident prevention rarely mentioned any research at all.

The Child Accident Prevention Trust website, which is a national charity in the United Kingdom committed to reducing the number of accidents involving children and young people (similar to CAPFNZ), provides an extensive resource for the public to use regarding child accident prevention. The site provides facts surrounding accidental injury, the economic costs of children's accidents and information on the Trust's work and training services. A great part of the website is also devoted to projects conducted by the Child Accident Prevention Trust, including a scalds project and leisure risks research. This site was also useful because it provided links to other related child-safety websites, downloadable information and fact sheets on various topics and details of their publications.

The aforementioned website has thus provided the basis for a number of the sections included in our prototype website for the Foundation. For example the layout, navigation features and some other basic features included in this particular site have been adapted and utilised.

The final component of our literature review for this project involved obtaining past CAPFNZ Summer Research Scholarship reports from the last five years (1998-9 to 2002-3 summers). However, due to difficulties beyond our control, we were not able to obtain and review all of the reports submitted within these set dates. The available past reports were used to form the basis of the interviews conducted with their authors and supervisors, as well as assisting in our overall knowledge on the topic of small-scale child accident prevention research.

## **3.0 METHODOLOGY**

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### **3.1 Introduction**

This research project had three key objectives: researching the extent to which and the means by which past Summer Research Scholarship reports have been disseminated (so as to be available to professionals, community groups and institutions in a position to make a real difference to the incidence and severity of child accidents in New Zealand); researching the extent to which the potential of these research reports has been realised in implementation of their well-founded recommendations; and developing and making available to the Foundation a prototype CAPFNZ website based on these research findings, and designed to optimise effective dissemination and stimulate effective implementation of the recommendations.

To actualise the above objectives, it was necessary to use a variety of methods (both qualitative and quantitative) to obtain accurate data. Through a comprehensive literature review combined with key and expert informant interviews we were able to gauge the level of both dissemination and implementation for the available past reports. Interviews with the key and expert informants also assisted in the development of our CAPFNZ website mentioned above, as the interviewees gave recommendations as to what the website should include.

Combining these methods we were able effectively to answer our primary research questions. The research methods employed have allowed us to ascertain the current sub-optimum nature of the reports' dissemination and implementation, whilst highlighting the salient issues relating to this.

### **3.2 Literature Review**

Firstly, it was necessary to obtain copies of past Summer Research Scholarship reports, along with the details of the authors and supervisors (including the name of the department and institute where the research was carried out). Collecting these reports and authorship details was done in collaboration with the Foundation, who

provided us with as many copies of past reports as possible along with the details of the reports for the years concerned (1998-2003). It is important to note that, due to circumstances beyond our control, we did not receive all of the reports from the aforementioned time period, nor were we able to obtain the details for all of the relevant authors and supervisors. The reports that were made available to us, however, were used as the basis of our literature review and many were also scanned for inclusion in our prototype website. Extensive searches were carried out using the different library catalogues at various institutions and through the search database 'Newztext INL' at The University of Waikato, in order to determine whether the reports had received media attention and/or were in the public domain. A number of news media articles were collated and examined. It was not possible in a project of this modest scale to search for radio and television coverage.

The second main purpose of the literature review for this research project was to search for literature pertaining directly to the dissemination and implementation of small-scale research comparable to the Summer Research Scholarship reports. It was hoped that such information could aid in providing several direct recommendations to the Foundation regarding the dissemination of the reports. Unfortunately, no literature was found relating to this issue.

A further key component of the literature review involved a World Wide Web review on-line. Again, the purpose of this review was to seek out websites relating to the dissemination and implementation of small-scale child accident prevention/safety research. Numerous websites were found that pertained to child safety in some manner, though only a very small number appeared to represent organisations that fund and/or conduct their own research into the area. Thus, the majority of information found through the world-wide web review did not appear to be research-based. This World Wide Web review also served to provide the researchers with several ideas as to what the prototype CAPFNZ website could contain, possible format ideas and so forth.

The literature review emphasised the lack of dissemination occurring with the reports, showing that only a select few had been the subject of print media attention and an overall deficiency of information relating to how to disseminate research and how



best to have the recommendations implemented. The world-wide web review further supplemented this finding and revealed a 'gap' which the researchers believe a CAPFNZ website could sufficiently fulfill.

### **3.3 Key Informant Interviews**

Due to the nature of this research project and the findings from the literature review, it was necessary to conduct interviews with a number of key and expert informants regarding their past Summer Research Scholarship reports and their dissemination. The informants to be interviewed were categorised into three different groups: past authors, past supervisors and relevant organisations with an interest in child safety / child accident prevention. We believed that it was important to interview past report authors and supervisors because of their first-hand experience with the Foundation, the Summer Research Scholarship scheme and their own experiences with regards to the dissemination of their research.

The search for informants was a complex process. The Foundation could only provide the details for some of the past researchers/authors, so only those people could be contacted for an interview. This information could not be found elsewhere, such as through the Internet. Initial contact with the report authors and their supervisors was made via e-mail, with an introduction explaining who we were, the purpose of the research and an initial request for an interview. Several people did not wish to be involved in the research at all; others felt that they did not have anything to say regarding the research, whilst others simply did not reply to our initial e-mail. As a follow-up to any non-contact, a second e-mail was sent again requesting their assistance with our research.

The search for organisations with expert informants able to participate in our research was rather similar to that outlined above. A list of relevant organisations was compiled using the World Wide Web, newspapers and other literature. These organisations were then contacted (by e-mail) to request their participation in an interview regarding their knowledge of the Foundation and the Summer Research

Scholarship reports. The majority of these organisations failed to respond to us regarding the interview.

In total five different organisations: Land Transport Safety Authority (LTSA), Water Safety New Zealand, Safekids (Information and Resource Centre), National Poisons Centre and ACC agreed to be interviewed. Seven different authors of past reports also agreed to be interviewed (note: in two instances the report had combined authorship). Finally, four different supervisors of past reports also agreed to be interviewed. Thus, the total number of interviews conducted was 14.

