

Effective communication to non-academia

- Blog/facebook/twitter
- Letters/interviews national/local papers/radio/television
- Alternative presentations
 - Videos
 - Prezi
 - Video scribe
 - Develop games/apps
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- Knowledge exchange initiatives

- Check Altmetric



A study of patients' and GPs' attitudes towards delayed antibiotic prescribing for suspected UTI

Akke Vellinga, Paula Beatty, Sinead Duane, Andrew W Murphy
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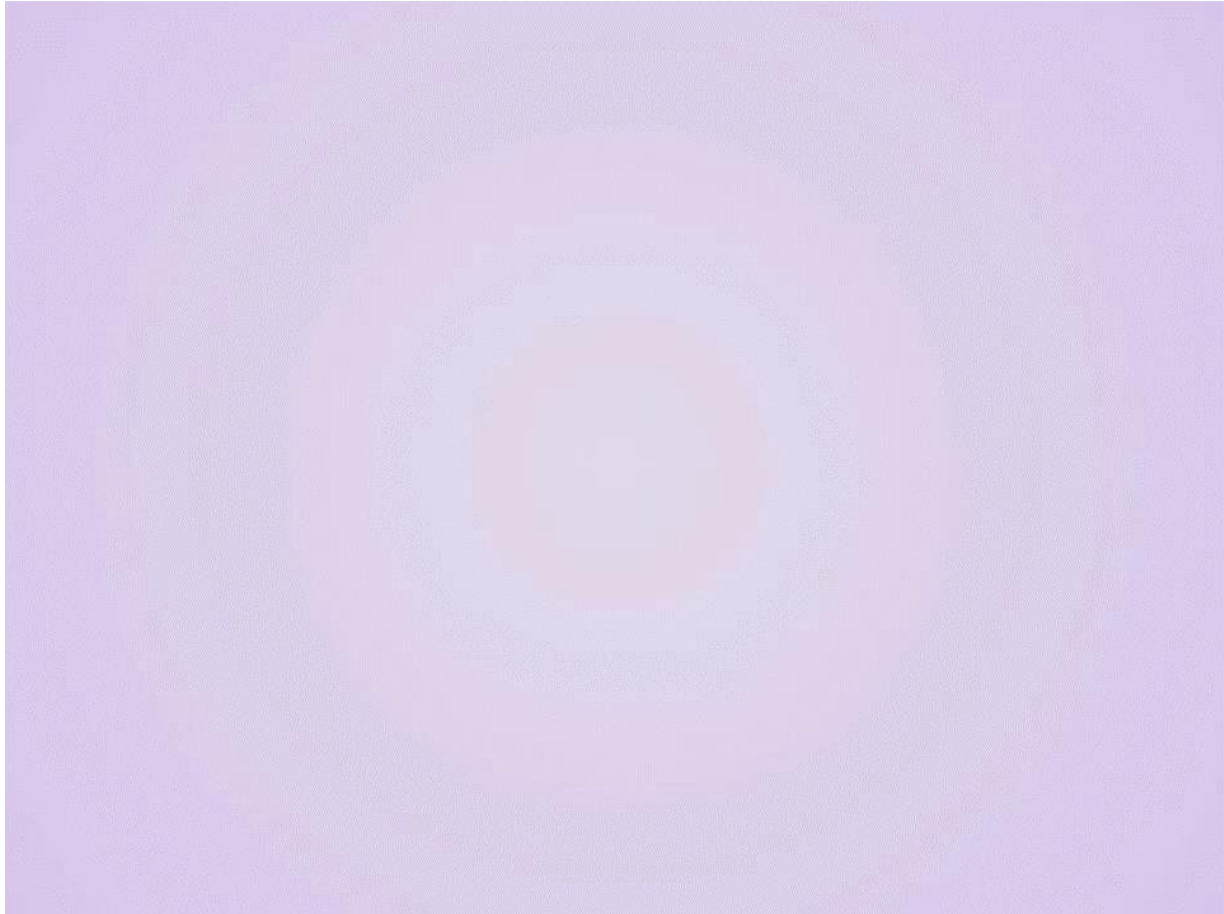
OÉ Gaillimh
NUI Galway



Supporting the **I**mprovement & **M**anagement of **P**rescribing for UTI



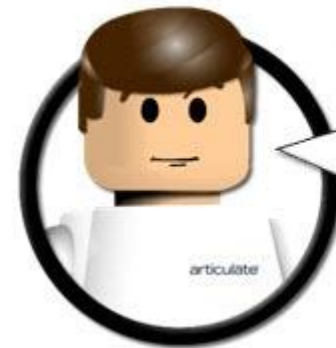
VideoScribe





Project management

- Funding application
 - Team
 - Ethics application
 - GANNT chart
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- Read
 - Literature
 - Other applications/Ethics
 - Communicate
 - Start slow



Don't be afraid to ask questions.