



*National Institute for  
Health Research*

# Disseminating the findings of research

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THE UNIVERSITY *of York*

# About CRD

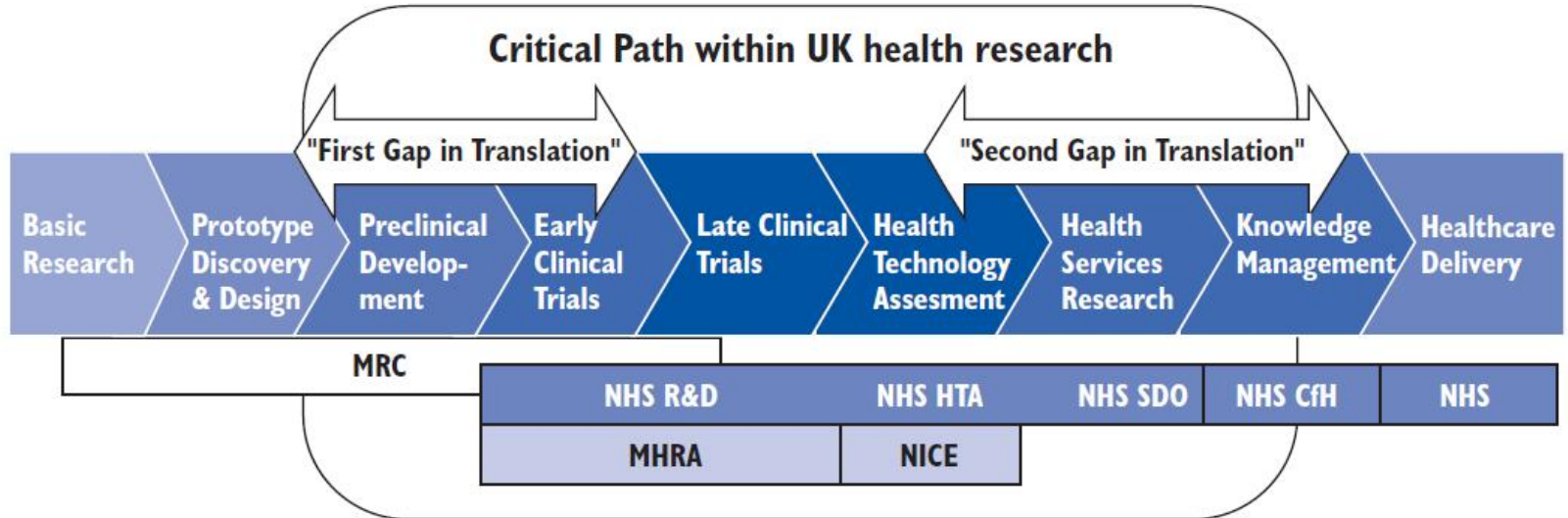
Part of the National Institute for Health Research (NIHR) and is a department of the University of York