Upon agreeing to be interviewed, the interviewees were sent an informed consent form to complete and return. This is a requirement of the Human Research Ethics Committee, Faculty of Arts and Social Sciences, University of Waikato.

Three different interview schedules were produced (see Appendix), as it was necessary to ask somewhat different questions of the authors, the supervisors and the organisations. Overall, three key sections were covered in the interview schedules: their knowledge of dissemination, the awareness of relevant organisations, and recommendations for the future. These interview guides were approved in advance by our supervisor. The interviews used for this research were in a qualitative, semi-structured format. Though the guides were produced to provide some form of uniformity and comparability, many of the questions were open-ended, allowing the respondent to discuss any issues particularly salient to them at length. Furthermore, this form of interviewing allowed us to follow-up on any interesting areas that we had not anticipated.

Due to the diverse geographical locations of the different interviewees, it was essential that we were as flexible as possible regarding the interview process. The interviews were primarily conducted electronically (sent as an e-mail attachment) as this was usually the most convenient way to proceed. In total, 10 of the interviews were conducted using this method. However, where geographical location provided no constraints, we conducted the interviews face-to-face. Face-to-face interviews occurred in three different situations. In addition to this one interview was also conducted over the telephone. All of the face-to-face and telephone interviews were tape-recorded (with permission) and later transcribed.

### **3.4 Interview Analysis and Recommendations**

As the interviews produced qualitative responses, our analysis of the interview data consisted of collectively summarising the responses from the authors, supervisors and organisations respectively, in order to identify common themes. The themes were organised both within the separate source categories and thematically so that both themes salient for a specific category and those across two or all three categories could be identified. The results are presented thematically with the three points of view collated and where different compared and contrasted. These common themes were subsequently examined to discern reasons *why* they might be common themes. The next stage was to make recommendations based on these findings, which incorporated the respondents' own suggestions with our informed conclusions. Following this, the recommendations were itemised and presented in such a way as to give the Foundation clear guidelines for dissemination enhancement – concluding with the ultimate recommendation: a CAPFNZ website.

### **3.5 Website**

Within this project, the website (included in demonstration form on the enclosed compact disc and available online with fuller features) is supplemental to this written report. Its purpose is to show the possibilities of a website as one means to address the issues of dissemination discussed in this report. As such, the website has only been developed to the level of a demonstration. Rather than being complete, it is indicative only as a complete website would have required much greater consultation with the Foundation and much more time. The design process of the website involved two stages: basic design and implementation of recommendations obtained through the informant interviews for this report.

Prior to the research component of this project, some preliminary design decisions were possible. For the purposes of this demonstration website, the visual style was made consistent with the existing branding of the Foundation. It was also decided at this stage to create a single site that meets the needs of the broad range of end-users rather than having specific areas for different audience groups. Results of previous

research should be available and useful to the public, policy makers, researchers and the media; and the format should be appropriate for all of those groups. Informant interviews later showed a desire for a separate children's area of the site, which has been implemented in the form of a limited demonstration page.

In keeping with the overall existing branding of the Foundation, a colour scheme of blue and white was adopted (based on the Foundation's letterhead). The same letterhead provided the Foundation logo, which is used as the logo on the website, and is also the inspiration for the main navigation buttons in the left-hand navigation menu. The font from the letterhead was also retained for the titles and headings, as this creates a sense of authority and authenticity. This font was not used for the body text of the site, a sans-serif font being chosen for greater legibility on computer screens. The only exceptions to these style decisions are that the formatting of the individual reports has been maintained as close to the original as possible. It was considered that any modification of the reports was beyond the objective of this project as it is of no consequence to the dissemination of the content of the reports.

For the category headings, the researchers chose to use language that emphasises the prevention aspect of child safety. A report about drowning, therefore, falls under the category of water safety. Throughout the site, except within the reports, the language where appropriate also takes this form. This is intended to shift the focus from accidents to the prevention of them, and it also positions the information in a manner appropriate for all of the different end-users.

The second phase of the design is informed by the feedback obtained during the key informant interviews. Below are the main recommendations received throughout this process, and a brief description of how these recommendations were implemented in the demonstration website.

- 1. That the results of previous research should be available.**

Users are able to select between a full text version and an abstract with a summary of the key recommendations for each report.

**2. That the website provide links to the researchers of previous reports.**

Though not implemented directly in the demonstration website, this is the type of content that could be included through an update page on each report (if the individual researchers and the Foundation wished).

**3. That a website should be user-friendly/simple.**

Though all designs presumably are intended to be user-friendly, this website will have an unusually wide range of users. Some users may be familiar with websites, while others will expect explicit controls allowing them quick access to the specific information that they seek. To accommodate these differing needs the interface of this website is both uniform and uncluttered. There are no animations or distracting features, with simplicity at all times being chosen over complex aesthetics.

Rollover effects on the navigation buttons reinforce the navigation structure by acknowledging the user on the main navigation areas. The body is clearly differentiated from the navigational parts of the page by use of a different background colour. The frame configuration with the menu on the left is a common navigation structure, making navigating the site intuitive to web users. Frames and cascading style sheets gives uniformity to all pages so users quickly learn the basic navigation structure of the site.

**4. That a website be easy to access.**

This is a feature not implemented in the demonstration site. Due to its very nature, it is not appropriate for a demonstration site to be easily accessible to the public. It does, however, make use of suitable meta-tags, which would increase the chances of users finding the site through search engines such as Google (if the site was made available).

**5. That a website with research-based material should convey a sense of authority.**

The simple composition, employing strong panes of colour and white space is intended to look professional. The three-dimensional appearance gives a sense of 'architectural strength', leaving the impression of stability and reliability. The use

of a roman font for the headings reinforces this authority by being the standard font of printed documents for hundreds of years.

**6. That users are able to search for previous reports using a keyword search.**

There is a basic search function in online version (not available on the compact disc version) of the demonstration website. At present, this search capability only responds to basic key words, titles, and authors' names. However, a more methodical analysis of the reports could compile a thorough list of key words making the search function far more effective.

