

# Effective research mobilisation & dissemination+

## *Supporting research dissemination*



Health and Care Research Wales 13 October 2022  
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# NIHR Evidence - supporting research dissemination



# We are on an improvement journey

- Undertaking **research to better understand our audiences** and how to reach them
- Continually improving the **NIHR Evidence** website to better meet user needs - current user survey
- **Trialling new formats**, social media and other approaches - infographics, podcasts, games
- **Go to where the audience is - growing our research profile on Wikipedia** - Wikipedian in residence
- **Cross publishing agreements - BMJ**
- **Working collaboratively with evidence users** to deliver products that meet their needs



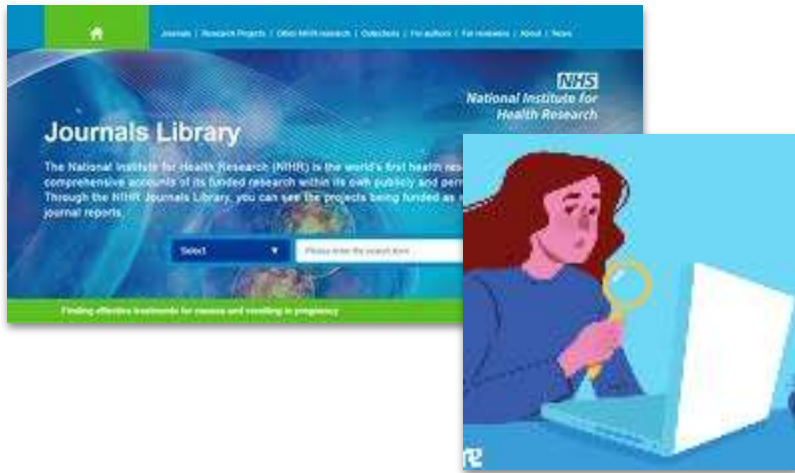
*“It brought into even sharper relief how hard effective communication of research is and be all the more grateful for support with it.”*

Researcher response to our survey

# Effective dissemination is an “active” process

## Release of findings

Diffusion, **passive** activities and supportive policies to **make research findings available and accessible** to the general public and other audiences (EViR 2020)



## Dissemination

An **active** approach to spreading of research findings to the **target audience** via **determined channels** using **planned strategies** (EViR 2020)



# Insight from recent audience research - NIHR Evidence

## Public



Seeking information on own or others conditions

Often begin a search with google  
Want websites they can trust  
Frequently on condition specific forums/sites

- Optimise google search
- Promote via charities and forums
- Visual content, videos, webinars podcasts

## Health & Care Practitioners



How to improve care + answers to clinical questions

May look for research reactively - answer an immediate question, or less frequently more in depth academic research  
Use of informal peer networks

- Cross post - journals and professional sites
- Visibility prof conferences webinars
- Promote via academic libraries

## Commissioners



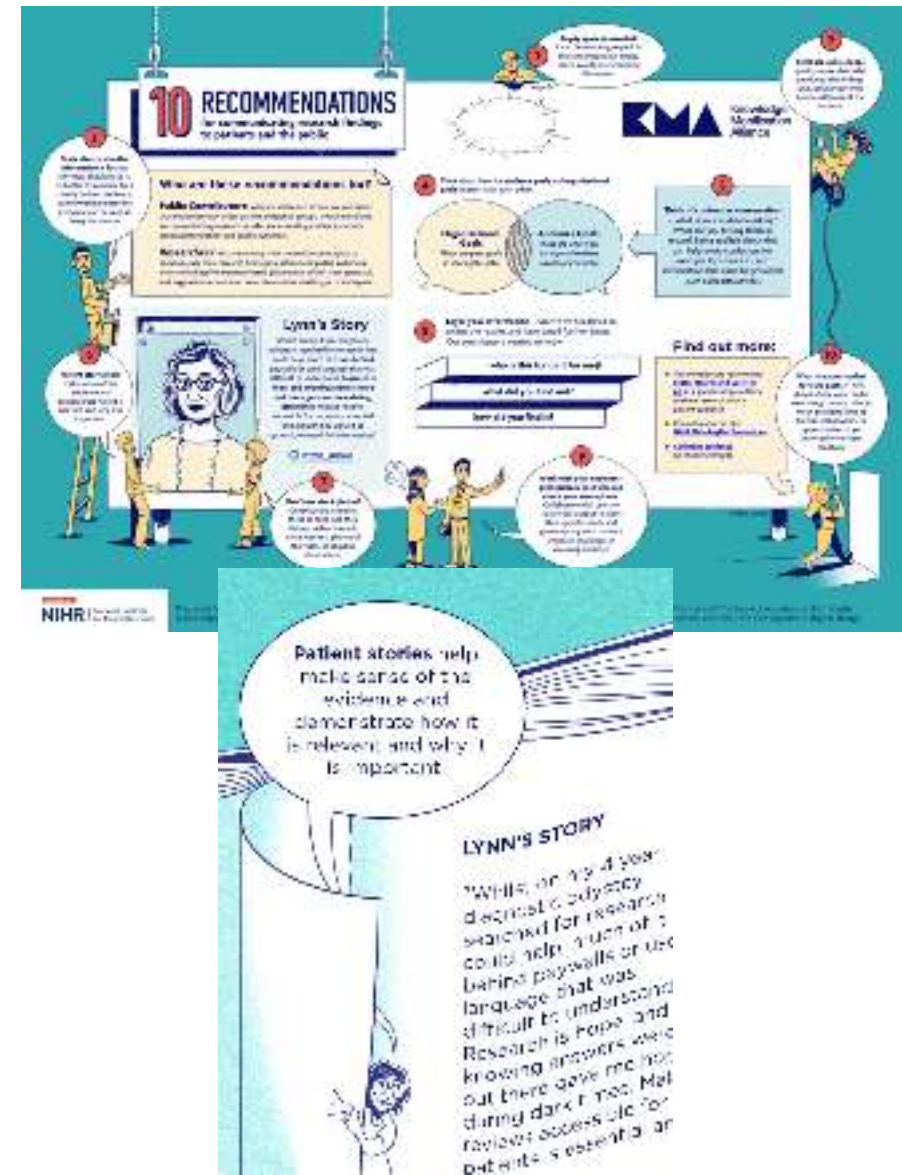
Support development of local health and care strategies

