HESI SDG Publishers Compact Fellows: Top Action Tips

Communicating implications 2: Professionals and Practitioners

Practical information and guidance for authors of research articles on communicating practical applications of their research about SDGs to practising professionals

The goal

Articles with practical implications should include a summary connecting to relevant SDGs (as / when appropriate), supporting an emerging international trend to help practitioners and professionals relate their work towards achievement of the UN SDGs.

The need

If a finding from your research or systematic review has implications for those working in the field outside academia, it is important to communicate clearly and concisely in a discoverable, accessible way. As your audience comprises experts and qualified members of the community, technical terms can be used but brevity and clarity remain paramount.

When to do this

Not all research is directly relevant to practice; consider whether information that you want to share is likely to fulfill one or more of the following:

- Change best practice
- Aid decision-making on the job
- Answer a practical question for someone working in the field
- Help professionals to re-assess how a job is done

If you feel that your research findings meet one or more of these requirements, read on for further ideas on how and where to share them.

Where to share practical implications

As article abstracts are made freely available to all and can then be seen by anyone, we recommend adding bullet points to your abstract highlighting content that relates to SDGs.

Take every opportunity to share practical implications of your research as widely as possible. For example, use social media, Kudos, or your own academic or institutional website to increase the impact of your findings and drive positive decisions aimed at bringing about change for the wider good. Remember, always link social media and web posts to the original article.

How to share practical implications

Some journals and publishers already request short bullets or plain language summaries (PLS) to be added at the end of an abstract to summarise key policy or societal implications. This practice is likely to become the norm, but if Author Guidelines do not yet include such advice, we recommend the following:

- Decide, and make clear in your headings, who summary bullets are intended for (such as professionals and/or practitioners) and tailor what you write accordingly
- Provide 2-5 bullet points relating to specific SDGs
- Always be clear and succinct
- Start with a point that clearly states the issue that you are addressing; make sure that key information comes first to catch the attention of busy readers
- Share what your findings mean in real terms; e.g.: 'Medicine X works better if taken with food' or 'Without restriction of air pollution levels to below Y, deaths from respiratory conditions in affected areas are X% higher'
- If possible, ask a professional / practitioner to check your bullets for clarity

Additional information

See Top Action Tips on Connecting Researchers and Practitioners.

See Communicating with policymakers, journalists and the public.

Resources

Examples and guidance

For information on how to write bullets or points with practical implications for specialists, such as professionals and practitioners, see the following:

American Society of Civil Engineers (ASCE) - Practical Applications summary guide (see

'Abstract' section)

Emerald Publishing - structured abstracts include headings for 'practical' and 'social' implications:

- Example from Equality, Diversity and Inclusion: An International Journal

- Guide to writing a [structured abstract](#)

- Make your article discoverable so that it reaches the widest possible audience by optimising the content of your article for [SEO](#)

Wiley - Practitioner Points:

- Example from [British Journal of Clinical Psychology](#)
- Guidance on [adding Practitioner Points](#) from International Journal of Selection and Assessment