**7. That a website should provide links to the sites of other organizations with an interest in child safety.**

The demonstration site has implemented this recommendation by including a page of links, accessible directly from the left-hand navigation menu.

**8. That there should be a separate children's page.**

A very simple demonstration children's page has been created. This distils report findings to simple rules and interesting facts for children. This children's page is visually distinctive from the main Foundation website; it uses more colours and image-based navigation than the main site does, in order to interest children who are more likely to be experienced at navigating web pages and less likely to care about the authority of the site.

**9. That a website include suggestions for future research topics.**

This recommendation has not been implemented, however a number of features do go some way towards providing this. The recommendations of existing reports often suggest direction for future research. In addition, the media release page could be used by the Foundation to highlight specific topics that are in need of research.

**10. That a website should provide a mechanism for user-feedback and input.**

The demonstration website includes a brief survey form through which the Foundation can collect information about the users of their site, and also provides users with an opportunity to submit any general comments they may have.

## **4.0 KEY INFORMANT INTERVIEWS**

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The questions for the key informant interviews were specifically designed to elicit responses of a qualitative nature. Interviews were divided into three sections: those with authors of CAPFNZ SRS reports; those with supervisors; and those with relevant potentially interested organisations. The interview questions were similar for the authors and supervisors respectively, with the chief intention of discovering: knowledge of dissemination; possible barriers to dissemination; and ideas for enhanced dissemination and implementation of CAPFNZ SRS reports and recommendations.

Included in the final section of the interview guide for all participants were questions regarding a CAPFNZ website, as this was one major anticipated outcome of the project as a whole: a website as an example of an effective method or platform for dissemination enhancement.

Questions for organisations were perhaps less qualitative, and more specific in design, as the responses needed were more focused and concise. The purpose of these questions was to determine: awareness of CAPFNZ SRS reports; organisations' own research and dissemination techniques; and the extent of interest for a new CAPFNZ website.

### **4.1 A Summary of Responses**

#### **Interviews with authors and supervisors**

Questions for these two sections were almost identical and authors and supervisors were generally in agreement with their responses, therefore we have summarised the combined responses.



### ***What happened with regards to dissemination upon report completion***

Almost unanimously, the interviewees reported that once reports were submitted to CAPFNZ, it appeared to them that nothing was done with regards to dissemination by the Foundation itself. There was no feedback given at that time to the authors on the quality and value of the reports. In addition, researchers / authors received no acknowledgement of receipt of the reports. Dissemination was, however, partially achieved: in two instances copies of reports were left with relevant interested parties (which included university and local libraries, schools, and individuals who had expressed interest in the research). Additionally, for four of the reports written by students at the University of Waikato, the university's Public Relations Department organised press releases which led to newspaper articles and radio interviews with some of the researchers. There was one CAPFNZ SRS report which was subsequently published in a journal, and also presented at numerous academic conferences. In several instances, research reports and recommendations are currently being prepared for publication, and one report has been used as input to a grant application to the LTSA (currently under review).

Overall, dissemination of the key recommendations from these reports was sub-optimal, with the authors relying on their own contacts and related institutions to circulate their findings to a limited degree.

### ***The extent to which reports or their findings are in the public domain***

With only one exception, the past Scholarship holders who were interviewed felt that their reports and recommendations were not in the public domain (beyond what had been selected by the media for publication as news stories). As mentioned previously, copies of the reports were often left with the Foundation, university libraries, and with other organisations and individuals who had participated in the research. However, the researcher's knowledge of this partial dissemination cannot accurately indicate the extent to which the reports are in the 'public domain' as such.

One interviewee mentioned that they had presented their research findings at an academic conference; another mentioned he had given a lecture to a first year

sociology class on his research project; while other researchers had created a poster depicting their research findings for a social policy conference. Again there was one exception – with one researcher’s project deemed to be in the public domain in the form of a journal article.

### ***Perceived obstacles or barriers to adequate dissemination***

The Foundation itself was identified in several instances as being a barrier to the adequate dissemination of CAPFNZ SRS reports. Two of the supervisors interviewed noted that there was some confusion as to what exactly CAPFNZ did with the reports once they were submitted. Reasons given for this were the minimal contact between the Foundation and its Scholarship holders; lack of contact with potentially interested organisations; lack of interest on the Foundation’s part in topical issues relating to child safety / accident prevention; and no follow-up on research projects – either with further research that might be required on a particular topic, or with dissemination of research findings.

A further barrier to dissemination identified by one particular interviewee was the reluctance of some individuals within organisations to accept an alternative view of their particular area of child safety, and their willingness to incorporate new information and recommendations. In addition, it was mentioned by one respondent that despite their extensive research on a specific topic, some organisations and individuals appeared to believe that the researchers did not have the authority to make new recommendations.

The lack of specific funding for dissemination was also identified as a barrier to the adequate dissemination of key recommendations, along with a lack of infrastructure and dissemination networks for the Foundation’s reports. A further barrier mentioned by a supervisor was the heavy workload of both the researcher/s and their supervisor at the beginning of the new academic year, when the final reports to CAPFNZ are submitted. Only one author felt that there were no barriers or obstacles to dissemination specific to his CAPFNZ project, while two of the supervisors could see no obvious barriers to adequate dissemination, although one of these did mention the time it takes to prepare the paper for publication as a problem.

### ***The extent to which relevant organisations and individuals are aware of CAPFNZ research***

It was clear that the only relevant organisations and individuals aware of the research were those contacted - by the researchers - throughout the course of the actual project. However, one respondent stated that an interested organisation had somehow heard about one of their specific recommendations which they were interested in implementing, and had contacted the Foundation, who contacted the researchers in turn. This was a positive outcome but the researcher felt the process was unsatisfactory, and was more by chance than good planning. In another instance, the research had been conducted with a partner organisation; therefore this organisation was aware of the research report and its recommendations.