Will seek information from a variety of sources. Value synthesised evidence.  
Will often triangulate with local data and experience.

- Practical/actionable advice
- Visibility prof conferences webinars
- Visual content, videos & webinars

# Learning from public user research Keele

- Empty space is good!
- Convey trust-worthiness of the content - symbols can help
- Who is the information for - why should they read it?
- Think about how your messages meet audience needs
- Be clear if you can't
- Patient stories help make sense of the evidence
- Don't use stock photos
- Layer your information - help the reader navigate the content
- Work with your audience on the content - check your assumptions
- Provide links to further information that your audience might find useful e.g. NHS website

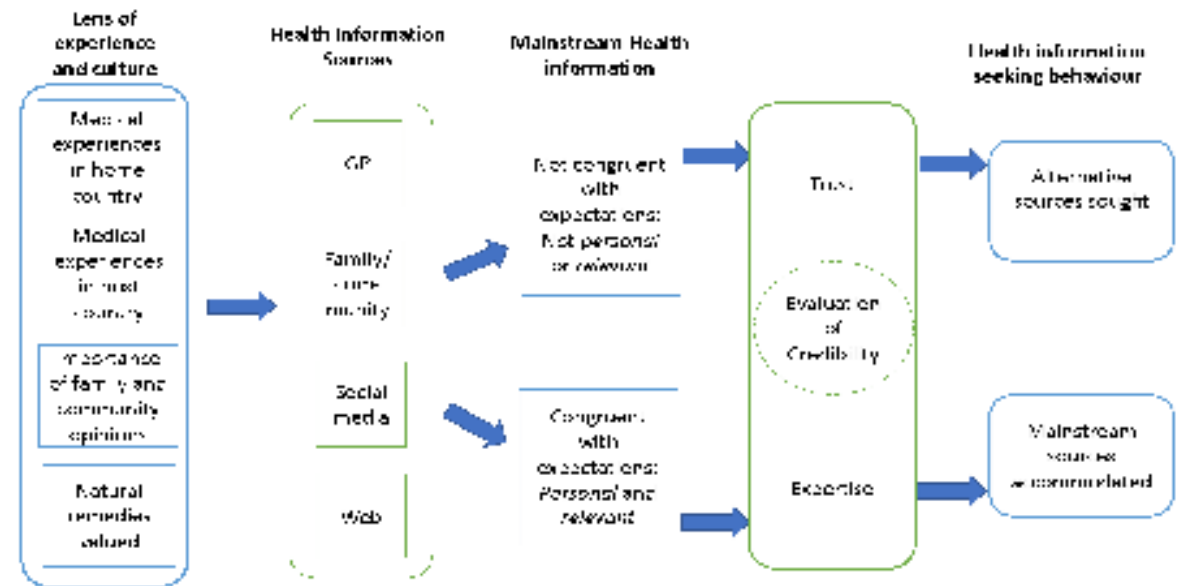




# Research in under-served communities

- Research or evidence are not widely understood terms.
- The intersectionality of participant's age, education status, and migration status influenced how and what health information participants accessed.
- Significant influence of culture on what sources and channels are trusted for health information, which fulfil both trust and expertise elements of source credibility.

