



# **DISSEMINATION OF RESEARCH FINDINGS IN CLINICAL NURSING RESEARCH**

**BY**

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INTRODUCTION TO  
**NURSING**  
**RESEARCH**

# INTRODUCTION

- It is commonly recognized that research is now an activity undertaken by many health care professionals.
- Whilst this is clearly crucial to the underpinning of evidence-based research practice, the results of such labours need to be written up clearly for others to see, understand and apply to practice.
- Research needs to be disseminated as widely as possible, at local, national and international levels.




## **INTRODUCTION (cont.)**

- ▶ The primary purpose of a research project is to gather information about an issue or problem and construct a report or article to disseminate the findings.
  - ▶ In addition, it must be recognized that any research activity has personal and organizational benefits.
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# OBJECTIVES

Upon completion of this presentation, you will be able to:

- Appreciate the value of continuous stakeholder engagement for dissemination and utilization of research results.
  - Appreciate the value of developing of a comprehensive dissemination strategy as an integral part of a research project.
  - Understand the importance of tailored dissemination tools for various target audiences and the nursing profession.
- 





# What is Dissemination?

**Dissemination** is 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 processes and practice.



# The Stakeholders/End users

**Stakeholders:** The stakeholders are persons or groups that have a vested interest in a clinical decision and the evidence that supports that decision. They may be patients, caregivers, clinicians, researchers, advocacy groups, professional societies, businesses, policymakers, or others. Each group has a unique and valuable perspective.

**The End Users:** End users are the ultimate consumer of a product, especially the one for whom the product has been designed.





# Implementation Science

Implementation science: This is the scientific study of methods to promote the systematic uptake of research findings and other evidence-based practices into routine practice, and hence, to improve the quality and effectiveness of health services and care.

# RESEARCH FINDINGS

- ▶ A research report is a highly structured piece of writing that clearly states the purpose, findings and outcomes of research activity.
- ▶ A report may be written for a range of reasons and for a variety of audiences, therefore its length, style and detail may vary greatly.
- ▶ Research reports are usually produced primarily for the commissioners and funders of the project, but may also be produced for such groups as service users, multidisciplinary colleagues, and fellow professionals.

## **The report is shaped and influenced by:**

- The questions that need a response or answer.
- The target audience.
- The background to its production, for example, any related research, theoretical perspectives, and how the research was organised and managed.
- The style needed to communicate findings in a way that will maximise their understanding.

# Cont'd.

- Consequently, researchers are obliged and required to share the findings of their project with others, regardless of the results. Moreover, the World Health Organization (WHO), in its position on Interventional Clinical Trial Results, states that it is unethical to conduct human research without publication and dissemination of the results of that research, as withholding results may subject future volunteers to unnecessary risk while there is a clear bias towards publication of positive response.
- It is equally important to publish studies with negative or misleading results for this reason.

## Cont'd.

WHO states that clinical trial results be submitted for publication in a peer-reviewed journal within 12 months of study completion. Fortunately, there are many opportunities for sharing new knowledge, not only by writing for journals or books, but also by using social media, speaking at conferences and other events about the research outcomes. When planning research, it is critical to consider prospectively how findings will be disseminated and to be cognizant of this throughout the research process.



# Dissemination of Research Finding

- Knowledge and evidence derived from robust scholarly methods should drive our clinical practice, decisions and change to improve the way we deliver care.
- Translating research evidence to clinical practice is essential to safe, transparent, effective and efficient healthcare provision and meeting the expectations of patients, families and society.

## Cont'd.

- There is universal acknowledgement that the clinical care provided to individuals should be informed on the best available evidence
- There are more nurses in the frontline of health care than any other healthcare profession. As such, nurse-led research is increasingly recognized as a critical pathway to practical and effective ways of improving patient outcomes.
- Despite its importance, translating research into clinical practice is challenging.



## Cont'd.

- Central to nurse-led research and knowledge translation is dissemination. A research study is not complete until the study findings have been disseminated via presentations at professional forums and published in a peer-reviewed journal and where appropriate recommendations regarding how the research findings could be translated into clinical practice are made.
- Research involves considerable intellectual, time and financial commitments by researchers, participants and funding organizations. It is often conducted using public funds under the guise of the common good



# DISSEMINATION TOOLS

Various dissemination tools are available to research teams pursuing the uptake of research findings. All these tools should be considered less as individual pieces and more as parts of a whole.

