Effective research mobilisation & dissemination

Supporting research dissemination

Health and Care Research Wales 13 October 2022
Candace Imison, Associate Director - Evidence and Dissemination, Centre for Engagement & Dissemination, NIHR
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

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

Source: Simple Usability Report
● 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

Source: Sarah Knowles, Joe Langley, and Lynn Laidlaw
https://kmalliance.co.uk/drawing-in-the-experts/
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.

Source: Tushna Vandrevala & Kristin Hanson
Kingston University & St George's, University of London
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

NIHR | National Institute for Health and Care Research

Healthcare website
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