

Disseminating the findings of research

Paul Wilson



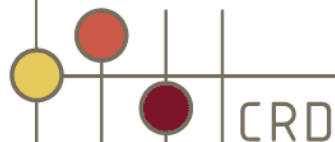
THE UNIVERSITY *of York*

About CRD

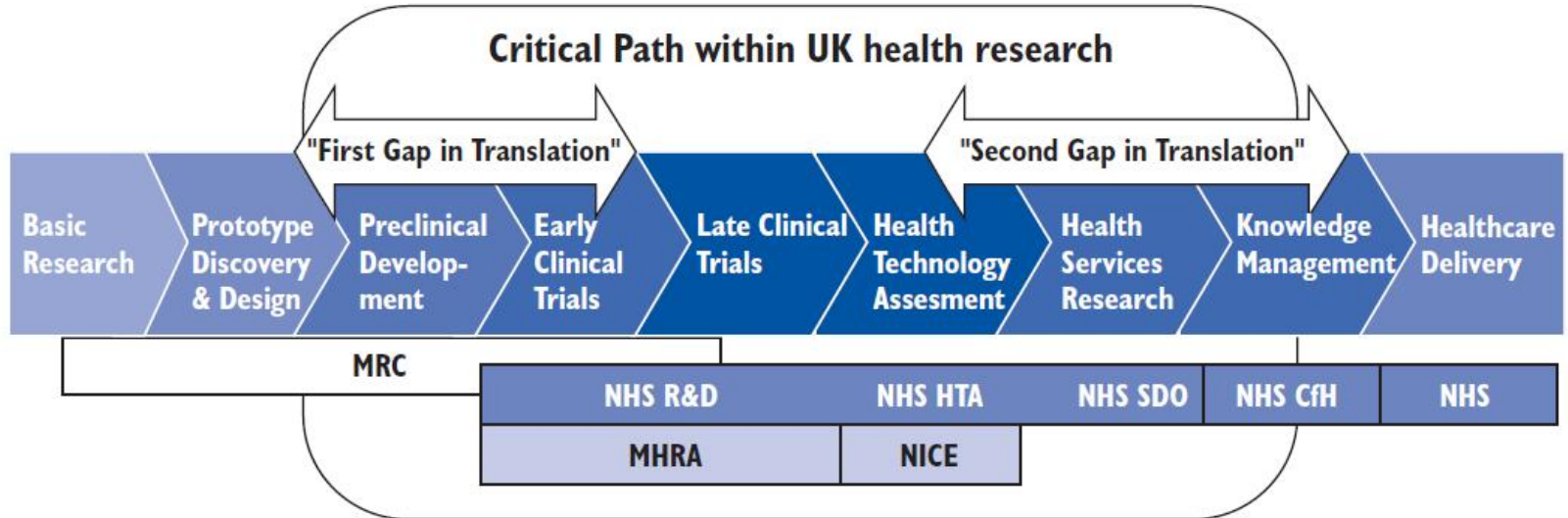
Part of NIHR and University of York

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



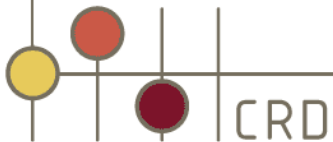
Gaps in translation



Address deficiencies in the uptake of knowledge about the effects of interventions into routine practice

What is dissemination?

