

استخراج پیام پژوهشی

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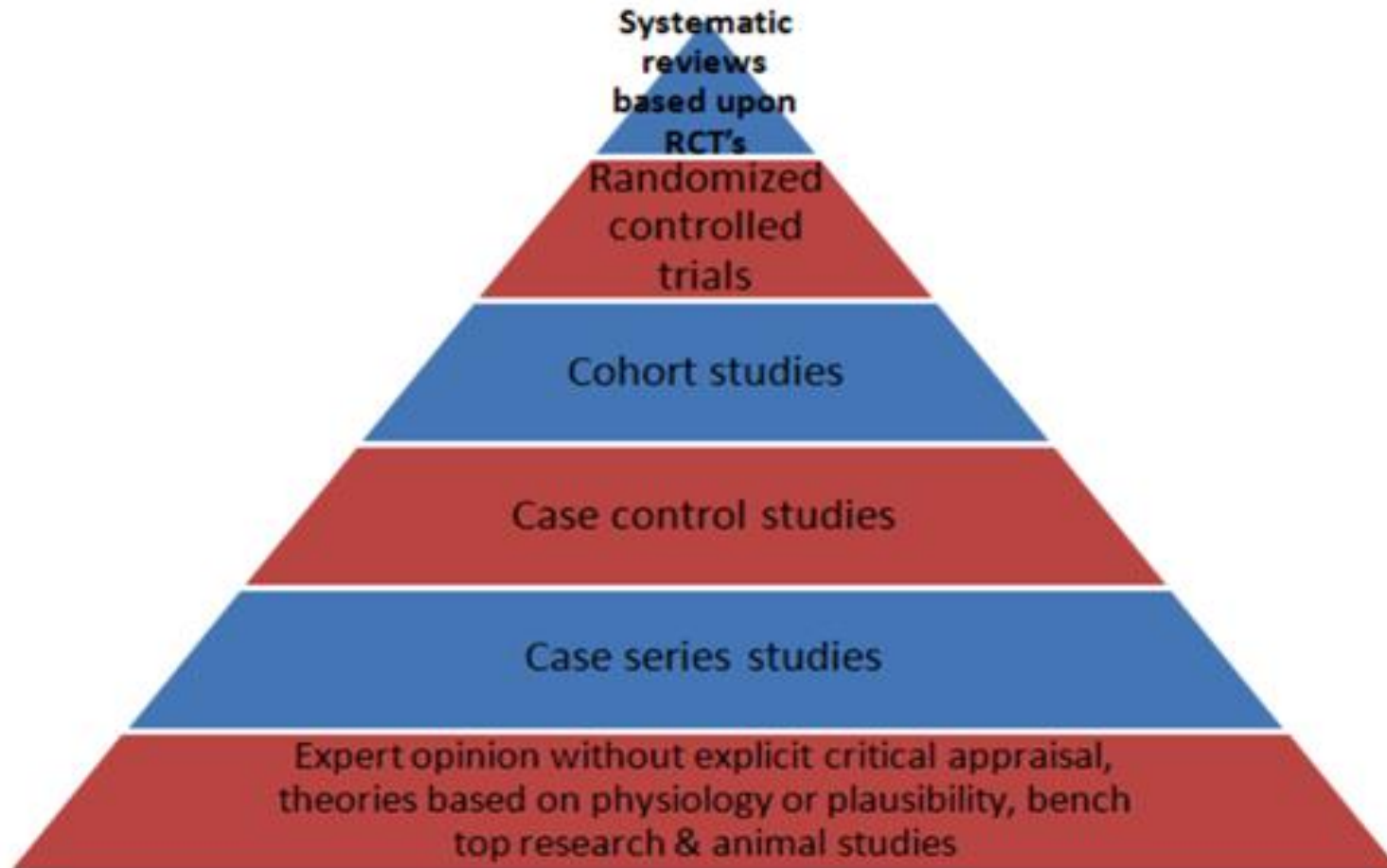
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Body of research

- ▶ The research literature strongly suggests that research organizations should transfer **actionable message** from a **body of research** knowledge, not simply a single research report or the results of a single study.

- ▶ The basic unit of knowledge translation should be *systematic reviews* or other *syntheses* of the global evidence base.
- ▶ Always?

Level of Evidence



Is it correct to consider individual studies as the unit of knowledge translation?

- ▶ This is inappropriate when the targets for knowledge translation are patients, health care professionals and policy makers.
- ▶ Individual studies rarely, by themselves, provide sufficient evidence for policy or practice changes.

Not all research can or should have an impact

- ▶ Some bodies of research knowledge will not generate a “take-home” message, because either the research has no apparent application for decision makers or the findings are not conclusive.

- ▶ Lavis has argued that the 'natural unit' for research translation should be **'actionable messages'** arising from systematic reviews, and that the effort of promoting research findings to a given category of user should be concentrated on the fraction of **systematic reviews** that have an actionable message for that particular audience.

Message (WHAT?)