Fundamentally, the researchers felt that overall the public were unaware of the research they had conducted, though generally the authors were not aware of the full extent of public awareness. It was felt that the research was 'out of their hands' once it had been submitted to the Foundation. The supervisors interviewed believed there was likely to be only a sprinkling of certain individuals in relevant organisations who were aware of the reports and their recommendations.

### ***Reasons for lack of public awareness***

Generally, the consensus was that it was up to the Foundation to disseminate the research findings and recommendations, therefore a lack of knowledge on the part of relevant organisations was due to the problems related to dissemination. For example, if the research had not been picked up by the media at the time, it was less likely that relevant organisations would be aware of the report and its implications. However one researcher felt that all of the organisations relevant to their research topic were already aware of their research, as they had been contacted throughout the research process. One supervisor stated that there needed to be further research conducted on the practical implications of their findings, and once this had been done, the findings could be disseminated on a wider scale. This indicates that the number of organisations who were aware of the report and its recommendations would be likely to increase as they set about disseminating the research more thoroughly.

### ***Adoption of report recommendations***

In all but one instance, the interviewees stated that none of their recommendations had been adopted as far as they were aware. The only case where report recommendations had been implemented was the instance when the researchers had a partner organisation. It is important to note that many of the previous Scholarship holders felt that there was a real lack of communication between themselves, the Foundation, and other relevant parties; thus, if a recommendation had been implemented, they were not likely to have been informed. However, as a result of one particular report relating to rural child pedestrian safety, a recommendation was adopted which saw the speed limit reduced outside two rural schools (which was in part due to the 'action' nature of that research). In addition, it was noted by one supervisor that CAPFNZ had funded further research based on a recommendation from a previous research project.

### ***Possible reasons why report recommendations were not adopted***

Two key reasons were identified for the lack of recommendations being adopted. Firstly, the lack of dissemination of the reports overall was considered an important obstacle – one which minimises the chances of any recommendations being adopted by the appropriate parties. Secondly, it was felt that some topics warranted further research - which would be outlined in the initial report's recommendations – but the current three month time frame was not thought to be enough to provide adequate support for some recommendations. It was mentioned that some organisations may simply have not had enough time or resources to implement any recommendations appropriate to them. One respondent stated that there were no real recommendations arising from his report which would require implementation, as his research was primarily a feasibility study.

### ***How dissemination and implementation could be enhanced***

Overall, the respondents felt that a more co-ordinated system was needed that would allow for dissemination to occur more effectively. For example, the Foundation could produce a media release of each year's reports, and possibly even share this task

of dissemination with another related organisation, such as SafeKids or ACC. Several interviewees mentioned that there needed to be more cohesive links between organisations with an interest in child safety and accident prevention.

One of the supervisors' suggestions for dissemination and implementation enhancement was for an organization such as the Children's Issues Centre in Dunedin (which is now incorporated into Otago University) to be a stand-alone associated institution that could serve as a 'one-stop-shop' to gather information on child safety and distribute it to interested parties. Alternatively, it was suggested that a summary of the findings of each report be sent to bodies involved with children, such as the Paediatric Society, Plunket, and so forth.

A further idea was that the Foundation could decrease the numbers of Scholarships they funded each year, in order to increase the amount awarded so that the researchers could disseminate and/or implement their own findings, or conduct follow-up research for an even broader understanding of their topic area. At present the Scholarships in effect cover only the recipients' research and not dissemination or follow-up (which could be contingent on CAPFNZ approval of the reports).

#### ***What should be included in a CAPFNZ website***

Largely it was felt that the findings and recommendations of the reports needed to be highlighted, along with a searchable repository of all the reports with a good keyword search function. It was also suggested that the website provide links to other relevant websites, as well as direct links to specific recommendations. All respondents agreed the website needed to be user-friendly, relatively simple, and updated regularly. One respondent thought a children's section on the website would be a good idea – one that is animated, and interactive. Another interviewee proposed that the website provide further information for future CAPFNZ SRS scholarship holders, outlining what the research involves and offering ideas for topics that could be built on.

Thus, three key sections were identified: one for further research and feedback for scholarship holders (past, present and potential); one for parents, caregivers, and child focused organisations (which would be the actual dissemination of the

recommendations); and a section for children which would be informative, interactive, and fun. Most respondents felt that the website needed to cater for an audience with a wide range in technological sophistication, whilst maintaining its sense of authority on child safety matters. Finally, all of the respondents said in various ways that the website should focus on both form *and* content.

### ***Particular features of reports to be highlighted***

The interviewees all agreed that their executive summaries / abstracts and key recommendations were the most important aspects of their research; therefore they would like to see these sections highlighted on the website. Two authors had particular recommendations that they felt were the most feasible and readily adopted, which they wanted made clear to the website user.

Other areas the authors felt were important included: highlighting *why* the issue is important; the incidence of particular child accidents; the basic rules that were an outcome of the research (for example, 'how to socialise your dog'); and overall, what can be done to keep children safe and minimise risks. By focusing on these matters, it was hoped that the likelihood of preventative strategies being developed would improve, as well as making people aware of the risks to children. It was also mentioned specifically by two supervisors that the quality of the design and execution of the research should be emphasised, as well as the ability of the reports to make a real qualitative difference to the lives of children.

### **Interviews with organisations**

#### ***Awareness of CAPFNZ and the Summer Research Scholarship reports***

Two of the organisations interviewed had an awareness (albeit limited) of CAPFNZ and these reports through association with previous recipients. Of the three organisations who had no knowledge of the Summer Research Scholarship reports, one mentioned that they were contacted once by CAPFNZ researchers seeking information for their project.

### ***Organisational use or implementation of recommendations in research reports***

Of the two organisations who had knowledge of these reports, one had put CAPFNZ reports to further use by printing the studies on the old CAPFNZ website and adding them to the catalogue at the information centre within their organisation (SafeKids).

### ***Research conducted by organisation***

Two of the organisations do not conduct any research. The other three that were interviewed (which are larger and more comprehensive) do conduct their own research, as well as contracting research out.