- ▶ The dissemination tools include;
- ▶ Research reports
- ▶ Peer review reports
- ▶ Press release
- ▶ Policy briefs

# Primary ways of research Dissemination

These are the **three** primary ways of **dissemination** and remain as the most popular methods in the nursing field (Brown & Schmidt, 2009; Dudley-Brown, 2012)

3 P's of dissemination,

Posters

Presentations

papers

# Dissemination plan

Developing a dissemination plan will facilitate the translation of your research into practice. Your dissemination plan will include six major elements:

**Research findings and products**—What is going to be disseminated?

**End users**—Who will apply it in practice?

**Dissemination partners**—Individuals, organizations or networks through whom you can reach end users?

**Communication**—How you convey the research outcomes?

**Evaluation**—How you determine what worked?

**Dissemination work plan**—Where you start?

# 1. What is going to be disseminated?

- ▶ Think about the pros and cons of disseminating portions of the research vs. all related products and findings. Different end users (e.g. policymakers and health care providers) may be interested in different aspects of the research.
- ▶ Is your research finding ready for dissemination?
- ▶ How strong is the evidence on your research findings? How generalizable are your findings?
- ▶ How does your research finding/product conform to current procedures?
- ▶ What additional research (for a finding) or testing (for a product) would be needed before launching a dissemination effort?

## 2. End users

End users are individuals, health care professionals, or delivery organizations that could benefit from and use your research finding or product. These end users are the ultimate target for your dissemination efforts. Specifying your target audience and their needs will provide focus for your dissemination plan and will help you tailor your offering to their needs.

- ▶ Be specific e.g. ICU Nurses
- ▶ How is it useful to them
- ▶ What recent or future events might help or hinder your finding
- ▶ Are they involved in the project e.g. How nurses evaluate the use of infusion pump
- ▶ Suggestions for overcoming future barriers

### 3. Working with dissemination partners

- ▶ Consider also how you might develop working partnerships with organizations to which your end users belong, or that can influence them through their credibility, expertise, or licensing powers. These individuals and organizations can serve as dissemination intermediaries, amplifying your reach into your target audiences.
- ▶ Think about *opinion leaders* in your professional community who might be interested in spreading the word about your research.
- ▶ *Informal networks* and colleagues may be useful dissemination partners.
- ▶ *Organizational dissemination partners* could include quality improvement organizations, professional groups of your target audience, accreditation or licensing boards, or health care delivery associations.

## 4. Communication

- ▶ Effective dissemination relies on the use of varied channels—e.g., publications and reports, Web sites and other electronic communications, meetings and conferences, person-to-person communications, formal collaborations or information networks
- ▶ Consider what methods and channels you might use to bring your research finding or product directly to your end users or partners. Consider also how your dissemination partners communicate regularly with their constituencies—your end users. How you might use their channels to disseminate your finding or product?
- ▶ You should consider all of these channels to ensure that the widest possible audience is exposed to your research finding or product and in ways that are both accessible and easy-to-use. Cost and cost-effectiveness are obviously important considerations in choosing the right medium.



## 4. Communication cont'd

- ▶ Your end users could obtain information about research findings, products, or innovations in health care through various means. Optimally, you will need to use a combination of methods to reach end users.

Broadcast Media	Personal contact
<ul style="list-style-type: none"><li>• Academic journals</li><li>• Book chapters</li><li>• Technical reports</li><li>• Trade magazines</li><li>• Regular newspapers</li><li>• Special interest newsletters</li><li>• Radio or TV interviews</li><li>• Interest group listservs</li><li>• Web sites</li></ul>	<ul style="list-style-type: none"><li>• Academic detailing</li><li>• Clinical specialty associations</li><li>• Informal professional networks</li><li>• Professional conferences</li><li>• Professional meetings (e.g., grand rounds)</li><li>• Workshops and other CME/CNE training</li><li>• Participating in improvement collaboratives.</li></ul>

## 5. Evaluating success

- ▶ Evaluating the success of your dissemination efforts is an iterative process. Once you have begun to disseminate your research finding or product, consider how you might evaluate the effect that your dissemination strategies have on getting your message to end users.
- ▶ Dissemination is not a one-time activity; rather, it is a long-term relationship with your users that will provide ongoing feedback to help you improve your message.

### ▶ ASK

**What are your success criteria? Are there measurable indicators for these criteria?** *For example—Number of physicians reached, responses to advertisements, number of Web site hits, number of inquiries received.*

**How will you involve end users in evaluating the dissemination activities?** *For example—Obtaining feedback on how easy the research product was to use, what was needed to translate research findings into practice in their setting.*

**How will you involve end users in evaluating the dissemination activities?**



## **Behavioural Change Intervention**

This is a coordinated sets of activities designed to change specified behaviour patterns. In general, these behaviour patterns are measured in terms of the occurrence of a particular behaviours in a specified populations.

Delivery of smoking cessation advice by general practitioners is an example. Interventions are used to promote uptake and optimal use of effective clinical services, and to promote healthy lifestyles.

# BENEFITS

Personal	Organisational
Improving patient care	Improving health care and well being
Initiating change	Planning for change and innovation
Finding out	Informing policy and practice
The search for meaning	Knowledge based approach
The need to understand	Encouraging an evaluative culture
Specialist area of interest	Developing evidence-based practice
Testing theories	Reacting to public opinion

## Can all research evidence be interpreted?

While all research should be disseminated, not all research is readily adaptable. The design, applicability and strength of the research should be assessed, and the evidence for translation determined to be relevant and sound.