- ▶ “Actionable messages” are preferable to single research reports or the results of single studies.



RESULTS FOR CANADA'S APPLIED RESEARCH CENTRES

Surveyed 175 applied health or economic/social research centers on knowledge transfer (KT)

- | ▶ What is transferred? | % frequently/always |
|--------------------------|---------------------|
| ▶ Summaries or synthesis | 34 |
| ▶ Actionable messages | 30 |
- ▶ i.e. over two-thirds are still doing knowledge transfer with raw results from single studies

For Example

- ▶ Patient Decision Aids for patients
- ▶ Clinical practice guidelines for health care professionals
- ▶ Actionable messages for policy makers

“What should be transferred?”

- ▶ The question “What should be transferred?” challenges knowledge translators to identify the **key messages for different target audiences and to fashion these in language and knowledge translation products that are easily assimilated by different audiences.**

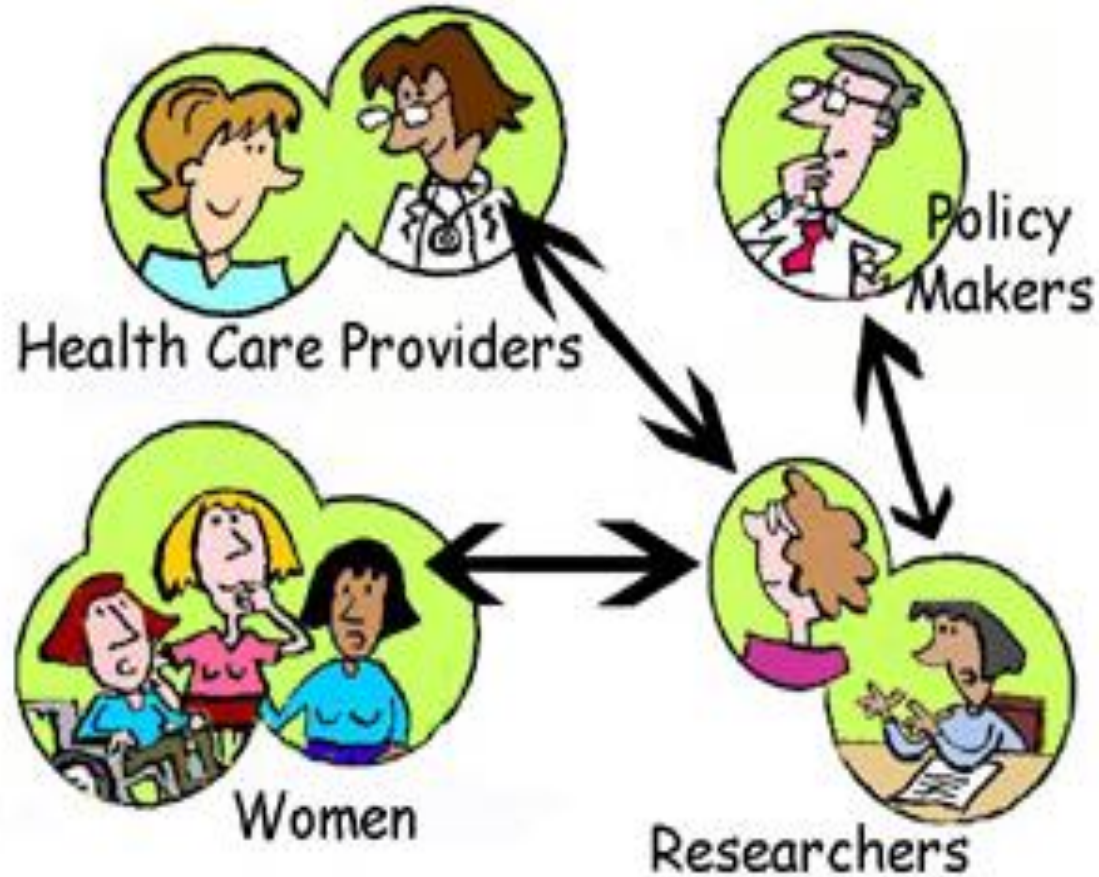
Target Audience: definition

- ▶ The term “target audience or group” can be used to describe the **different groups of stakeholders** connected to your project.
- ▶ Primary or Secondary Audience?
- ▶ Direct or indirect audience?

Target Audience (To WHOM?)



Tailoring your Findings for Research Users



- ▶ It has also been suggested that “to make the most out of research evidence and to reach **policy makers**, give them something in a **paragraph** to get their attention; better still if you can give one **sentence** that can be a slogan, a **mantra** they can repeat..”
- ▶ The language of the message is also important. For example, to influence decision makers, the research information should be in the form of “ideas” not “data.”

Other Aspects:

- ▶ Safety
- ▶ Ethics
- ▶ Cost-effectiveness
- ▶ Effectiveness
- ▶ Organizational issues

► In constructing any message, it is important to focus on the 5Cs:

sure it • **Clear:** a message is easy to understand,

- **Concise:** a message is easy to read,
- **Consistent:** a message is related to information that is consistent with other existing information,
- **Compelling:** a message offers something that commands attention,
- **Continuous:** a message has follow-up to make is not forgotten or overlooked.