### ***Dissemination of research findings***

Of the five organisations, four discussed dissemination procedures which included: research findings in journals, conference papers, and monographs; the production of an annual organisational publication; summaries of research in newsletters; distribution of research outcomes to appropriate organisations; collection of published research articles into an information and resource centre; dissemination of an annotated categorised periodical report to an email distribution list; and a potential database of holdings available over the internet.

One organisation pointed out what they felt was a less than ideal situation that needs to be addressed: research conducted through universities is (usually) disseminated automatically through their own processes, but research conducted internally or through commercial agencies is not automatically disseminated and may not get into the public domain.

### ***Promotion of recommendation implementation***

Three of the organisations interviewed responded to this question. Promotion strategies included: the building of a business case around the recommendations with applications for funding for implementation; and the promotion of recommendations through the organisations' own injury prevention and safety programmes.

### ***Other methods of obtaining child safety information for public dissemination***

Methods used by the organisations include: e-mail groups, working relationships with other relevant organisations, websites, discussions with colleagues, key stakeholders, and experts in the area, scanning published literature, and more informal mechanisms such as word of mouth, newspapers, radio bulletins, and community project evaluations.

### ***Interest in using information in CAPFNZ Summer Research Scholarship reports***

All but one of the respondents were keen to utilise the information found in CAPFNZ reports and would like a convenient way of accessing this information. The respondent who was not interested assumed that the reports would not relate directly to their area [poisonings], however this is not true as there have been several different Summer Research Scholarships reports on this topic. Therefore, all of the organisations would have an interest in using the information found in the CAPFNZ reports (as they would all be concerned with relevant child accident prevention topics).

### ***Preferences for locating and obtaining such information***

All of the interested respondents liked the idea of a website with a capacity to download PDF files, and many also thought a regular bulletin via email with a paragraph abstract on each new report would be a good idea. This implies that the CAPFNZ website may benefit from a "Visitor Book" to log e-mail addresses and other relevant information for e-mail mailouts. Two respondents thought that a hard copy should also be sent to the interested party where appropriate.

### ***Would the organisations use a CAPFNZ website?***

All but one of the organisations would use the website, and one even suggested that they would provide an obvious link to the CAPFNZ website from their own. The one respondent who said that they would not use the website again assumed it would contain no relevant information for their organisation (see comment above).



### ***Features and/or content desired on the website***

Features suggested include: a search function by key word; research or evaluation results with key recommendations; a links index to existing research conducted by CAPFNZ researchers; and content that is useful and relevant, accessible and user-friendly.

## **4.2 Interview Analysis**

### ***The extent to which CAPFNZ SRS reports/recommendations are in the public domain***

It was apparent from the interviews that the extent to which these reports are in the public domain – either as documents or in the form of recommendations implemented - is not of a satisfactory magnitude. Our own literature search of libraries, newspapers, websites, and child safety organisational literature supports this finding.

The only relevant organisations and individuals aware of CAPFNZ Summer Research Scholarship research were those contacted by the researchers for information during the course of their research project. The researchers would not have been aware of any recommendation implementation - if any had occurred – because of a lack of communication with CAPFNZ and the perception that reports were ‘out of their hands’ once submitted. In addition, this lack of ‘connection’ with reports after submission occurred as researchers moved on to other projects or occupations. Several of the authors interviewed would have liked to have followed-up on their research projects, but cited lack of funding as a major barrier to this.

In the instances where (at least partial) dissemination of reports had been achieved, it was largely due to either the researchers’ own promotion of their reports, or press releases from university public relations units. Where newspaper articles or radio interviews have mentioned the research and its findings, that appears to be the extent of dissemination in most cases. Initial press releases on the research do not result in optimal dissemination of research material.

One of the interviewees appeared to have achieved successful dissemination of his report; he cited several instances where the report was in the public domain - published in an academic journal, presented at conferences, and was also part of a larger research project which was furthered as a result of his CAPFNZ-funded research. This success can be attributed to several factors, one of which was additional funding for the project from a partner organisation. Furthermore, the supervisor of the project had her own research-related interest in the topic, and had the intention from the outset of furthering the findings from the CAPFNZ funded project.

### ***Obstacles or barriers to dissemination***

Interview analysis demonstrates that the largest perceived barrier or obstacle to adequate dissemination of CAPFNZ Summer Research Scholarship reports is the Foundation itself. Lack of communication, lack of interest in topical issues, no infrastructure for report dissemination and follow-up funding were all cited by the interviewees as possible barriers to dissemination. The researchers of this project could speculate as to the many contributing factors that result in the perception of the Foundation as an 'obstacle'; however we are sure that the Foundation is aware of the extent of their participation in dissemination, and the reasons for it.

Of all the interviews with authors and supervisors, only three felt that there were no obstacles or barriers to dissemination – again, however, the reports in those cases were either published, and/or had further projects built around them by the supervisors/researchers themselves. For the rest of the interviewees there were feelings of frustration, as their research projects were submitted to what felt like a void, with no recognition or feedback. Of course the largest barrier to dissemination of research findings is funding – either from CAPFNZ themselves, or from the authors, supervisors, and the institutions that they work in. In several cases the researchers uncovered some exciting information and would have liked to pursue further research and actually implement their findings, but funding was not available at the time from any quarter.

### ***The most effective ways to enhance dissemination and implementation***

Responses from the interviewees provided us with numerous ideas for enhanced dissemination of the Summer Research Scholarship reports. Additionally, we have reached some conclusions on how dissemination could be optimised through our discovery of areas that were lacking during the course of our research, and the barriers or obstacles that we faced.

