Beyond Citation Counts: Policy and News Media Impact

Caitlin Bakker, Katherine Chew, Jenny McBurney, Del Reed, Melissa Aho
About Us

Academic Health Center

▷ Colleges of Dentistry, Pharmacy & Veterinary Medicine
▷ Schools of Nursing and Public Health
▷ Medical School, including:
  ○ Mortuary Science, Physical Therapy, the History of Science, Technology & Medicine
▷ Centers for Allied Health
  ○ Occupational Therapy
  ○ Clinical Laboratory Science
▷ Duluth Campus (Pharmacy & Medicine)
▷ Over 90 Centers and Institutes, including the Clinical and Translational Science Institute

A source for well-educated professionals
The University of Minnesota is the state's primary source of well-educated professionals for many industries, granting 1,385 health professional degrees, 327 legal-related degrees, 536 master of education degrees, and 606 M.B.A. degrees in 2016.

Educating our medical professionals
The University has Minnesota's only veterinary, pharmacy, and dental colleges, and produces over 70% of our state's new physicians.
What Do We Mean By Policy & Media Impact?
Demonstrating the Policy and News Media Impact of Project EAT

Prepared by the Health Sciences Libraries Policy & News Media Impact Service
July 2017

Project EAT research has been referenced in 70 different policy documents from governmental and non-governmental agencies worldwide. This work has been referenced in federal government documents in the United States, Argentina, Canada, France, the Netherlands, and the United Kingdom, and in local government documents in 12 states in the US and four other countries. Project EAT research has been cited in publications from non-governmental organizations including the National Bureau of Economic Research, the Organization for Economic Cooperation and Development, and the National Academy of Medicine.

Project EAT research has been referenced in 130 items from popular media channels, including newspapers and websites. The work has received attention through news outlets such as the Today Show, The Guardian, the New York Times, and Time, and through popular websites including Wikipedia and Slate. In addition, these news items and other press releases have been distributed as syndicated news items on 99 other occasions. It is likely that this does not represent the full impact of this work as this report is limited to resources which are currently available.

The following report includes lots of citations for policy and news media resources that have cited Project EAT research. An index is included beginning on page 30.

Outline
Polities, Guidelines, and Government Documents — p. 2
United States (Federal) — p. 2
United States (State and Local) — p. 3
International (Federal) — p. 3
International (State and Local) — p. 6
Organizations, Associations, and Societies — p. 9

Media Coverage — p. 11
News and Magazines — p. 11
Websites and Blogs — p. 13
Recreation, Film and Radio — p. 26
Syndicated News Items — p. 29

Index — p. 30
Eligibility

During the pilot (2017), the service was limited to faculty in these departments:

- Family Medicine & Community Health (Medical School)
- Pediatrics (Medical School)
- Epidemiology & Community Health (School of Public Health)
- Center for Bioethics
- Pharmaceutical Care & Health Systems (College of Pharmacy)
Communications

Announcing the Policy and News Media Impact Service pilot service from the University Libraries.

Do you know the public impact of your research? Do you know which news outlets are discussing your research, and how your research is affecting policy decisions in local or national government or organizations?

Traditionally, measuring the impact of research has been limited to citation counts and other metrics. In order to supplement these scholarly metrics, the University Libraries are piloting a Policy and News Media Impact Service.

Policy and News Media Impact Reports can help:

- Supplement academic impact shown through citation counts and other metrics.
- Demonstrate the impact of published works for promotion, tenure, or grant applications.
- Describe the broad impact of research to departments, schools, colleges or funding agencies.
- Communicate the value of your research to the general public or other scholarly communities.

Getting Started

Requesting this service is simple, just submit the form and we will connect with you for a brief conversation.
Are you looking for research impact beyond citation counts? Let us help you!

What is the public impact of your research? Where has your research been discussed in the news, and how has it affected policy decisions in local or national government or organizations? Traditionally, measuring the impact of research has been limited to citation counts and other metrics.

Our librarians have expertise in bibliometrics, data visualization, and alternative metrics. We can provide services and reports that can demonstrate the impact of published works for promotion or tenure or the impact of research to departments, schools/colleges or funding agencies.

SUBMIT REQUEST >>

Librarians can help you:
- Supplement academic impact shown through citation counts and other metrics
- Demonstrate the impact of published works for promotion, tenure, or grant applications
- Describe the broad impact of research to departments, schools, colleges or funding agencies
- Communicate the value of your research to the general public or other scholarly communities

Getting Started
Requesting this service is simple, just submit the form and we will connect with you for a brief conversation.

The Policy & Media Impact Service is currently available to researchers affiliated with colleges and schools in the Academic Health Center. If you are interested in this service, but are affiliated with another college or school, please send a letter of interest to libimpact@umn.edu.
Web Presence

z.umn.edu/libimpact

POLICY AND NEWS MEDIA IMPACT SERVICE - REQUEST FORM

Please take a moment to complete the Policy and News Media Impact Service Request Form below. You can also visit the Service's web page to learn more about how Bio-Medical Library staff can help support research impact assessment.