*The credibility (evaluations of trust and expertise) of health information sources are made through a lens of cultural expectations (relevance) and lived experiences - these influence health seeking behaviour.*



# Editing Wikipedia offers new opportunities

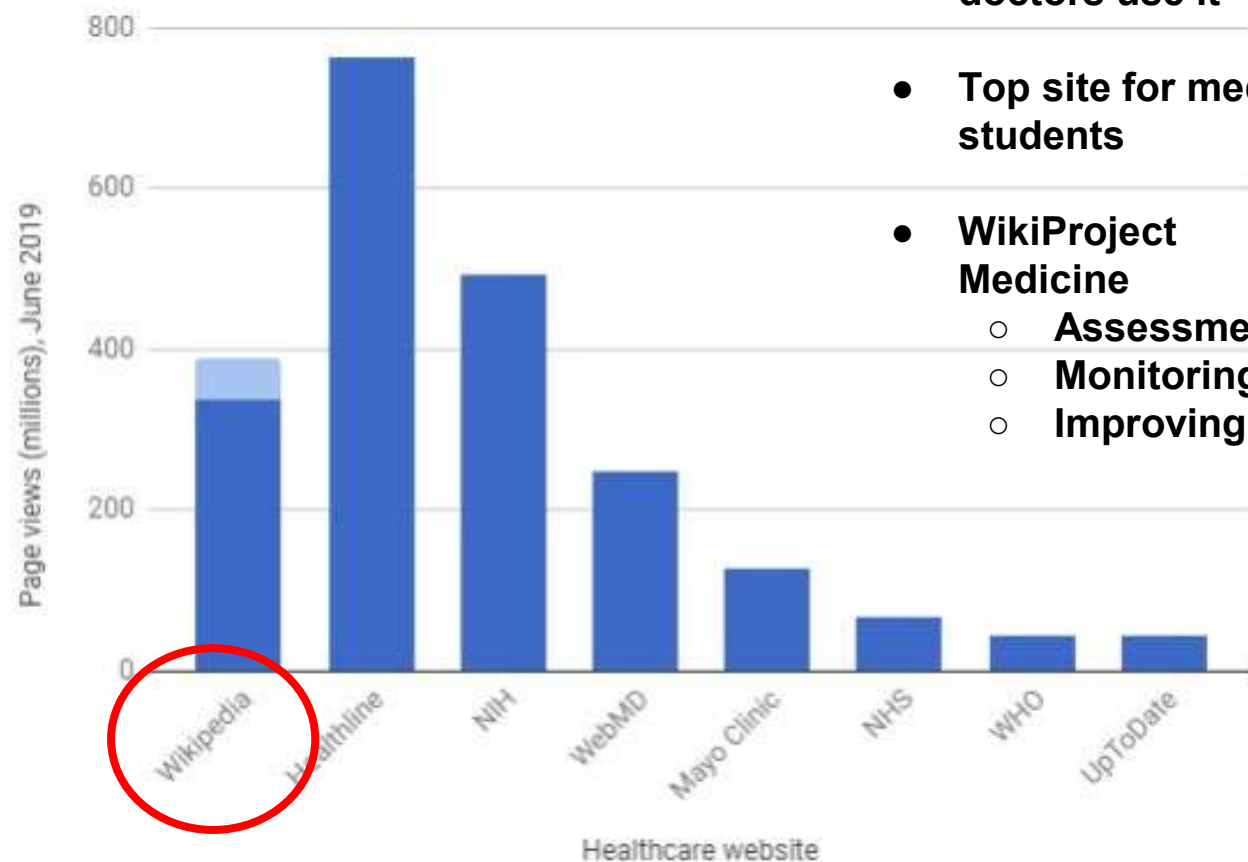
*“Wikipedia is today the gateway through which millions of people now seek access to knowledge which not long ago was only available using tools constructed and maintained by professional scholars.”*

Professor William Cronon,  
President American Historical Association, 2012

*“It’s easier to fix Wikipedia than it is to convince the half a billion people each month who use it, not to.”*

Dr. James Heilman  
University of British Columbia, Wiki Project  
Med Foundation, 2015

- 50.000 medical articles
- 2 billion pageviews in 2021
- 50-70% of medical doctors use it
- Top site for medical students
- WikiProject Medicine
  - Assessment
  - Monitoring
  - Improving





## Key messages

Understand your  
audience



Terminology  
matters



Consider content &  
presentation of  
written information

Stories of lived  
experience make  
sense of health  
research

Illustrate with  
visual formats



Exploit the potential  
of digital platforms