First and foremost, the most important factor for dissemination – which was gleaned from the interviews and from our own difficulty in locating CAPFNZ Summer Research Scholarship material – is a coordinated system or centralised network for the purposes of dissemination. There needs to be at least one location where all of the Summer Research Scholarship reports and information can be accessed as well as a process which will allow for automatic media releases for all CAPFNZ research projects. As the interviewees have mentioned, a more cohesive relationship between all child safety or accident-related organisations is required, which would ensure that any new research findings in the area of child safety/accident prevention would reach the appropriate parties, who could then put in place their own dissemination / implementation methods, such as publication in journals, education programmes, inclusion of findings in their own publications/websites, and the collation of all related research into annotated categorised reports for dissemination.

A second suggestion for the enhancement of dissemination is increased funding, with a focus on end-user up-take. The Foundation for Research Science and Technology's (FoRST) process of research funding emphasises project outcomes and the dissemination and implementation of research findings, and asks that any research proposal includes intended methods for dissemination. As the majority of interviewees felt that lack of interest in dissemination, and funding for dissemination, were two main barriers to optimal dissemination, then a method such as that employed by FoRST is one way to achieve a more satisfactory dissemination of research findings. However, as far as the Foundation is concerned, this could result in fewer projects being funded in order to enhance the outcomes of projects that are funded. Alternatively, perhaps the Foundation could fund a partner organisation to fund dissemination.

A further suggestion to arise from the interviews – one that was unsolicited in most cases – was that a website would be ideal for improving the dissemination of the Foundation's Summer Research Scholarship reports. It was felt by two interviewees that this would be the most cost-effective way of achieving the objectives that were outlined earlier in this report; namely a website has the potential to be an excellent coordinated centralised system; it connects easily with related organisations; and it can act as a platform for further dissemination and most importantly, implementation of research findings. This report will examine more thoroughly the implications of a website in the following section.

## **5.0 RECOMMENDATIONS**

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Clearly the interviews with previous CAPFNZ SRS holders, supervisors and potentially interested organisations demonstrate a gap between research projects and their dissemination. Therefore, we make the following recommendations to the Foundation for dissemination enrichment, based on our findings.

- 1. A complete reference set of CAPFNZ SRS reports should be collected and held in one location.**

A library or similar location should be selected to hold a reference set of reports, which could be used for inter-library loan by interested parties, such as potential SRS holders or organisations interested in child accident prevention. This would need to be kept up to date.

- 2. Funding should be directed at an entire research project – from initial research to end-user up-take.**

Taking a cue from FoRST, the largest single funder of university research, this is now the preferred mode for funding. Requesting that research proposals include a section on intended dissemination and/or implementation of findings, this mode emphasises the importance of dissemination and the implementation of research findings for end-users.

- 3. The Foundation should produce media releases for all SRS projects upon completion and in association with Scholarship-holders' institutions as appropriate.**

This is a relatively low-cost method of ensuring at least initial, minimal coverage of all CAPFNZ-funded research.

- 4. Researchers should be encouraged to publish and present their reports and/or findings.**

This could be achieved through the inclusion of relevant publication information with the SRS information pack.

**5. Particular research findings which warrant further research should be widely and explicitly recognised.**

If potential Scholarship holders have access to previous research reports, they can identify where further research needs to occur. The Foundation can promote certain projects which they feel would benefit from further research.

**6. A mechanism should be in place to monitor topical child safety issues.**

Many CAPFNZ research findings are currently under-utilised. This is felt especially when the media focuses on specific child accident issues (such as dog attacks) which could benefit from CAPFNZ SRS research and recommendations. CAPFNZ should monitor the media and draw attention to research and recommendations relevant to current media reports.

**7. The establishment of an all-inclusive CAPFNZ website.**

A website will meet the objectives of most of the previous recommendations in a cost-effective manner. However, this need not exclude the implementation of any of the aforementioned recommendations by other means.

## **6.0 WEBSITE**

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As mentioned in the previous section, a CAPFNZ website was suggested as being one of the most viable ways through which the Summer Research Scholarship reports could be more effectively disseminated. This notion had been anticipated by the researchers of this project, and has culminated in a prototype demonstration website for the Foundation. A compact disc with a version of the demonstration website is attached to this report and the website is available online to CAPFNZ Trustees and related parties.

### **6.1 Rationale**

The findings from our interviews with past Summer Research Scholarship authors, supervisors and relevant organisations provided us with a checklist of criteria for an effective dissemination and implementation tool. The researchers believe that an appropriate CAPFNZ website will provide a most advantageous environment for optimal dissemination and recommendation implementation to occur.

Firstly, in accordance with the wishes of our interviewees, the website will essentially provide a 'one-stop shop' where all Summer Research Scholarship reports and relevant information can be accessed. Thus the website will provide centralised information relating to various child safety/accident prevention topics. Secondly, the website will allow for a greater focus on end-user uptake of the research and recommendations, as it will be accessible to a large number of individuals and organisations. In addition to this, the CAPFNZ website will be likely to assist in building a more thorough and cohesive relationship between the Foundation and other related organisations, due to the links provided on the website to such organisations (and *vice versa*), the ease of access, and the relative accessibility of the website. Therefore, organisations concerned with child safety are more likely to be aware of one another and their research. Furthermore, media promotion is allowed for in a more direct manner through the website. The CAPFNZ website and the Summer Research Scholarship research will be in the public domain more than ever before. The website (if sufficiently updated and maintained) could also serve to enhance

communication between the Foundation and the researchers. This improved communication may then assist the researchers into feeling more satisfied with their research as a whole; more included in the overall research cycle (from production to recommendation implementation); and more likely to continue with their Summer Research Scholarship endeavours beyond the tenure of their Scholarships.

The researchers believe that the website is also a feasible way of optimising the dissemination of child safety / accident prevention because of the high number of respondents who indicated that they would happily use an appropriate CAPFNZ website if it existed. The interviews conducted for this research indicate sufficient interest in the Foundation and the valuable research produced for it to warrant the development and nourishment of a CAPFNZ website. A further reason is that a website for the Foundation is feasible is because it is the most cost-effective way of enhancing the dissemination and implementation of child safety research (particularly in comparison with several other suggestions).

Taking the above factors into account, it is clear that the website conclusively meets the criteria as an important tool for the Foundation to optimise its Summer Research Scholarship reports and recommendations.

