



Dissemination & Utilization of Research Findings

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Outline

- Research and Evidence
- Research Dissemination and Knowledge transfer
 - Level of dissemination
 - Dissemination tools
 - Dissemination strategy
- Utilization of Research
 - Barriers to uptake of research evidence
 - Facilitators of uptake of research evidence

Group work guide



Research

Research is **systematic collection**, analysis and interpretation of **data** to answer a certain question or **solve a problem**

Evidence

Evidence is anything that can be used to prove something



Research Dissemination

A planned process that involves consideration of **target audiences** and the settings in which **research** findings are to be received and, where appropriate, communicating and interacting with wider policy and health service audiences in ways that will facilitate **research uptake** in decision-making.

Effective dissemination: getting the findings of your research to the people who can make use of them, to maximize the benefit of the research without delay.



Knowledge translation



Researchers more
active, context
aware and
collaborative

Make research and its
conclusions more
relevant to stakeholders



Knowledge Translation

a dynamic and iterative process that includes..

the synthesis,

dissemination,

exchange and ethically sound application of knowledge

to improve health, provide more effective health services and products,
and strengthen the health care system

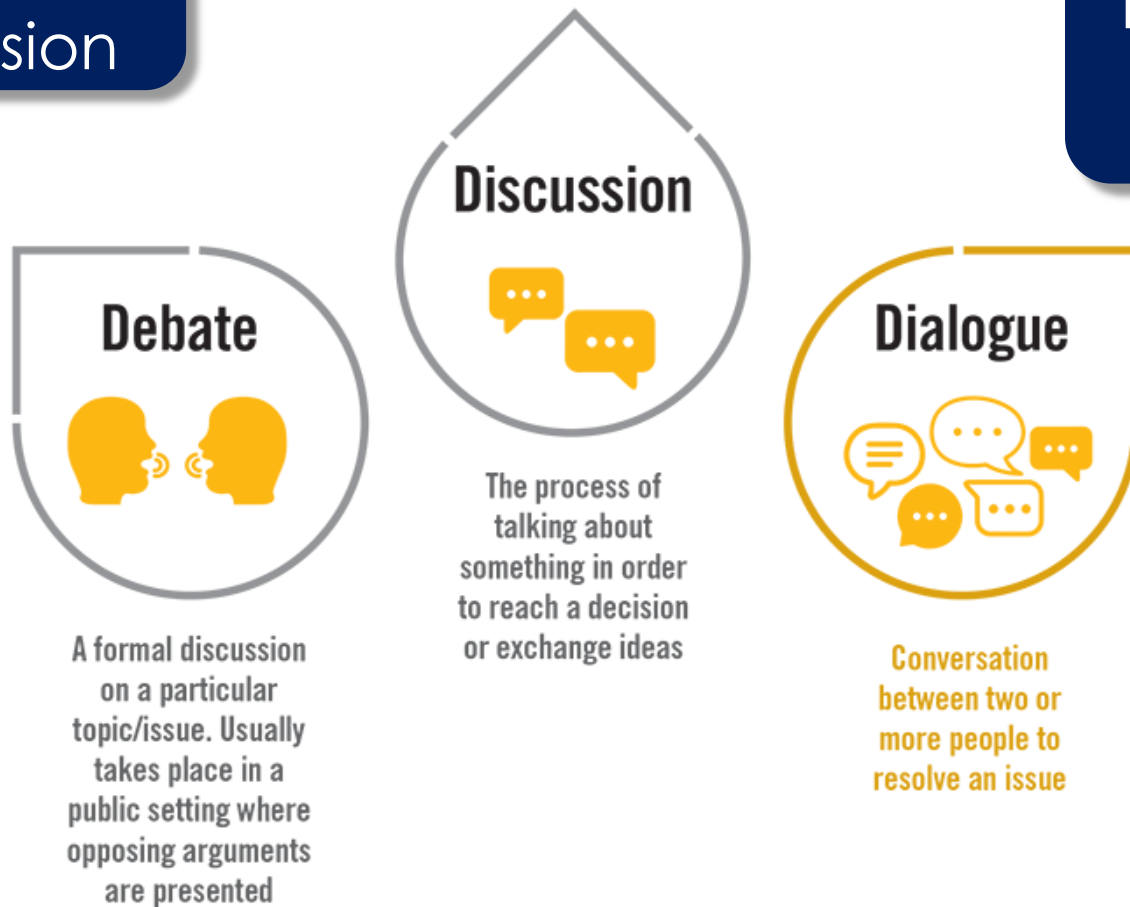
defined by the Canadian Institutes of Health
Research



