

## Frequently Asked Questions (FAQ) about the Communication Protocol for Research Uptake

18 October 2017

### Q 1. What is Research Uptake and what does it mean for What Works?

Research uptake includes all the activities that facilitate and contribute to the use of research evidence by policymakers, practitioners, programmatic staff and other researchers (DFID, 2013). For the What Works Programme, this means sharing and supporting uptake of results with a wide, but targeted audience including policy makers, donors, NGO's, academics, and the general public, through multiple communication activities such as; stakeholder forums, policy briefs, peer reviewed publications, conference papers, reports, blogs, twitter feeds, short videos, Facebook posts and the media. (See [Research Uptake...](#))

### Q 2. What is a communication protocol?

It is a document that aims to facilitate, regulate and guide communication and product writing for the purposes of undertaking research uptake within What Works. (See [Communication Protocols...](#))

### Q 3. What is reputational risk?

Reputational risk is defined as any activity which could reasonably cause reputational damage to DFID, or the UK government, What Works or your organization This may be as a result of poor management, poor value for money, the misuse of funds, or inadvertently doing harm through our actions. The consequences of these risks can be serious, including project closure.

### Q 4. Should I include logos in What Works related documents?

Yes. Any official publications (reports, policy briefs, research reports etc.) produced via funding through What Works should acknowledge both the What Works to Prevent Violence Against Women and Girls Global Programme and the UK Department for International Development alongside your organisations logo. These logos should appear wherever your own programme logo and/ or other donor logos appear. (See [Branding...](#))



### Q 5. Is there a standard language that should be used in publications?

If the product is for audiences in the Global North – please use British English spelling and grammar. Otherwise the type of English, spelling, and grammar should be consistent with standard practice in the country where the communication is being made, or where the product is first being published. (See [Language...](#))

**Q 6. Who do I need to acknowledge in text in official documents?**

Any official publications (reports, policy briefs, research reports etc.) produced via funding through What Works should acknowledge both the What Works to Prevent Violence against Women and Girls Global Programme and the UK Department for International Development using the following in-text attribution: (See [In-text attribution...](#))

***“This project **INSERT NAME OF PAPER/REPORT/FILM** was funded by UK aid from the UK government, via the [What Works to Prevent Violence Against Women and Girls Global Programme](#) The funds were managed by the South African Medical Research Council.”***

**Q 7. May I take and use photos of research participants?**

Photos may only be taken with the express, written consent of the individual you wish to photograph. If someone does not want to be photographed or wishes to remain anonymous, you must respect this no matter what. However, in large crowd scenes that do not include children under the age of 18 or photographs where no single person is the dominant feature, a consent form is not required. (See [Duty of care protocols...](#))

**Q 8. May I take and use photos of children?**

Photographs of children (under 18) may only be taken with the express written consent of the child **and** their parent or guardian before you start taking photos. (See [Photography...](#))

**Q 9. May I use photographs in publications and presentations, social media?**

All photos used in publications, presentations, and social media must be done so with the express written consent of the person or people being photographed, and in the case of a minor, consent of their parent or guardian. All photos should include a caption and must be credited. (See [Using photographs in publications and presentations...](#))

**Q 10. May I speak to the media about What Works?**

All media liaison must be handled with thoughtfulness and attention to the media audience, the framing of the media story and purpose of the publication. Media should only be used to promote the findings of the research to target audiences and to demonstrate the impact that What Works interventions are having. They should not be used to market DFID, any organisation delivering a project, or What Works overall as a brand. The What Works communication team are available to support/answer any questions related to media liaison. (See [Communication Protocols...](#))