The Policy and News Media Impact Service is currently available to researchers affiliated with colleges and schools in the Academic Health Center. If you are interested in this service but are not associated with these colleges or schools, please send a letter of interest to libimpact@umn.edu.

Contact Information

Your name *

Phone number *

E-mail address *

Faculty name (if different from above)

About Your Report

What is the focus of this report? *

- Individual Researcher/Faculty
- Grant(s)
- Department or research group
- Single publication
- Other

How do you intend to use this report? *

- Grant application/demonstrating impact of previous funding
- Promotion and tenure dossier
- Assessment and benchmarking
- Other

What information are you interested in? *

- Impact on public policy or practice guidelines
- Impact on media, including news, television, and radio
- Impact on social media, including blog posts
- Other

When would you like this report? *

Please note that these reports typically take at least 2 weeks to complete.
Day One

- Form Completed
  - E-mail Generated
    - Requestor is eligible?
      - Yes
        - Sufficient information provided?
          - Yes
            - Assigned to one or more team members
        - No
          - Request clarification
            - Use template to refuse request

Day Three

- Resources gathered
  - Report Finalized
    - Update tracking spreadsheet and move report to "Completed Projects" folder

Day Fourteen

Maximum 20 hours

- Report and satisfaction survey delivered
Demonstrating the Policy and News Media Impact of the Research of Dr. [full name]

Prepared by the Health Sciences Libraries Policy & News Media Impact Service
April 2018

The research of Dr. [full name] has been referenced [n] times in [x] different policy and news media resources. Dr. [last name]'s work has been referenced in government documents by groups such as [include notable examples here].

Dr. [last name]'s research has been referenced [n] times in [x] popular media channels, including newspapers and websites. Their work has received attention through news outlets such as [insert examples here]. It is likely that this does not represent the full impact of this work as this report is limited to resources which are currently available.

The following report includes lists of citations for policy and news media resources that have cited Dr. [last name]'s work. An index is included beginning on page [x].

Outline
[add sections as necessary]

United States (Federal) p.
United States (State and Local) p.
International (Federal) p.
International (State and Local) p.
Organizations, Associations, and Societies p.

Media Coverage p.
News and Magazines p.
Websites and Blogs p.
Television, Film and Radio p.
Notable Social Media p.

Index p.

Policies, Guidelines, and Government Documents
United States (Federal)
Group
Citation
United States (State and Local)
Group
Citation
International (Federal)
Group
Citation
International (State and Local)
Group
Citation
Organizations, Associations, and Societies
Group
Citation

Index

Outline
Policies, Guidelines, and Government Documents 1
United States (Federal) 3
Group 3
Citation 3
United States (State and Local) 3
Group 3
Citation 3
International (Federal) 3
Group 3
Citation 3
International (State and Local) 3
Group 3
Citation 3
Organizations, Associations, and Societies 3
Group 3
Citation 3

Media Coverage
News and Magazines
Citation
Peer Reviewed Publications


8. Koshimainil KB, Hardeman RR. Coverage for doula services: how state Medicaid programs can address concerns about maternity care costs and quality. Birth. Published, February 2016.


11. Perry SP, Hardeman RR, Burke S, Cunningham B, van Ryn. The impact of everyday...
Key Resources

Core
▷ ProQuest Global Newsstream
▷ Newsbank
▷ Gale Student Resources in Context
▷ Factiva
▷ Vanderbilt Television News Archive
▷ PolicyFile
▷ Index to Current Urban Documents
▷ VoxGov
▷ World News Network
▷ Altmetric Explorer
▷ Google

Specialized
▷ Access UN
▷ ProQuest Congressional Publications & Executive Branch Documents
▷ Australian Policy File
▷ Popline

Emerging
▷ Health Systems Evidence
▷ U.S. Health Policy Gateway
▷ Policy Statement Database
▷ Global Voices
▷ Open Grey
▷ AP News Archive
▷ Newsbrary

Gone (But Not Forgotten)
▷ LexisNexis Academic
▷ DocuTicker
▷ Grey Literature Report
**SUMMARY**

Title: Access To Obstetric Services in Rural Counties Still Declining, With 9 Percent Losing Services, 2004-14

Published in: Health Affairs, September 2017

DOI: 10.1377/hlthaff.2017.0338

PubMed ID: 28874496

Authors: Peiyin Hung, Carrie E. Henning-Smith, Michelle M. Casey, Katy B. Kozhimannil

Abstract: Recent closures of rural obstetric units and entire hospitals have exacerbated concerns about... [show]

**TWITTER DEMOGRAPHICS**

The data shown below were collected from the profiles of 690 tweeters who shared this research output. Click here to find out more about how the information was compiled.
A Sense of Alarm as Rural Hospitals Keep Closing

The potential health and economic consequences of a trend associated with states that have turned down Medicaid expansion.
So far, Altmetric has seen 1 policy document that references this research output.

CDC Worksite Health ScoreCard scoring methodology: evidence and impact ratings and supporting citations

Cited by Centers for Disease Control and Prevention (CDC) on 01 Jan 2019

CDC is America’s leading public health agency, dedicated to saving and protecting the health of Americans. CDC monitors health, informs decisionmakers, and provides people with information so they can take responsibility for their own health.