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

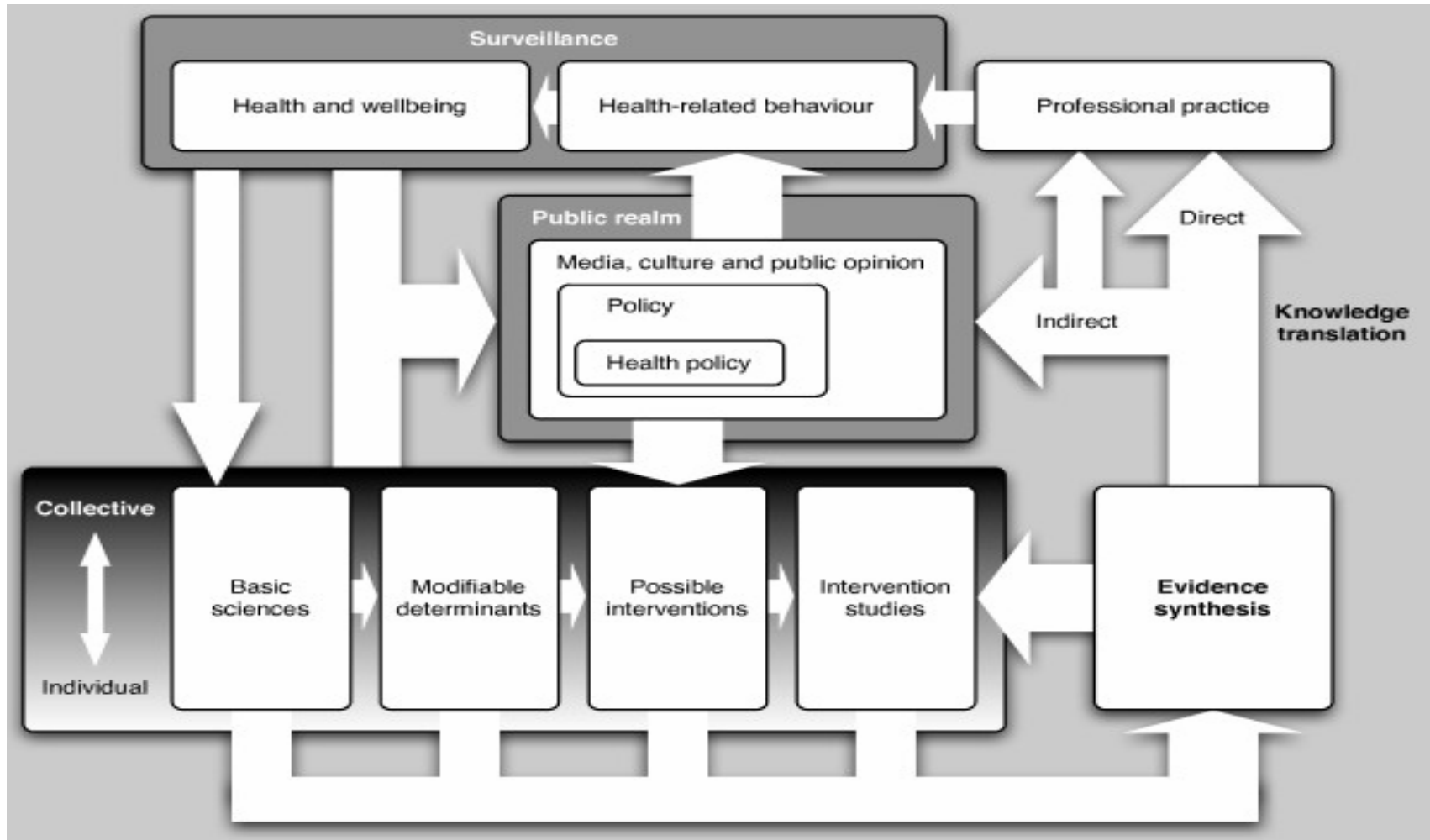
- **Systematic reviews**
- **Guidance and methods**
- **DARE, NHS EED and HTA**



# Gaps in translation



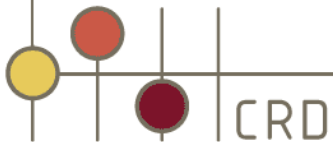
Address deficiencies in the uptake of knowledge about the effects of interventions into routine practice



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

# What we mean by dissemination

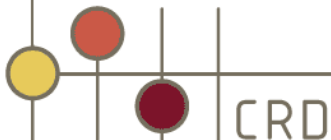
**Ensuring that those who need to know about a piece of research get to know about it, and can make sense of the findings in relation to their own decision making**



# 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**

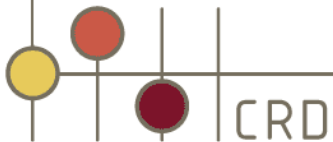
**Researchers need to carefully consider the costs and benefits of the wider dissemination of their research especially those conducting primary research**



# How should we disseminate?

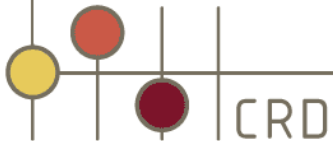
**Who  
says what  
in which channel  
to whom  
with what effect**

(Lasswell, 1948)



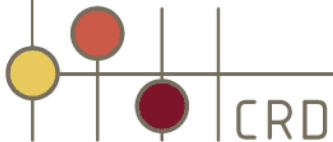
# Planned dissemination

- Audience
- Message
- Setting
- Channel
- Source



# In summary

- Integral part of the process
- Requires planning
- Requires engagement with end user
- Key elements to dissemination
- Seek advice

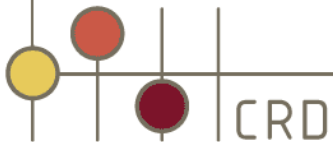


# Communication approaches

- **Mass media**
  - awareness raising
  - reach a large audience quickly
- **Interpersonal**
  - two way exchange of information
  - persuasion

# In practice...

- **Push**
  - actionable messages
  - tailor messages to different audiences
  - use credible channels
- **Pull**
  - accessible
- **Exchange**
  - involve user groups in process



# How should we assess impact?

**What's an appropriate output measure for dissemination?**

- **process associated with the pursuit of research impact**
- **a change in awareness, knowledge or attitudes**
- **evidence of decisions to act, implement change or policy**
- **demonstrable changes in policy or practice**

# 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](http://www.york.ac.uk/inst/crd)

