

不同的利益群体可以贡献不同的观点和资源。在决策时，他们同样有不同的要求和限制。重要的是，在最开始的时候就要知道他们的信息需求，这会使得一切更加便捷。

Stakeholder group	Information needs	Communication channels
Policy makers and government officials	Limited time availability Limited technical/content expertise Involved in decisions regarding policy, resource allocation, strategic planning Concise information with reference to the bottom line	Dissemination workshops, face-to-face meetings, policy forums, policy briefs, executive summaries, public web sites
Program managers	Use information for program design, planning, improvement, management, and operations decisions Detailed information specific to their area of responsibility	Monthly/quarterly reports, summary reports, executive summaries, audiovisual presentations
Civil society groups	Use evidence-based research to advocate for specific policies, programs, or issues Action-oriented research Plain language (not research jargon)	Fact sheets, brochures, audiovisual presentations
Private sector	Clear recommendations and action items Financially-oriented documents and recommendations	Fact sheets, audiovisual presentations, political endorsements
Mass media	Use research information to increase public awareness about health issues Topic is highly relevant to their own audiences and/or in some way timely	Network with journalists, dissemination meetings, press releases
Funders and donor agencies	Typically assess accountability and program effectiveness and inform investment decisions Type of information needed varies	Personal communication, research report, audiovisual presentations
Researchers and international agencies	Information used for strategic purposes, should be presented concisely with recommendations relevant to ongoing/future work Program officers are familiar with programmatic issues Full research report in addition to audiovisual presentation	Peer-reviewed article, research databases, oral and poster presentations, web sites, CD-ROM

有效的沟通策略是：

- Know your stakeholders （干脆不翻译）
- Not all results are equally important to each stakeholder 并非所有的信息都同样重要
- Key messages should be tailored for each audience for maximum effect