Knowledge translation

Not debate
or
discussion

Productive
dialogue



Two stages

Integrated
knowledge
translation
(iKT)

End of grant



Integrated KT

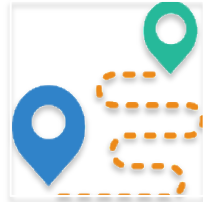


End-of-grant KT activities



Peer-reviewed papers,

Guidelines



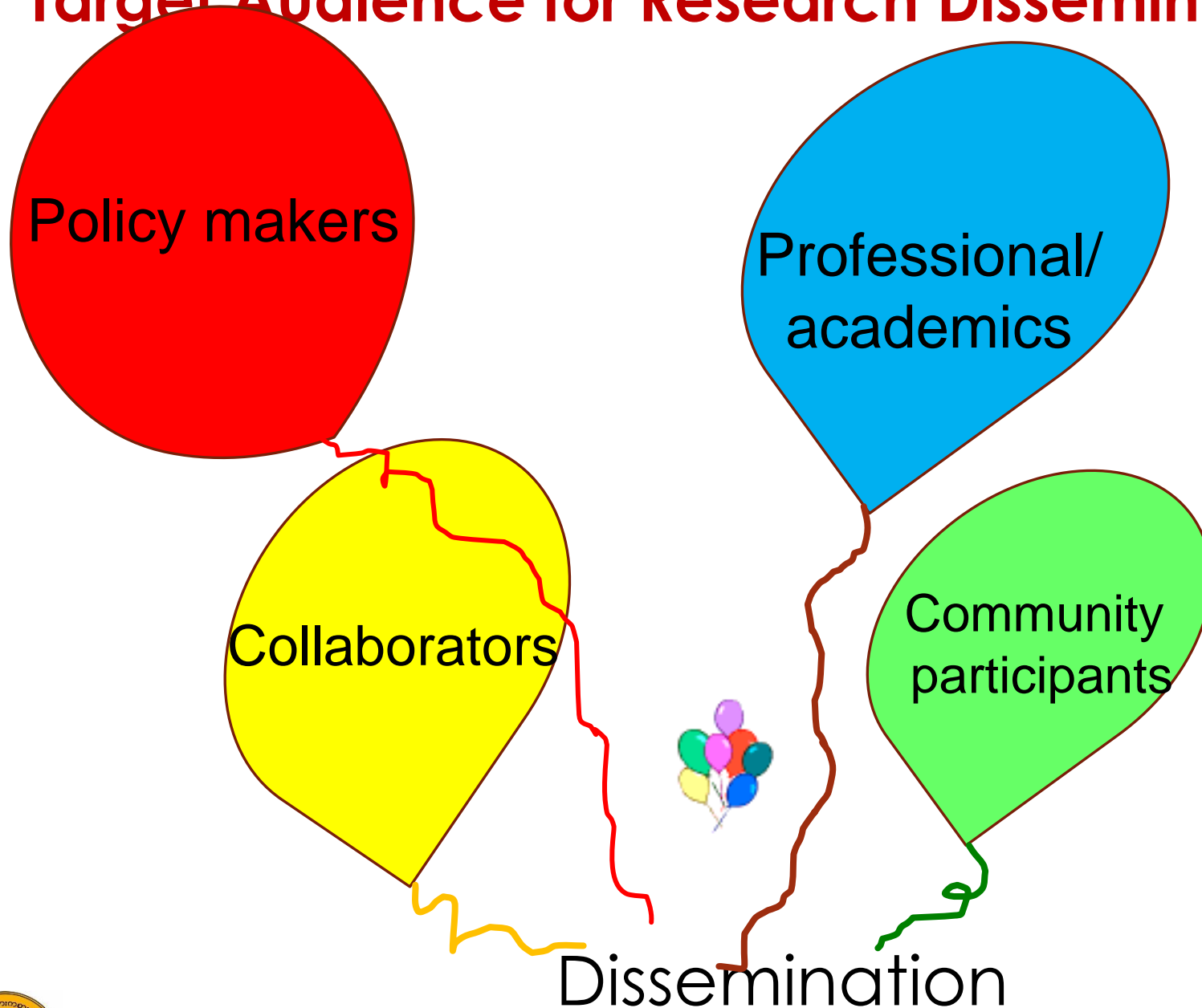
Conference presentations

Press releases



- Translating knowledge into conventional information products
- Generally broader audiences
- Over a longer time period

Target Audience for Research Dissemination



Research findings dissemination



ရွှေ့ပြောင်းနေထိုင်သူများ၏
မိခင်နှင့်ကလေးကျန်းမာရေးစောင့်ရှောက်မှု
တွင် စေတနာ့ဝန်ထမ်းကျန်းမာရေးလုပ်သားများ၏အခန်းကဏ္ဍကို
လေ့လာသောသုတေသနများ၏
တွေ့ရှိချက်များတင်ပြဆွေးနွေးပွဲ



ဆေးသုတေသနဦးစီးဌာန
မိခင်နှင့်မြေးဆက်ပွားကျန်းမာရေးဌာနခွဲ၊ ပြည်သူ့ကျန်းမာရေးဦးစီးဌာန
International Organization for Migration

၂၉.၄.၂၀၁၅-၃၀.၄.၂၀၁၅
ဘိုကလေး နှင့် မော်လမြိုင်ကျွန်း



Dissemination Workshop on Operational Research:
“Role of Voluntary Health Workers
for maternal and child health care for migrants”
&
“Access and utilization of maternal and child health care
services among migrants”
in Bogale and Mawlamyinegyun Townships

Date - 17th June 2015 (Wednesday)
Place - Grand Meeting Hall, Myat Nan Yone Hotel, Nay Pyi Taw
Time - 8:30 am to 1:15 pm



Please RSVP to
Dr. Zayar Lynn <zlynn@iom.int>
095156190

Dissemination tools



Dissemination tools

- Research report
- Peer-reviewed paper
- Press release
- Policy brief
- Letter to editor
- Feature
- Project brief
- Information fact sheet
- Photo essays
- Poster/display
- Fact sheet

Dissemination strategy

Productive
dialogue

**Two-way
communication**

Appropriate
language

Mechanism to
evaluate
relevant
indicators and
outcomes

**Key features of a
good strategy**



Author versus Reader Behaviour

Author behaviour

- Want to publish/write more
- Peer review essential
- Wider dissemination



Reader behaviour

- Want integrated system
- Browsing is crucial
- Quality information important
- Want to read less



Research Communication



Where
are we?

You must
be a
researcher

Yes.
How
did you
know?

You're 30
metres
above the
ground in
a balloon.