So far, Altmetric has seen 3 posts from 3 blogs.

What Breastfeeding Has To Do With Economic Security
American Civil Liberties Union. 31 Jan 2019

A recent study from the Center for WorkLife Law reveals the heavy toll of breastfeeding discrimination and the pressing need...

Pilots And ACLU Sue Airline Over Breast Milk Pumping At Work
Health, 13 May 2016

Four female pilots says that Frontier Airlines failed to provide legally required accommodations so they could pump breast milk...

Pilots And ACLU Sue Airline Over Breast Milk Pumping At Work

Frontier Airlines says that there are places to pump breast milk at all the airports where it flies.
Policy document search example: VoxGov

www.voxgov.com/  (free)
News media search example: Newsbank
(subscription based)
News media search example: WorldNews Network (WN Network)

http://wn.com (free)
Another Thing Disappearing From Rural America: Maternal Care

by Adriana Gallardo

Maternity care is disappearing from America’s rural counties, and for the 28 million women of reproductive age living in those areas, pregnancy and childbirth are becoming more complicated — and more dangerous. That’s the upshot of a new report from the Rural Health Research Center at the University of...
Google search example

kozhimannil rural site:gov

Rural Child Welfare Practice - Child Welfare Information Gateway
https://www.childwelfare.gov/pubpdfs/rural.pdf
children and families in rural communities, ... strengths and challenges in rural areas, and social service ... Winkelman, Kozhimannil, Davis, & Patrick, 2017).

Rural Hospitals and Medicaid Payment Policy - macpac

What's Next? Practical Suggestions for Rural Communities
www.texasagriculture.gov/.../RuralHealth/TAMU%20RCH%20Suggestions%20for%2... for Rural Communities Facing a Hospital Closure”, is a powerful perspective on rural ..... 45 Hung, P., Kozhimannil, K. B., Casey, M. M., & Moscovice, I. S. (2016).

Heitkamp Introduces New Bill to Support Healthier Moms & Families in ...
https://www.hellkamp.senate.gov/.../heitkamp-introduces-new-bill-to-support-healthier...
Oct 17, 2018 - Heitkamp's Rural Maternal and Obstetric Modernization of Services (MOMS) ... like Indian Country,” said Katy Kozhimannil, a maternal and rural ...

Why Are Obstetric Units in Rural Hospitals Closing Their Doors ...
CONCLUSIONS Rural obstetric unit closures are more common in smaller hospitals and ... Peyin
Report Section Examples

Policies, Guidelines, and Government Documents

United States (Federal)

Centers for Disease Control and Prevention


Organizations, Associations, and Societies

Alcohol Focus Scotland


American Academy of Pediatrics


Food Research & Action Center


Media Coverage

News and Magazines

The Courier


Daily Herald


Huffington Post


Television, Film and Radio

MPR News


WBZ NewsRadio 1030


WCCO-TV

Evaluation

Top Requesters:
- Epidemiology & Community Health
- Family Medicine & Community Health

Top Areas of Interest:
- Policy coverage
- Media coverage
- Blog posts & other web content

Top Uses:
- Promotion
- Self-assessment
- Grant applications
Feedback Survey Results

Was this useful for your intended purpose?

<table>
<thead>
<tr>
<th>Somewhat easy</th>
<th>Very difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Would you recommend this service to a colleague?

- Yes: 91%
- Maybe: 9%

How easy was it to...

<table>
<thead>
<tr>
<th></th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Somewhat easy</th>
<th>Very easy</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find the webpage?</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>73</td>
<td>18</td>
</tr>
<tr>
<td>Complete the form?</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>91</td>
<td>9</td>
</tr>
<tr>
<td>Work with the group?</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>Understand the report?</td>
<td>0</td>
<td>9</td>
<td>9</td>
<td>82</td>
<td>0</td>
</tr>
</tbody>
</table>
“...it makes a really strong contribution to showing the impact of my work to a potential funder.”

"Thank you so much for this tremendous service. This is an incredible quantification of my work that will positively impact my ability to go up for promotion to full professor."

“[I]t is pure gold for helping to understand, and share, the impact of my work.”

“Wow, this is not only really fun to read but motivating: I had no idea that some of these outlets were citing our team's work, and it really does help to see the bigger picture in terms of impact beyond our awareness. Thank you so much.”
What Worked Well

▷ Workflow and division of labor
▷ Tools for gathering information
▷ Sharing strategies
▷ Selective content types
▷ Internal team communications
Challenges

▷ Limitations of tools
▷ Incomplete citations
▷ Extent of the reference
▷ Media reports and versioning
▷ Variable workload
Things We Can Improve

▷ External Communication Strategies
▷ Articulating the Liaison Role
▷ Knowledge of Tools
▷ Greater Understanding of Content Types
Next Steps

- Moved out of pilot phase into established service
- Expanded range of departments and schools
  - Considering someday expanding beyond AHC
- Additional team members
Thank you! Questions?

https://z.umn.edu/ARLD19impact
lib-impact@umn.edu