

# 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)

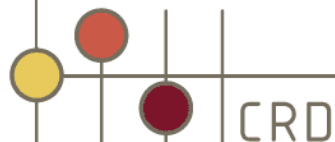
- **Cooksey - two gaps in knowledge translation**

- 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)**

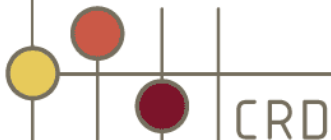


# About CRD

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

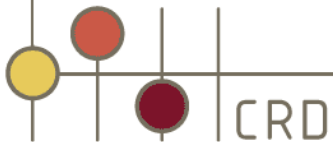
CRD actively disseminates the findings of good quality research evidence and promotes its use in practice and policy

- **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**



# What should be disseminated?

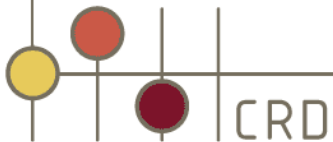
**All research has an audience and should be made accessible BUT not all research should have an impact on policy and practice**

**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?

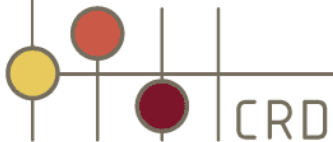
**Who  
says what  
in which channel  
to whom  
with what effect**

(Lasswell, 1948)



## **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

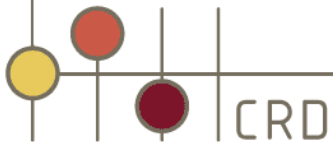
For more info:

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



# Leeds York Bradford Research Alliance (LYBRA)

- **Prevention of vascular disease (Allan House)**
- **Stroke treatment and rehabilitation (John Young)**
- **Physical health and addictive behaviours (Chris Godfrey)**
- **Maternity and child health (John Wright)**
- **TRiP-LaB (Carl Thompson)**

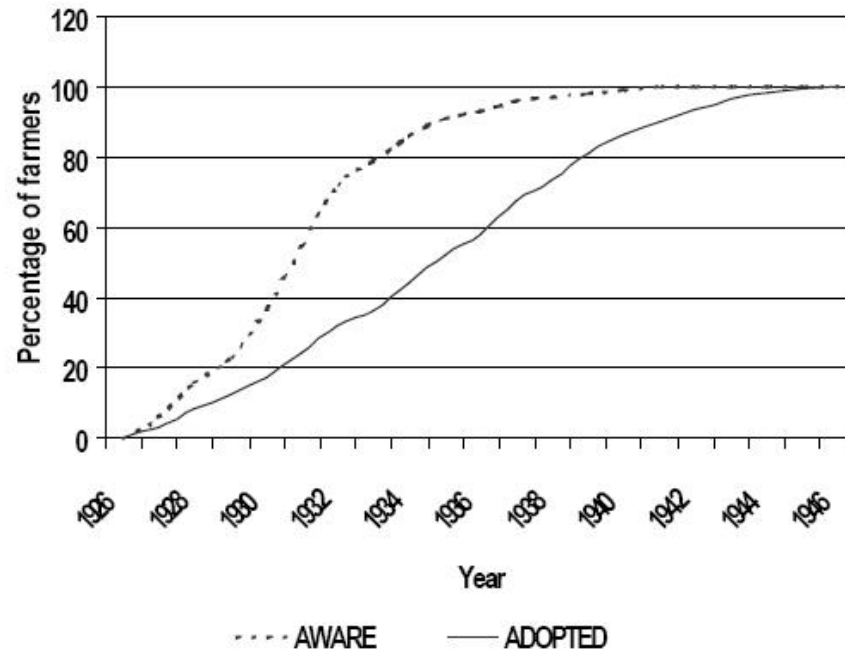


# TRiP-LaB: Translating Research into Practice in Leeds and Bradford



# Diffusion of Innovations

Figure 3.1 Percentage of Iowa farmers classified as (a) aware of hybrid corn and (b) using it on all fields from 1926 to 1945



Source: data from Ryan and Gross, 1943, 1950

# Aims

- **Work with local clinicians and commissioners, to decide on topics and strategies for implementation**
- **DEVELOP, IMPLEMENT and EVALUATE methods of inducing and sustaining uptake of research knowledge and behavioural change**
- **Contribute to international research on knowledge implementation, innovation and diffusion**

# Our focus

- **Characteristics of the health intervention**
- **Nature of the processes by which health technologies are adopted and sustained**
- **Understanding the context and setting in which implementation occurs**
- **Effect of time**