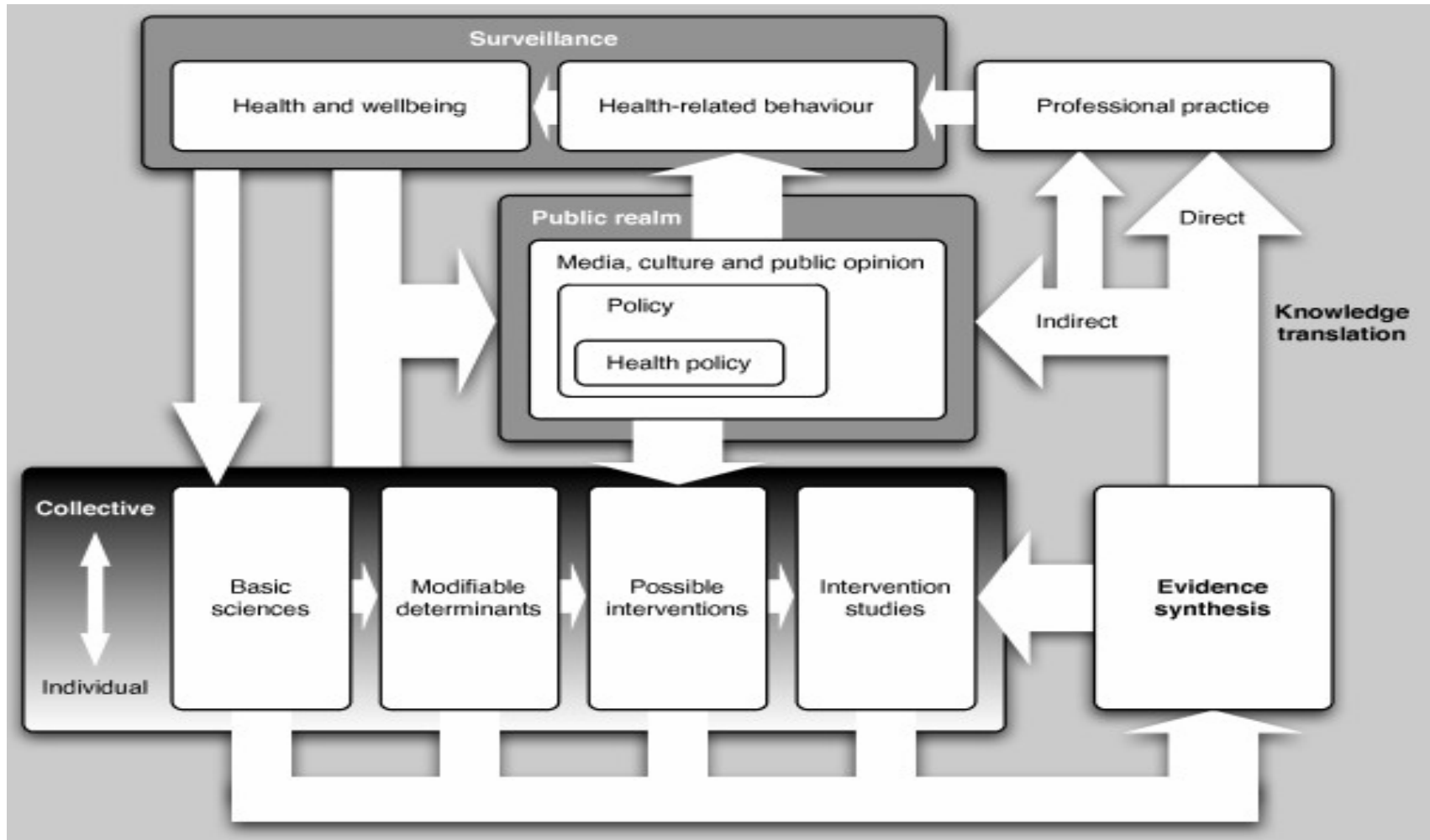
Active and planned process to ensure that those who need to know about a piece of research get to know about it, and can make sense of the findings in relation to the realities or their own decision making environment



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 especially those conducting primary research



Ogilvie et al. *BMC Public Health* 2009 9:116

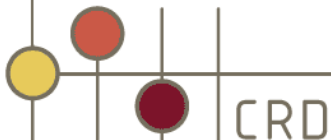
How should we disseminate?

- **Identify and prioritise audiences**
- **Take account of users needs and perspectives**
- **Identify and tailor key messages with appropriate style**
- **Take account of context in which message is to received**
- **Identify and use appropriate communication channels**

Leeds York and Bradford CLAHRC

Translating research evidence into actionable messages to inform key questions faced in local decision making

- **Utilising existing synthesised/quality assessed evidence**
 - DARE, NHS EED, Cochrane, HTA
- **Repackaging**
 - summarise, appraise, interpret
 - contextualise to local NHS (Bradford and Leeds)
- **Developing and evaluating methods**

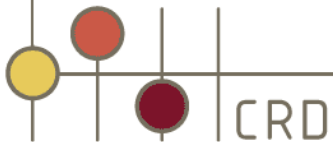


In summary

Simply making research available does not ensure that those that need to know about it get to know about it or can make sense of the findings

Enhancing the uptake of research knowledge requires

- planning
- end user engagement
- understanding of context and setting



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