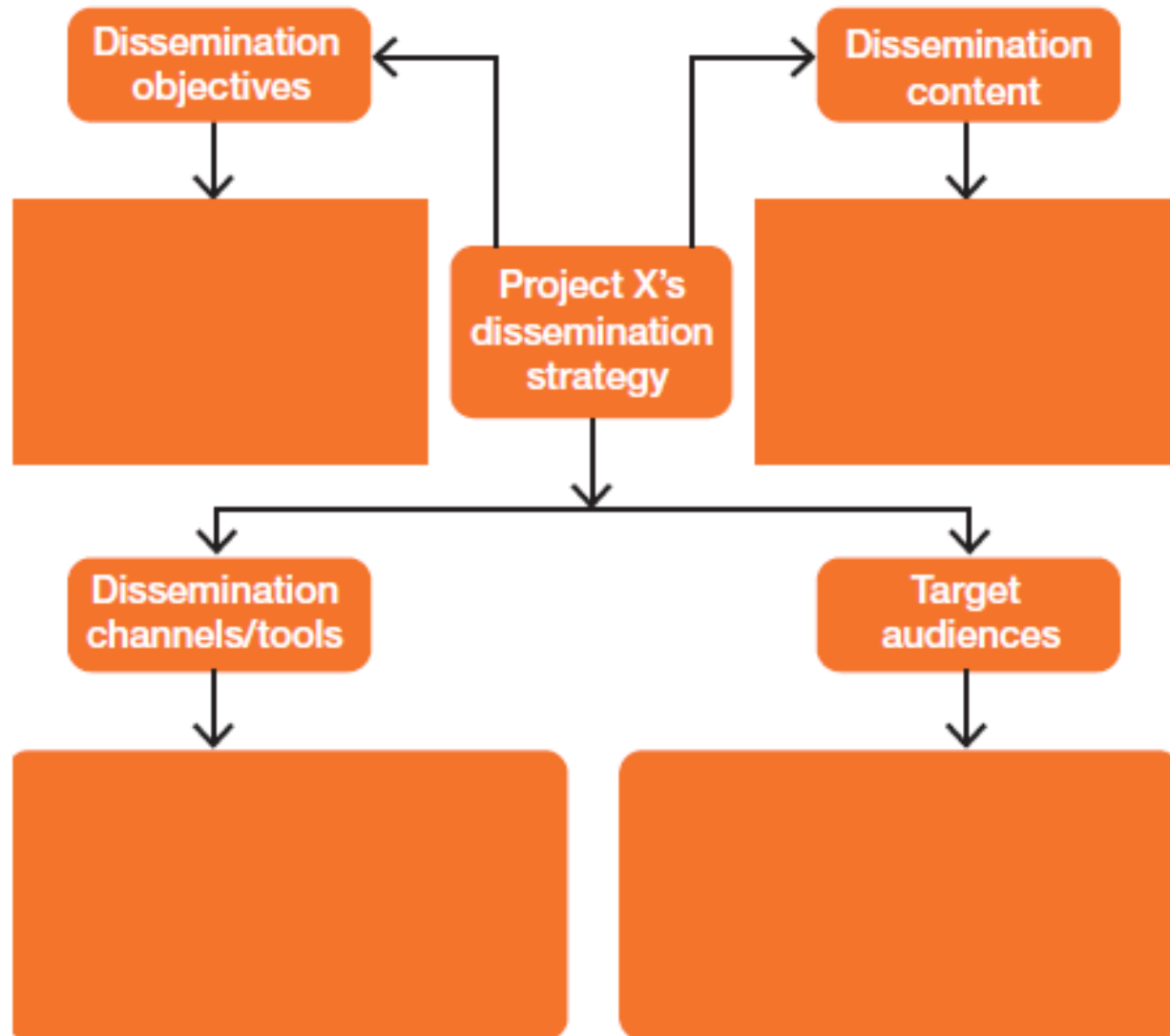


Because
Yes, we
are. How
did you
know?
it
ely
useless.

Because you don't
know where you
are, you don't know
where you're going,
and now you're
blaming me for
answering your
question precisely.