This process is rarely simple, and the increasing volume of research evidence being produced, access to new evidence, the skills to appraise the quality of the evidence, time to locate and read evidence, and the capacity to apply evidence are some of the major barriers to dissemination and translation.



# Key principles to building knowledge translation into research design

1. Begin and plan with the end in mind
2. Produce evidence that is useful, not just interesting
3. Resource knowledge translation and exchange
4. Seek outcomes that will last
5. Involve end users throughout.



# Planning for implementation

Using a systematic four-step approach as the principal framework to inform intervention development process is ideal;

- ❖ Who needs to do what, differently?
- ❖ Using a theoretical framework, which barriers and enablers need to be addressed?
- ❖ Which intervention components (behavior change techniques and mode(s) of delivery) could overcome the modifiable barriers and enhance the enablers?
- ❖ And how can behavior change be measured and understood?





## Cont'd.

- Fortunately, there are many opportunities for sharing new knowledge, not only by writing for journals or books, but also by using social media, speaking at conferences and other events about the research outcomes.

# DISSEMINATING RESEARCH OUTCOMES

- ▶ Most research projects have a valuable contribution to make to the knowledge base of the discipline concerned. Researchers who are new to this process commonly underestimate the value of their work and fail to disseminate the outcomes of their efforts appropriately.
- ▶ It is usually necessary to adapt an original report or dissertation for the purpose of a wider audience and often time is of the essence particularly for topical subjects.
- ▶ It is the responsibility of the researcher to ensure that the outcomes of a study are communicated effectively, which means preparing the work for local and/or national audiences.
- ▶ This task need not be undertaken in isolation, rather continuing to work on this with a project team or a suitable mentor will usually contribute to the overall sharing of the workload involved.

# FACILITATORS OF RESEARCH EVIDENCE UPTAKE

Facilitators leading to wider adoption of the research evidence may include:

- ▶ Researchers reframing practice issues to align with the existing evidence base.
- ▶ Strengthening the capacity of practitioners to: demand research evidence that responds to and supports their needs; and to access, adapt and apply research evidence in their daily Work.
- ▶ Researchers collaborating with practitioners to generate essential information, to encourage active sharing, and identify pressing priorities
- ▶ Researchers pursuing personal contact with practitioners and developing trust. Trust built from personal relationships can be a vital ingredient connecting the worlds of research and practice.

# DISSEMINATION TOOLS

Various dissemination tools are available to research teams pursuing the uptake of research findings. The dissemination tools include;

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- ▶ Peer review reports
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- ▶ Policy briefs

# DISSEMINATION STRATEGY

## *Developing a dissemination strategy*

- ▶ The dissemination process must be part of the implementation of research project cycle. Involving stakeholders in the dissemination process early will enhance greater ownership of the research process and the ultimate uptake of the research findings.
- ▶ Specific steps are recommended for research teams as they discuss and identify their dissemination strategies and related needs.
- ▶ This is intended as generic guidance that can be modified and customized for specific projects.
- ▶ The end result should be a context-sensitive strategy designed to disseminate particular research findings to specific audiences.

# DISSEMINATION STRATEGY CONT'D.

## *The overall approach*

- ▶ The research team could be tempted to focus on the creation of particular information products.
- ▶ Strong dissemination strategies feature: two-way dialogues (not just from the stakeholders/researchers to an audience, but also feedback and responses from the audience); precisely tailored and targeted messages suited to particular audiences; and mechanisms to evaluate relevant indicators, so that the strategy and its products can be revised and improved.

# STEPS IN DEVELOPING A DISSEMINATION STRATEGY

Review past dissemination efforts

Devise dissemination objectives

Determine audience.

**Develop** messages

Decide on dissemination approaches

Determine dissemination channels

Review available resources

Consider timing and window of opportunities

Evaluate efforts



# Barriers to knowledge translation or dissemination

- It is challenging to introduce and sustain evidence-informed protocols in the context of competing priorities in health care.
- lack of continuing education and an unsupportive organizational culture.
- Any attempt to improve the quality of care for patients by translating research must incorporate a clear understanding of the associated barriers to, and facilitators of, behavior change.
- The low skills (especially research or evidence-appraisal skills) among practitioners, either to assess research evidence or to balance it against competing sources of influence.
- The perceived cost and timelines of research.
- Information overload.

## CONCLUSION

- ▶ A research is never complete until its findings or outcomes are being disseminated to the target audience to achieve the necessary growth or change(s).
- ▶ Barriers/challenges will be faced but if there are evidenced based facts its implementation must take place at all cost.

**THANK  
YOU**





# **QUESTIONS AND ANSWERS**