

Communicating evidence to stakeholders

A summary of

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Categories:

Method, Communication,
Knowledge dissemination

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May 25, 2010

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Method

Relevance For Public Health

The Communication notes series was developed to be used by those involved in the production and use of health services research in general. The approaches presented in this series provide guidance for disseminating and exchanging evidence. For example, a combination of these strategies could be used to disseminate evidence that supports a promising intervention for improving smoking cessation. Using the strategies presented, researchers can tailor key messages to user groups/target audiences such as decision makers, policymakers, practitioners and the public at large.

Description

The Communication notes series provides a number of approaches to planning and doing knowledge dissemination and exchange. This collection of one- to two-page summaries provide practical strategies to inform users about the following topics:

1. developing a dissemination plan
2. dealing with the media
3. designing a great poster
4. how to give a research presentation to decision makers
5. reader-friendly writing - 1:3:25
6. self-editing: putting your readers first

Implementing the Tool

Who is Involved?

Knowledge producers (researchers) can use these tools to make their research findings known to knowledge consumers or users (practitioners, policymakers and decision makers). Producers can also use them to inform the design of their dissemination plan or protocol, especially when attempting to appropriately tailor key messages to various target audiences.

Steps for Using Tool

The first summary in the Communication notes series offers a general overview of how to develop a research dissemination plan. Some elements to consider when developing this type of plan are provided below.

1) Developing a dissemination plan:

- Describe the research context, plan and objectives.
 - Identify the long- and short-term goals.
 - Identify the target audience(s).
 - Determine and formulate key messages tailored to each audience.
 - Determine the processes (e.g., briefings) and formats (e.g., presentations, reports, tools) that will be used to disseminate the research results, and who would be best to deliver these messages.
 - Plan early to allocate the necessary time and resources required for dissemination.
 - Identify measurable criteria to evaluate outcomes related to the dissemination plan and individual activities.
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These summaries are written by the NCCMT to condense and to provide an overview of the resources listed in the [Registry of Methods and Tools](#) and to give suggestions for their use in a public health context. For more information on individual methods and tools included in the review, please consult the authors/developers of the original resources.

The remaining Notes (2-6) refer to strategies that can be used at specific stages throughout the dissemination plan.

Evaluation and Measurement Characteristics

Evaluation

Information not available

Validity

Not applicable

Reliability

Not applicable

Methodological Rating



Not applicable

Tool Development

Developers

Canadian Health Services Research Foundation (CHSRF)
Website: <http://www.cfhi-fcass.ca/Home.aspx>

Method of Development

Information not available

Release Date

2004

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Resources

Title of Primary Resource	Communication notes series
File Attachment	None
Web-link	http://www.cfhi-fcass.ca/PublicationsAndResources/ResourcesandTools/CommunicationNotes.aspx
Reference	Canadian Foundation for Healthcare Improvement (CFHI). (2008). <i>Communication notes</i> . Retrieved from http://www.cfhi-fcass.ca/PublicationsAndResources/ResourcesandTools/CommunicationNotes.aspx .
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