Preparation for Research Dissemination



Multiple Communication Platform



Newspaper
Print media
TV
Radio
Social media
(Facebook,
Twitter,
Linkedin)



Table. NIGRAAN project dissemination strategy

Dissemination Objective	Content	Dissemination Tool	Target audience	Timeline
Creating awareness about the project among the community	<ul style="list-style-type: none"> Value of project Potential benefits for the community 	<ul style="list-style-type: none"> Community meetings Electronic media (newspapers, radio) 	Community members	From outset of the project
Creating awareness among policy-makers about the project	<ul style="list-style-type: none"> General and technical overview of the project Integration into existing systems/ structures 	<ul style="list-style-type: none"> Executive Project Management Team Meeting (EPMT) Project brochure Policy briefs 	Policy Makers at district and provincial level	At the launch of the project
Sensitization of the community about the progress of the project	<ul style="list-style-type: none"> What's happening? Community response to the project Field challenges and support requirements from the community 	<ul style="list-style-type: none"> Local electronic media (newspapers radio) LHSs' appraisal meetings 	<ul style="list-style-type: none"> Community Community-based organizations 	Ongoing
Sensitizing the Lady Health Supervisors (LHSs) and Lady Health Workers (LHWs) about the project	<ul style="list-style-type: none"> Overview of project and intervention What to expect? Roles and responsibilities Expectations from stakeholders 	<ul style="list-style-type: none"> Training workshop Formal dissemination seminars for LHSs at AKU 	<ul style="list-style-type: none"> Lady Health Supervisors Lady Health Workers 	Intermittent
Updating policy-makers and community leaders on the progress of the project	<ul style="list-style-type: none"> Field updates (what's happening? /progress) Any issues arising from within the system and/or community affecting the technical structure of the project Support requirements 	<ul style="list-style-type: none"> Project Support Team meetings District Project Management Team meetings 	Policy makers, community representatives other stakeholders with an active interest in the project	Intermittent periods

Updating the funding agency about the progress of the project	<ul style="list-style-type: none"> • Progress of project activities • Any technical issues arising • finances 	<ul style="list-style-type: none"> • Progress reports • Emails, telephone calls 	<ul style="list-style-type: none"> • World Health Organization 	Yearly and end of project
Add to existing scientific knowledge	<ul style="list-style-type: none"> • Process of the research • Research findings 	<ul style="list-style-type: none"> • Published articles 	<ul style="list-style-type: none"> • Scientific community 	Ongoing basis
Inform the AKU staff on the progress	Activities, successes, challenges and recommendations	<ul style="list-style-type: none"> • Faculty meetings • Departmental presentations 	<ul style="list-style-type: none"> • AKU staff 	Intermittent
Contribute to LHW-P curriculum	Trainer's manual to improve community case management of pneumonia and diarrhoea in children under five years	<ul style="list-style-type: none"> • Trainers manual 	<ul style="list-style-type: none"> • Lady health supervisors 	After the formative phase

Source: Rabbani F et al. Improving community case management of diarrhoea and pneumonia in district Badin, Pakistan through a cluster randomised study—the NIGRAAN trial protocol. Implement Science. 2014; 9:186.



Research Utilization

The concept of research utilization is known by many names. One study of 33 international funding organizations found 29 different terms used to refer to it

The most common were **knowledge exchange**, **knowledge transfer**, **knowledge translation**, and **research to practice**.



What is Research Utilization?

