

Menu of Knowledge Dissemination Approaches

Common strategies for sharing knowledge with your intended audience.

Developed by Annette McKinnon, Catherine Yu, Christopher Klinger, Elliot PausJenssen, Erna Snelgrove-Clarke, Graham Macdonald, Ian Graham, Jennifer Watt, Jessie McGowan, Kevin Woo, Pertice Moffitt, Samantha Seaton, Sandra Small, and the SPOR Evidence Alliance's Central Coordinating Office

This infographic has been created to serve as a quick resource to outline some common strategies you can use to share health research findings and activities with your intended audience to increase awareness and promote change.



Presentations¹⁻⁴

Sharing research findings at scientific conferences, meetings, or rounds. The method of sharing can include oral or poster presentations.



Guidelines Development²⁸⁻³³

Creating an evidence-based statement that includes recommendations that are intended to optimize patient health and wellness.



Tools Development⁵⁻¹⁰

Creating products intended to facilitate moving research findings into practice (e.g., infographics, decision-aids).



Knowledge, Community or Cultural Broker Involvement³⁴⁻³⁷

Involving an intermediary (an individual or an organization) who aims to develop relationships and linkages between producers and users of knowledge to facilitate sharing and exchange of knowledge.



Electronic Technologies, Creative Visual Media & Social Networking¹⁰⁻¹⁹

Using technologies (e.g., video, podcast, webinar) and social media platforms (e.g., Twitter, LinkedIn) to share research findings.



Creation of Technical Infrastructure³⁸⁻⁴¹

Creating a knowledge sharing platform (e.g., database of guidelines) that facilitates the sharing of health data/information across organizations/institutions.



Workshops¹⁹⁻²¹

Creating and delivering short educational programs intended to share research findings and best practices (e.g., skills development, ideas exchange).



Communities of Practice Development/Engagement⁴²⁻⁴⁵

Engaging with a group of people who share a common interest in a health or health research topic for the purpose of learning and/or achieving a goal.



Round Table Discussions²²⁻²⁴

Facilitating discussions to reach a desired outcome (e.g., prioritization of research topics/outcomes, consensus-building, or knowledge exchange and contextualization).



Peer-Reviewed Publications^{46, 47}

Publishing research findings in a scholarly journal where the work is peer-reviewed (i.e., the article is reviewed by others who are experts in the field) and published for audiences more widely.



Plain Language and Visual Summaries²⁵⁻²⁷

Producing a lay language and/or visual (e.g., video, graphics) summary of the research findings to make the results accessible to a wider, non-specialist audience.

*Intended Audience Definitions

Note: We recognize that the list of audience categories mentioned here are not mutually exclusive. Any individual can identify with more than one of these categories.

Healthcare Providers – Individuals who provide healthcare services (e.g., occupational therapist, nurse, medical doctor).

Patients/Caregivers/Public - Individuals who have received or are receiving healthcare for themselves or for others within their care (e.g., family member, friend), and members of the public (e.g., educators, people with lived experience of the healthcare system).

Policy-Makers/Health System Managers - Individuals responsible for making decisions about health services and delivery at the local, regional, provincial, national, or international levels (e.g., government officials, regional health service delivery coordinators).

Researchers/Research Teams - Individuals or teams working in a collaborative setting to produce scientific knowledge (e.g., independent investigators affiliated with an academic institution, students, research staff, patient/public partners, decision-makers, educators).



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Menu of Knowledge Dissemination Approaches

Ways the SPOR Evidence Alliance research teams and research partners can share knowledge with intended audiences.

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This infographic has been created to serve as a quick resource to outline strategies the SPOR Evidence Alliance research teams and research partners can use to share information about various research activities and findings with their intended audiences to increase awareness and promote change.



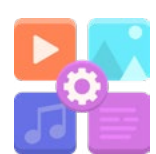
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Legend

Key Activities of the SPOR Evidence Alliance

 [Research Query Services](#)

 [Capacity Building](#)

 [Introduction to the SPOR Evidence Alliance](#)

 [Funding Opportunities](#)

 [Advancing the Science](#)



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