

Disseminating the findings of research

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Gaps in translation

- **Stronger emphasis on translating knowledge into actions to improve health; the bridging of the gap between what is known and what is actually being done**

(WHO, *Knowledge for Better Health* 2004)

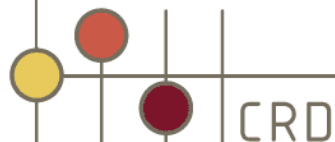
- **Cooksey - two gaps in knowledge translation**

- translation of basic (laboratory based) and clinical research into products that can lead to economic or health benefits
- deficiencies in the uptake of knowledge about the effects of interventions into routine practice

(Cooksey, *Review of UK Health Research Funding* 2006)

Evidence synthesis

- **NIHR Systematic Review Infrastructure (NSRI)**
 - **UK Cochrane Centre (UKCC)**
 - **Centre for Reviews and Dissemination (CRD)**
 - **Technology Assessment Review Teams (TARs)**

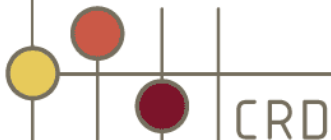


About CRD

Part of the National Institute for Health Research (NIHR) and is a department of the University of York

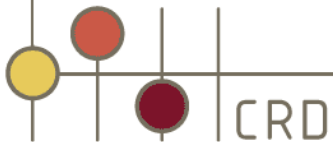
CRD actively disseminates the findings of good quality research evidence and promotes its use in practice and policy

- **Systematic reviews**
- **Guidance and methods**
- **DARE, NHS EED and HTA**



What we mean by dissemination

Ensuring that those who need to know about a piece of research get to know about it, and can make sense of the findings in relation to their own decision making



How should we disseminate?

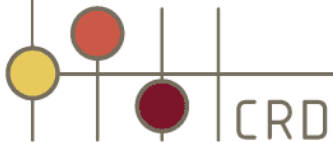
**Who
says what
in which channel
to whom
with what effect**

(Lasswell, 1948)



Approaches to dissemination

- **Push – supply (researcher) led distribution**
- **Pull – facilitate demand (audience) led access**
- **Linkage and exchange – two way communications**
- **Integrated – aspects of all three**



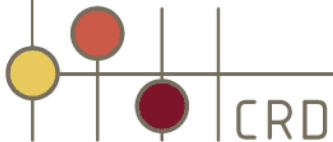
What should be disseminated?

All research has an audience and should be made accessible BUT not all research should have an impact on policy and practice

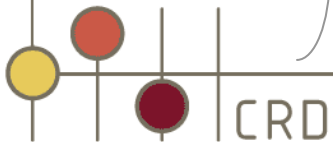
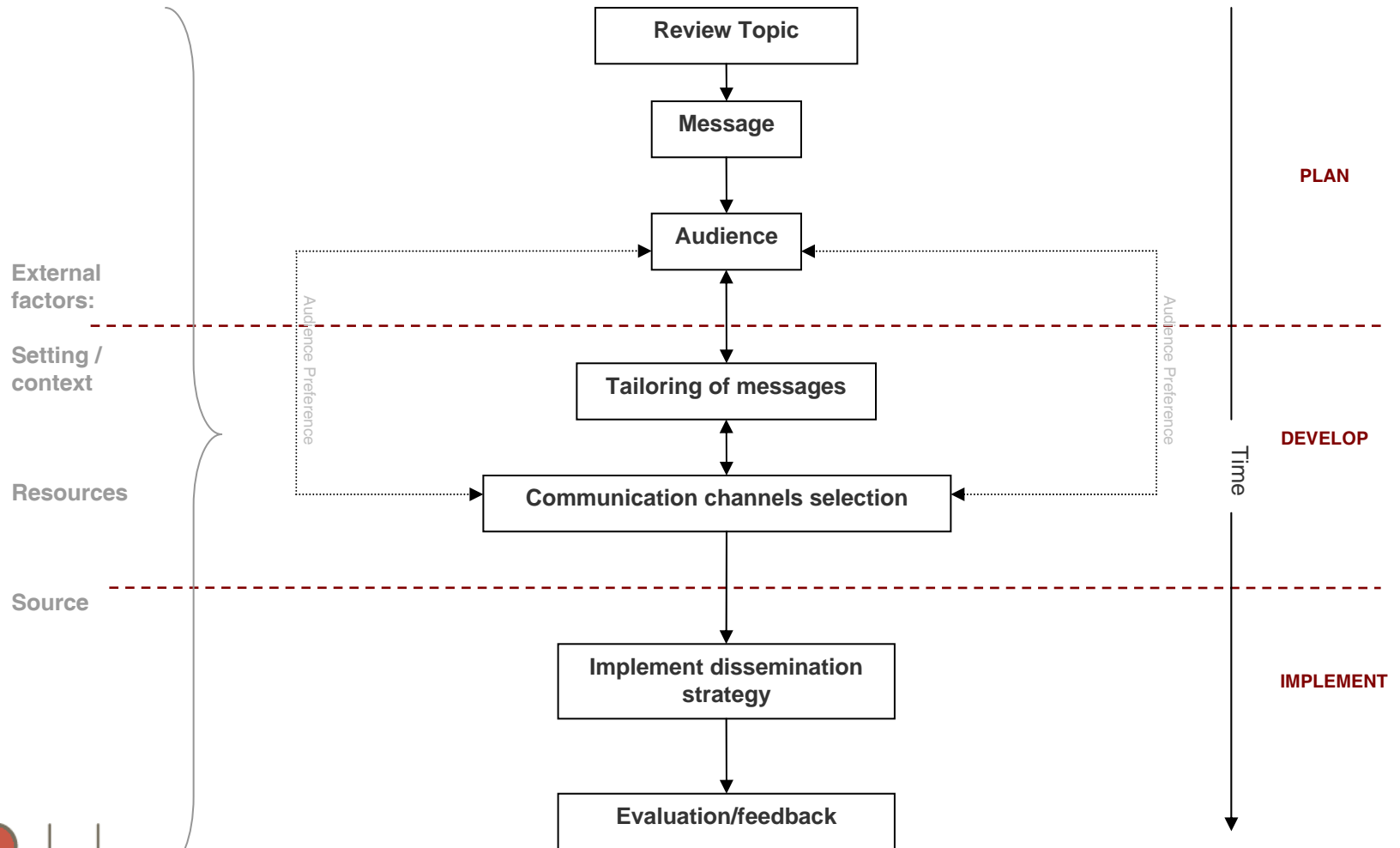
Researchers need to carefully consider the costs and benefits of the wider dissemination of their research

Key attributes

- Characteristics of the research message
- Setting in which the message is received
- Characteristics of the target audience(s)
- Source
- Presentation
- Communication channel(s)

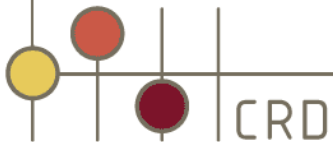


CRD framework



In summary

- **Integral part of the process – not a discrete event**
- **Requires planning**
- **Engagement with end user**
- **Key attributes of dissemination**
- **Seek advice**



Find out more

Systematic Reviews: CRD's guidance for undertaking reviews in health care

Free to download

Paper version: £15

For more info:

www.york.ac.uk/inst/crd

