Title: SPECIAL SESSION: Woodhull Study Revisited: Why Your Research Isn't Making Headlines
Type: Oral

Keywords: Media, Research Dissemination and Woodhull Study

Description/Overview:
Twenty years later after the original Woodhull Study, a replication found that nurses remain invisible in health news media. A companion study explored the reasons why. These reasons shape strategies nurse researchers can use to increase the likelihood of disseminating their research to the public, policymakers and other key stakeholders.

References:


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**Organizer**

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**Author Summary**: Diana J. Mason is Senior Policy Service Professor, Center for Health Policy and Media Engagement, George Washington University School of Nursing, and Professor Emeritus, Hunter College. She is the principal investigator of the Woodhull Study Revisited Project; former editor-in-chief of the American Journal of Nursing; producer and host of a community radio program on health and health policy since 1985; and serves on the National Advisory Committee for Kaiser Health News.  

**Any relevant financial relationships?** Yes

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<tr>
<th>Relationship</th>
<th>Description of Potential Conflict</th>
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<td>Research Grant</td>
<td>Sigma Theta Tau provided a grant to fund the Woodhull Study Revisited Project; it was one of 11 funders of the project.</td>
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Signed on 03/29/2019 by Diana J. Mason, PhD, RN, FAAN