## **6.2 Further Recommendations for Website**

As proposed, the researchers have provided a prototype website to the Foundation. It is important to note that the website does require some expansion to reach its full potential as an all-encompassing child accident prevention website database. Such enhancements are necessary, as due to time and monetary constraints the researchers have only been able to establish a thorough *demonstration* website for the Foundation. Further development of the website will at minimum require completion of the data (for example, further collecting reports) and an investment in the hosting and maintenance of the site.

It is hoped that the Trustees will recognise the numerous advantages that this website could provide to children, caregivers, educators and the wider society alike.



The initial set up and maintenance of a website will require:

**1. The purchase of server space to host the site.**

From \$10.00 + gst per month for commercial hosting.

**2. The purchase of an easy-to-remember domain name so users can find the site.**

From \$30.00 + gst per year for an *org.nz* domain - significantly more expensive for a .com domain name.

**3. Adding new reports each year.**

**4. Periodically updating the media releases page and creating an electronic newsletter for the e-mail list.**

**5. Read and respond to feedback posted through the online survey.**

Completion of the data will involve:

**6. Finding the remaining reports.**

**7. Converting these reports to PDF format.**

**8. Writing abstracts and recommendations for the remaining reports.**

**9. Creating a thorough listing of key words for each report to improve the search function.**

**10. Completion of the survey in consultation with the Foundation to gather data about the site's end-users.**

**11. Completion of the children's site.**

Further recommendations for the development of the website include:

**12. Providing downloadable Summer Research Scholarship application forms.**

**13. Providing downloadable fact-sheets, posters and pamphlets concerned with the prevention of various accidents.**

**14. Space detailing current Summer Research Scholarship projects and reports underway.**

**15. A hyperlink to the Foundation's email address (for ease of contact).**

**16. Provide links from the various categories to related websites.**

For example, the Foundation could provide links to child psychology and dog behaviour websites from the report on dog attacks.

**17. An easy way for other organisations to link to this website.**

## **7.0 CONCLUSION**

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This report has investigated the issue of optimising the diffusion of CAPFNZ SRS reports, which would consequently maximise the extent to which report recommendations are adopted by relevant organisations and individuals. The research began with the hypothesis that CAPFNZ SRS report dissemination was sub-optimal, as preliminary investigations had revealed. Therefore, our research was designed around that pre-tested assumption.

The purpose of this report is to provide recommendations for – primarily – the Child Accident Prevention Foundation of New Zealand, so that distribution of potentially valuable research may be enhanced. In addition, this report has an active component in the form of a demonstration website, which is part of this project's contribution to the dissemination of CAPFNZ SRS material.

Taking a largely qualitative approach, this research was able to:

- Identify the extent to which CAPFNZ SRS reports are in the public domain.
- Identify the obstacles and barriers to dissemination.
- Determine the most effective ways in which dissemination and implementation of these reports could be enhanced.
- Demonstrate a comprehensive dissemination technique in the form of a website.

The findings on which the recommendations were based were obtained through a literature review and interviews with key informants. These findings confirmed our initial assumption that dissemination of CAPFNZ SRS reports was inadequate. They also highlighted the need for improved communication between the Foundation, the researchers, and interested organisations. An enhanced relationship between these parties will empower the Foundation and the researchers, which will lead to a partial fulfillment of the requirements for optimal dissemination.

Furthermore it was found that the dissemination of CAPFNZ SRS reports could be maximized through channels such as extra and / or focused funding, a focus on follow-up research and end-user uptake, a centralised dissemination network, media

releases, and publication and presentation of reports, all of which could be achieved – to a great degree – through the establishment and maintenance of an appropriate CAPFNZ website. The researchers trust that the Foundation will consider our recommendation that the website be fully developed and sustained, with perhaps further research potential in that area.

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## **APPENDICES**

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1. Information Sheet for Participants
2. Consent Form for Participants
3. Interview Schedule for Past Authors of Summer Research Scholarship Reports
4. Interview Schedule for Past Supervisors of Summer Research Scholarship Reports
5. Interview Schedule for Organisations

## **Appendix One: Cover Letter for Participants**

UNIVERSITY OF WAIKATO  
FACULTY OF ARTS AND SOCIAL SCIENCES  
DEPARTMENT OF SOCIOLOGY AND SOCIAL POLICY

### **INFORMATION SHEET**

Research Project: 'Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations'.

Dear \_\_\_\_\_,

Thank you for considering participating in this research project. This research is being undertaken on behalf of the Child Accident Prevention Foundation of New Zealand. The objectives are to investigate the extent to which CAPFNZ summer research scholarship reports are in the public domain and to identify any barriers or obstacles to dissemination that exist, whilst exploring the extent to which report recommendations have been implemented. Furthermore, this research will examine the extent to which relevant organizations and individuals are aware of the reports.

We would like to interview you on our topic in respect to your experience as a previous CAPFNZ summer research scholarship holder.

As a participant you will be interviewed for approximately twenty minutes (face-to-face, electronically, or over the telephone depending on your geographical location). This will provide useful qualitative information to assist us in the assessment of existing dissemination and implementation practices (which initial scoping has shown to be sub-optimum) and in the development of a more adequate dissemination practice.

### **Informed Consent**

Attached are two copies of an informed consent form, one for you to retain, the other for our records. Informed consent will provide you, the research participant, with the right to withdraw from the research at any stage and the right to refuse to answer any questions.

If you have any queries or concerns regarding this research, please do not hesitate to contact the researchers or our supervisor (see contact details on the attached informed consent form).

Thank you,

Nicola Kiri Smith  
Department of Sociology  
& Social Policy

Natalie Cowley  
Department of Sociology  
& Social Policy

Brett Horgan  
Department of Screen  
& Media Studies

## **Appendix Two: Informed Consent Form**

**Participants Copy (this copy to be retained by the participant)**

**UNIVERSITY OF WAIKATO  
FACULTY OF ARTS AND SOCIAL SCIENCES  
DEPARTMENT OF SOCIOLOGY AND SOCIAL POLICY**

### **CONSENT FORM**

I hereby provide my consent to be interviewed for the research project 'Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations', conducted by Natalie Cowley, Nicola Kiri Smith and Brett Horgan from the University of Waikato on behalf of the Child Accident Prevention Foundation of New Zealand.

