

Disseminating the findings of research

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About CRD

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**

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

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)

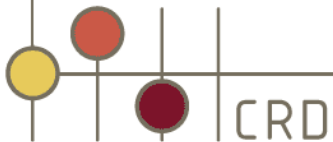
- **Cooksey - two gaps in knowledge translation**

- 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)

CRD dissemination

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 of their own decision making environment

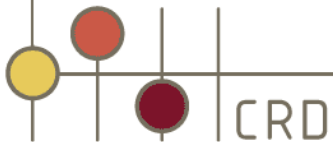


Approaches to dissemination

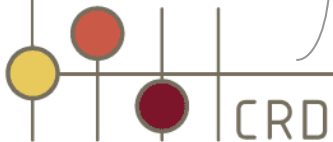
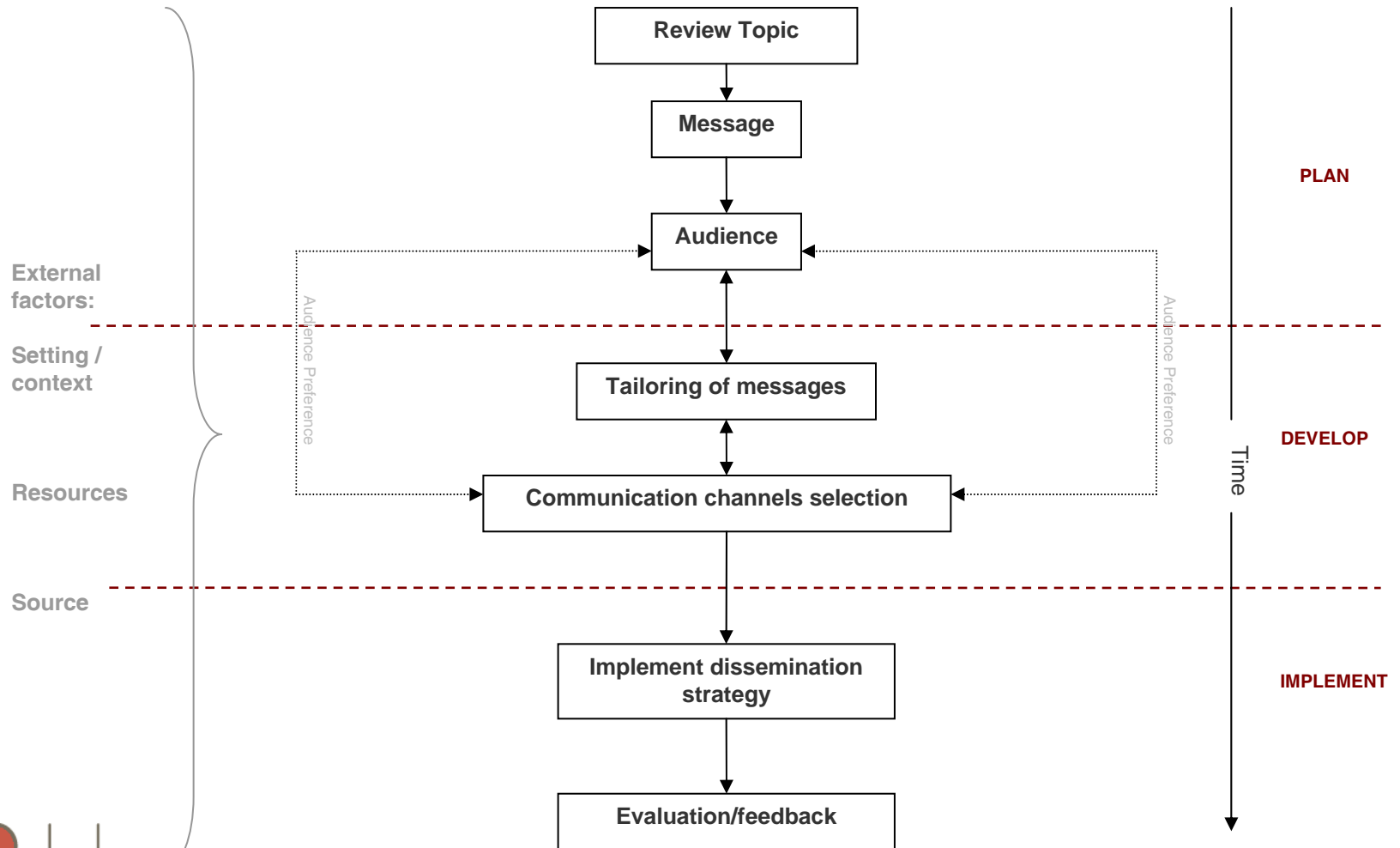
- **push - supply (researcher) led distribution**
- **pull - facilitate demand (audience) led access**
- **linkage and exchange - two way communications**
- **profiling - branding**

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)

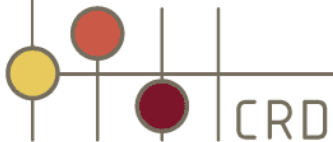


CRD framework



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

