Promoting your Research to the Media – the benefits, impact and what we can do to help

Research Faculty Forum, Faculty of Health Sciences, September 2015

Media Relations, Office of Public Affairs & Communications
Media Coverage Highlights
International Coverage

Neuroscience

Time passes more slowly for flies, study finds

Research suggests perception of time is linked to size, explaining why insects find it easy to avoid being swatted.

Flies avoid being swatted in just the same way Keanu Reeves dodges flying bullets in the movie The Matrix - by watching time pass slowly. To the insect, that rolled-up newspaper moving at lightning speed might as well be inching through thick treacle.
Media Coverage Highlights
International Coverage

**BBC News**

**Nature World News**

Researchers Find New Colorful Bird Species in Indonesia

**The Huffington Post**

Ancient Soil Shows Oxygen-Producing Life Existed Way Earlier Than We Thought

**The Washington Post**

Ancient Europeans were lactose intolerant for the first 4,000 years they made cheese

**The Malaysian Times**

Irish scientists claim to have found new treatment for eye disease

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Trinity College Dublin, The University of Dublin
Could You Tell if You Were Having a Heart Attack?
Two-thirds of them start slowly, subtly. Here are 3 signs you should know.

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The women who do it all could do with a bit more support

IRELAND: The story is often told of women in their 60s who have struggled with the burden of caring for their own parents as well as their children's needs. Now, a study has found that many of these women are also struggling with their own health problems.

The study, published in the Journal of Women's Health, found that women aged between 60 and 65 are facing a higher risk of heart disease than men of the same age. The researchers, who analyzed data from a national survey, found that women in this age group were more likely to report symptoms of heart disease than men of the same age.

The study authors said that women who had experienced heart disease were more likely to report symptoms of depression and anxiety than men who had experienced heart disease. They also found that women who had experienced heart disease were more likely to report symptoms of fatigue and weakness than men who had experienced heart disease.

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Professions had 'stake' in crowded asylums

High rate of mental hospital residency: a study told

The research found that mental hospital residency rates were highest among those aged 60-65, and that this trend was particularly pronounced among those living in urban areas.

The study authors said that the high rate of residency among those aged 60-65 could be explained by the fact that these individuals were more likely to have grown up in a time when mental hospitals were more common and were more acceptable in society.

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Gene mutation increases disorders risk tenfold

Researchers at Trinity identify genetic mutation that leads to schizophrenia

A recent study published in the journal Nature Genetics found that a gene mutation increases the risk of developing schizophrenia or bipolar disorder by tenfold.

The study, led by researchers at Trinity College Dublin, found that a gene mutation in the gene called SLC6A4 was associated with an increased risk of developing schizophrenia or bipolar disorder.

The researchers found that the SLC6A4 gene mutation was present in 29% of people with schizophrenia and in 31% of people with bipolar disorder, compared to 22% of people without these disorders.

The findings suggest that the SLC6A4 gene mutation may be a genetic risk factor for schizophrenia and bipolar disorder, and that the gene could be a potential target for future treatments.
The pursuit of happiness: a psychological puzzle

A branch called ‘positive psychology’ has spawned a whole new area of research into what makes us happy and why.

Sylvia Thompson

Mental health should be more than the absence of mental illness, as it should not be considered the opposite of physical health, but an integral part of the human experience. To understand the full impact of mental health on our lives, it is important to consider the evolutionary and sociocultural factors that influence our mental well-being.

In recent years, psychologists have focused on the role of positive psychology in promoting mental health. Positive psychology is the study of human strengths and virtues, and the processes that help us to thrive and flourish. It is not just about the absence of mental illness, but about the presence of psychological well-being.

One of the key concepts in positive psychology is the concept of ‘happiness’. Happiness is often defined as a state of well-being characterized by positive emotions, such as joy, love, and satisfaction. However, happiness is not just a temporary emotion, but a way of life that can be cultivated over time.

There are several factors that can contribute to happiness. These include social relationships, health, work, and personal growth. Strong social connections, physical health, and a sense of purpose in life are all important contributors to happiness.

However, it is important to recognize that happiness is not a static state, but rather a dynamic process that is influenced by a variety of factors. Life events, changes in circumstances, and personal beliefs can all impact our level of happiness.

In conclusion, positive psychology offers a new approach to understanding mental health and well-being. By focusing on the positive aspects of life, we can work towards building a happier and more fulfilling life for ourselves and those around us.
Media Relations
Services and Assistance Available

We can work with you to:

• Develop a press release
• Develop a media invite
• Devise and pitch an expert comment or opinion piece
• Help with event planning and preparation
• Or.....all of the above
• Advise you on the best approach to media and select the appropriate media targets
• Approach media in advance and pitch story
• Organise and arrange media interviews and give support for these
• Publish news stories on the college website
• Promote stories on social media
• Monitor and report back on media coverage
Examples of Impact
Faculty of Health Sciences

- Funding – Project MinE, Robbie the Robot
- Study recruitment – Hidden Pregnancy
- Influencing Public Policy – Resilience
- Collaboration and partnerships – Cancer Week Ireland
- Public engagement – Trinity Week, The Science of Happiness
- Public awareness – MRSA, Stepping Up
- Longitudinal Studies – TILDA, MAMMI…
Further Potential Benefits and Impact
Faculty of Health Sciences

• Increased journal views and citations

• Funders’ requirements

‘From politicians to the man on the street, media is a powerful source of influence on how people make sense of the world. But you need to tell the right story to engage people. The public won’t lobby politicians for more money for research excellence, they will lobby for more money for research if they see research can make a difference to their lives.’ Gillian Markey, Health Research Board

• Collaboration opportunities

• Profile raising

• Rankings
Next Steps
How can we work together

If you have any of the following and want to discuss the possibilities for promoting these to media/on the college website, please get in touch:

- Reports
- Papers due to be published
- Projects/studies about to be launched
- Key project/research milestones
- Upcoming events or seminars
- New initiatives
- Major funding awards
- Inaugural lectures
Next Steps
How can we work together

Please remember:

– Advance warning allows greater quality of advance media outreach.
– If in doubt whether it’s media newsworthy email me anyway – start the conversation.
– It doesn’t have to be a time consuming process
– You don’t have to have everything ready/finalised before getting in touch
– Stories can come from all stages of your research career
– Ebbs and flows within the faculty – we have capacity
– We can meet you off site at your work location
For further details contact Communications@tcd.ie/ tel: 8962310