I understand that the interview will be taped and later transcribed into print (unless the interview is conducted electronically) and that this information will be published for use by the Child Accident Prevention Foundation of New Zealand. I understand that I am able to access this information at any time and may request that all or part of this information be amended or deleted, and that I am free to withdraw from the research at any stage.

I consent to the interview information for use in future reports, other publications, presentations, or for study purposes. I understand that as an expert informant my professional position will be identified and that confidentiality is not an issue.

Signed: \_\_\_\_\_ (participant)

Date: \_\_\_\_\_

Print name: \_\_\_\_\_

**For further information please contact either:**

Natalie Cowley (University of Waikato, email [nac6@waikato.ac.nz](mailto:nac6@waikato.ac.nz))

Nicola Kiri Smith (University of Waikato, email [nks4@waikato.ac.nz](mailto:nks4@waikato.ac.nz))

Brett Horgan (University of Waikato, email [bjh@maxnet.co.nz](mailto:bjh@maxnet.co.nz))

Associate Professor David Swain (University of Waikato, email [dswain@waikato.ac.nz](mailto:dswain@waikato.ac.nz))

**Researcher Copy (this copy to be retained by the researcher)**

**UNIVERSITY OF WAIKATO  
FACULTY OF ARTS AND SOCIAL SCIENCES  
DEPARTMENT OF SOCIOLOGY AND SOCIAL POLICY**

**CONSENT FORM**

I hereby provide my consent to be interviewed for the research project 'Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations', conducted by Natalie Cowley, Nicola Kiri Smith and Brett Horgan from the University of Waikato on behalf of the Child Accident Prevention Foundation of New Zealand.

I understand that the interview will be taped and later transcribed into print (unless the interview is conducted electronically) and that this information will be published for use by the Child Accident Prevention Foundation of New Zealand. I understand that I am able to access this information at any time and may request that all or part of this information be amended or deleted, and that I am free to withdraw from the research at any stage.

I consent to the interview information for use in future reports, other publications, presentations, or for study purposes. I understand that as an expert informant my professional position will be identified and that confidentiality is not an issue.

Signed: \_\_\_\_\_ (participant)

Date: \_\_\_\_\_

Print name: \_\_\_\_\_

### **Appendix Three: Interview Schedule for Authors**

**Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations**

**- Natalie Cowley & Nicola Kiri Smith (researchers), Brett Horgan (website component) and David Swain (supervisor)**

**NAME:**

#### **Knowledge of dissemination:**

1. Upon completion of the report, what happened with regards to dissemination of the key recommendations?
2. To your knowledge, to what extent is the report or its findings, in the public domain?
3. What do you see (if any) are the current obstacles or barriers to adequate dissemination?

#### **Relevant organizations:**

1. To your knowledge, to what extent are relevant organisations and individuals aware of the research/report/recommendations?
2. If not many of the relevant organisations are aware of the report, why do you think this is?

3. Have any of your report recommendations been adopted/implemented? If so, by whom?

4. If no report recommendations have been adopted, as far as you are aware, why not?

**Future recommendations:**

1. How do you think dissemination and implementation of CAPFNZ Summer Research Scholarship reports and recommendations can be enhanced?

2. What would you like to see in a CAPFNZ website?

3. What particular features of your report would you like to see highlighted?

Please feel free to add any other comments:

## **Appendix Four: Interview Schedule for Supervisors**

**Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations**

**- Natalie Cowley & Nicola Kiri Smith (researchers), Brett Horgan (website component) and David Swain (supervisor)**

### **Knowledge of dissemination:**

1. Upon completion of the report, what happened with regards to dissemination of the key recommendations?
2. To your knowledge, to what extent is the report or its findings, in the public domain?
3. What do you see (if any) are the current obstacles or barriers to adequate dissemination?

### **Relevant organizations:**

1. To your knowledge, to what extent are relevant organisations and individuals aware of the research/report/recommendations?
2. If not many of the relevant organisations are aware of the report, why do you think this is?

3. Have any of your report recommendations been adopted/implemented? If so, by whom?

4. If no report recommendations have been adopted, as far as you are aware, why not?

**Future recommendations:**

1. How do you think dissemination and implementation of CAPFNZ Summer Research Scholarship reports and recommendations can be enhanced?

2. What would you like to see in a CAPFNZ website?

3. What particular features of your report would you like to see highlighted?

Please feel free to add any other comments:



## **Appendix Five: Interview Schedule for Organisations**

**Optimising Child Accident Research Outcomes: An Action Research Project to Maximise the Dissemination & Implementation of CAPFNZ Summer Research Scholarship Project Reports & Recommendations**

**- Natalie Cowley, Nicola Kiri Smith (researchers) & Brett Horgan  
(website component)**

**NAME:**

**ORGANISATION:**

**Child Accident Prevention Foundation of New Zealand (CAPFNZ)  
Summer Research Scholarship Reports**

1. Are you aware of CAPFNZ and the summer research reports funded by them?
2. If so, has your organization used or implemented any of the recommendations in their research reports?

### **Dissemination and Implementation techniques**

3. Does your organization conduct its own research or do you contract research projects out?
4. How do you go about disseminating the findings of the research?
5. And how do you implement the recommendations from your research?

6. Other than your own organizational research, how else do you obtain information relating to child accidents/child safety for the public?

### **Website**

7. Would you like to utilize any of the information found in the CAPFNZ reports, if you haven't already?

8. If so, how would you like to receive such information?

9. Do you think your organization would use the CAPFNZ website?

10. What features would you like to see in the website?

**PLEASE FEEL FREE TO ADD ANY OTHER COMMENTS BELOW:**