Target Audiences

- ▶ A message's target audience must be clearly identified.
- ▶ Multiple audience-specific messages are needed.
- ▶ Research knowledge alone may not impact decisions.

Target Audience (WHO?)

- ▶ Identify the **most appropriate** target audience(s) for each message and fine-tune the message and approach to knowledge transfer for each target audience

Target Audience (WHO?)

- ▶ When selecting a target audience, one should consider:
 - 1) who will be able to act on the basis of the research,
 - 2) which can influence those who act, and
 - 3) with which audience can the most success be expected.

گروه مخاطب فعالیت های ترجمان دانش

استفاده کنندگان از دانش

- ماکرو (Macro level): وزارت بهداشت
- مزو (Meso level): مدیران
- میکرو (Micro level): پزشکان و پرستاران، بیماران و مردم

تولید کنندگان دانش

سازمان های تولید کننده دانش
و محققین

واسطه گره های دانش

فرد، گروه، سازمان

What do brokers do?

- ▶ Find and link people
- ▶ Work with both parties to scan the literature, summarize what exists, identify gaps
- ▶ Work with researchers and users of research to create research-able questions from policy/management issues
- ▶ Ensure that both researchers and users of research are engaged throughout the research process

Where is brokering done?

▶ Brokering can be done in a variety of settings

- ▶ Knowledge brokering organizations
- ▶ Individuals or teams in research organizations
- ▶ Individuals or teams in decision-making organizations

Why?

OPEN ACCESS Freely available online

Essay

Evolution and Translation of Research Findings: From Bench to Where?

John P. A. Ioannidis

Summary

The credibility and replication of research findings evolve over time, as data accumulate. However, translation of postulated research promises to real-life biomedical applications is uncommon. In some fields of research, we may observe diminishing effects for the strength of research findings and rapid alternations of exaggerated claims and extreme contradictions—the “Proteus Phenomenon.” While these phenomena are probably more prominent in the basic sciences, similar manifestations have been documented even in clinical trials and they may undermine the credibility

randomized controlled trial (RCT) by 2003 [5]. Nineteen technologies were evaluated in at least one RCT with “positive” results, but only five of them are currently in licensed clinical use and only one is in wide clinical use today. Involvement of industry authors in the original basic science report and industry support increased translation to human experimentation 10- and 3-fold respectively.

Another study has examined [6] whether the results obtained in animal models of acute stroke guide the selection of agents for testing in humans. Across

Evidence-based medicine does not seem to have penetrated basic and preclinical science, while basic and preclinical research is often performed in a clinical and methodological vacuum (see Box 1).

Diminishing Effects and the Proteus Phenomenon

Replication of research findings in different studies means that, allowing for random fluctuation in early investigations, accumulation of evidence from many studies should converge towards stable estimates that don't shift with additional data [14]. However, sometimes

The first published study on a scientific question may find the most exaggerated effect size and that as further evidence is gathered, effect sizes tend to diminish (**Proteus phenomenon**).

They argued that **replication** and **evidence synthesis** is needed before knowledge translation.

Ioannidis, J. (2006). *PLOS Clinical Trials* 1(7); e36. doi:10.1361/journal.pctr.0010036.

DEALING WITH THE MEDIA

- ▶ Even though time is of the essence, feel free to tell reporters you will call them back in half an hour if you feel caught off-guard. This will give you time to collect your thoughts.
- ▶ Determine what your two or three most critical messages

- ▶ Speak plainly,
- ▶ Always talk to the media like they are an interested neighbor or relative.
- ▶ If you are unsure the journalists understood you, ask the journalists to repeat back to you what you have told them.

- ▶ Reporters will not allow you to see a story before it goes public.

- ▶ The season and the day of the week may well affect your chances of getting into the paper.

► How To Spot Fake News

► داشتن تفکر نقادانه و حمایت از آن مهارت کلیدی در سواد رسانه است

تفاوت مقاله خبری و مقاله در ژورنال علمی؟ ►

- **Newspaper articles** are written largely by **newspaper** staff and editors and often do not provide authors' names. ... Peer Reviewed/Refereed **Journal**: Most academic/scholarly **journals** use subject experts or "peers" to review **articles** being considered for publication.

آیا خبر میتواند منبع مقاله علمی باشد؟ ►

- **Newspapers**, tabloids and other forms of similar media are not considered **academic sources**. They are, however, a primary **source** as they provide firsthand accounts of events or experiences. ... For more information see **Journals & journal articles** in our Finding information guide. Apr 3, 2019

- ▶ What makes a journal credible?
- ▶ Trade/Professional. Articles from scholarly, **peer-reviewed**, **academic**, and refereed **journals** are more **credible** than articles from popular or trade **journals** ('magazines') because they have gone through the most **rigorous review process**.



Thank You!