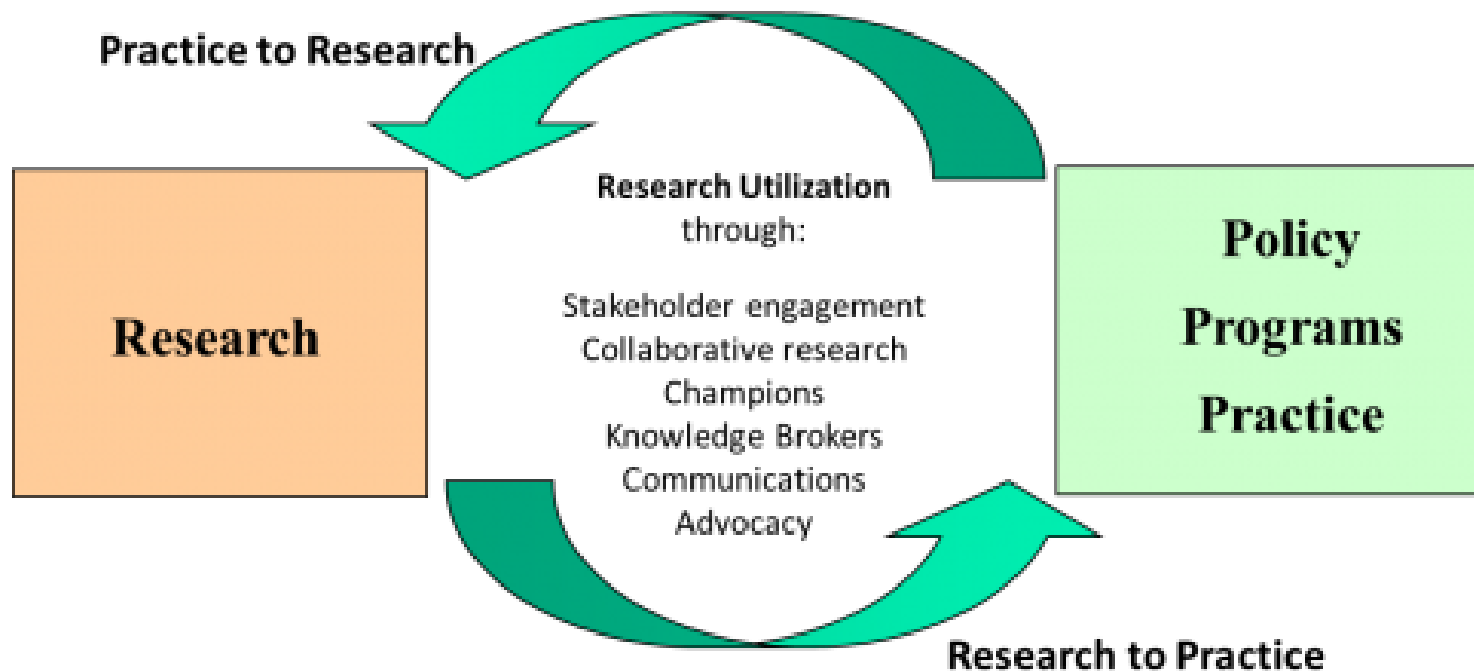
“Making decisions concerning policy, advocacy and resource allocation, planning and management, and program systems development and strengthening, **using information generated from research”**

(Population Council. Maximizing utilization of research. FRONTIERS Legacy Series. 2008. <http://www.popcouncil.org/uploads/pdfs/frontiers/legacy/08ResearchUtilization.pdf>. Last accessed April 2019)

Research utilization refers to the application of evidence to policies, programs and practice to improve outcomes.

(<https://www.k4health.org/toolkits/research-utilization>)





(<https://www.k4health.org/toolkits/research-utilization>)



the use of champions,
the use of knowledge brokers



Barriers to uptake of research evidence?

Perception about research evidence

Organizational culture

Low skills

Perceived cost and timeliness of research

Information overload

Separation of specific fields into 'silos'.



Facilitators of research uptake?

- Necessity
- Strengthening capacity to demand
- Researchers collaborating with practitioners
- Creating targeted messaging
- Compelling stories
- Personal contact



Roadmap toward uptake & sustainability

Ownership



Sharing



Evaluation of the research undertaken should not be a measure of the number of papers published but of its ability to influence policy, improve services, and ultimately lead to better health of the people



Operational Research is successful *only* if the results are used to make program decisions



Take Home Message



- ✓ Research Evidence
- ✓ Stakeholders' engagement
- ✓ Knowledge translation...
- ✓ Dissemination tools
- ✓ Dissemination Strategy





The slide is jointly developed



✱ **Data for Health Initiative**

Questions and comments would be highly appreciated

Email: sawsaw@mohs.gov.mm



Group Work Guide

- Develop a Dissemination Plan
 - Dissemination objective
 - Content
 - Dissemination methods, tools
 - Target audience
 - Timeline



Group Number-

Sr	Dissemination objective	Content	Dissemination method & tools	Target audience	Timeline
1					
2					
3					

