

# Cochrane Knowledge Translation (KT) Strategy

Update for the Cochrane Steering Group, October 2016.

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<b>Submitted to Steering Group:</b>	October 2016, Seoul Colloquium meeting.
<b>Purpose of paper:</b>	To provide the CSG with an update on the Knowledge Translation Strategy development and facilitate a discussion around Cochrane's plans for knowledge translation at the CSG meeting.
<b>Access:</b>	Open
<b>Summary of Recommendations:</b>	This is a progress update and discussion paper, therefore, there is no recommendation for the CSG.
<b>Resource implications:</b>	This is a progress update and discussion paper, therefore, there are no resource implications presented in this paper.
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## 1 Why Knowledge Translation is important to Cochrane

Cochrane's vision is a **world of improved health where decisions about health and health care are informed by high-quality, relevant and up-to-date synthesized research evidence.**

Our mission is to promote evidence-informed health decision-making by producing high-quality, relevant, accessible systematic reviews and other synthesized research evidence.

Effective Knowledge Translation enables accessibility, understanding and use of evidence, and hence is an essential pathway to meeting our Vision. Cochrane's Knowledge Translation (KT) Strategy aims to enable our mission and vision by ensuring that Cochrane review findings are shared, understood and used to support health and healthcare decisions.

## 2 The objectives of the KT strategy

The KT Strategy plans to elaborate on the *Strategy to 2020* commitments to Making our Evidence Accessible (Goal 2) and Advocating for Evidence (Goal 3). It will provide a strategy and operational plan describing how Cochrane Groups, and the organisation as a whole, can engage in knowledge translation activities that are appropriate to their context. It will also provide recommendations on how KT can be supported and developed within Cochrane so that it is effective and sustainable.

### 3 Progress to date

The working group has made significant progress to date and hope to have a draft strategy available for the KT Symposium in Seoul. We have undertaken various data gathering activities and stakeholder interviews to inform the strategy development.

We have decided to adopt an inclusive approach to the strategy, so that it provides flexibility, whilst not overcommitting ourselves in terms of activities. We intend that the strategy will have many options which can be prioritised at the Group level as well as at the organisational level. Ultimately, the degree of KT activity undertaken will be driven by the strategic priority given to KT within Cochrane, as well as the resources that are available, both centrally and at Group level.

At a global level we have agreed that there are four key audiences for Cochrane outputs, and we have identified six thematic areas for consideration and development as part of the strategy.

#### Audiences

The four key audiences are shown here. It is important to note, however, that these are the target audiences; reaching these audiences will often involve us working with intermediaries.

Intermediaries include, for example, guideline developers and media.



Cochrane KT Audiences

#### Core themes of the strategy

The six core themes relate to a range of activities that we believe need to be developed as part of Cochrane's KT work. Five themes describe the KT activities Cochrane should engage in, with a focus on our content meeting the needs of our target audiences, channels to stakeholders and engagement practices. The sixth theme addresses the organisational infrastructure that will be required to underpin these activities, ensuring that they are effective and sustainable. It is possible that, as the strategy develops, we will consider this theme separately in relation to the five areas of activity. One important distinction we have made in developing these themes is that for Cochrane, we consider KT to be bi-directional, so it is not just about pushing our evidence out to the world, it is also about listening to what the world has to say to us.



Cochrane KT Themes

#### Theme 1: Prioritisation and co-production

This theme describes stakeholder engagement to determine and refine Cochrane priority topics and maximize opportunities for KT. These activities focus on considering KT from the outset/through all parts of review production and actively involving target audiences in topic selection, design, execution, interpretation and dissemination of Cochrane content.

#### *Examples of activities*

- Involve target audiences in developing KT and/or dissemination plans for priority reviews and/ or reviews likely to be of high impact
- Prioritise reviews of importance to target audiences: organize formal processes and partnerships for prioritizing important reviews
- Facilitate stakeholder involvement in reviews

### **Theme 2: Packaging, push and support for implementation**

Creating 'fit for purpose' reviews and review-derived outputs, disseminating them effectively through appropriate channels for a range of target audiences, and providing resources and tools to support implementation of findings.

#### *Examples of activities*

- Develop / scale up a range of dissemination products and approaches such as:
  - Cochrane Corners, tweetchats, journal clubs for **Healthcare Practitioners**
  - Training and resources in how to develop policy relevant summaries, how to contextualize evidence and structured summaries for **Health Policy Makers and Managers**
  - Gap maps and empty review lists for **Researchers and Research Funders**
  - Blogshots, infographics and Wikipedia content for **Consumers**
- Harness new media and other communication channels to disseminate our evidence products and KT outputs
- Establish links with identified intermediaries to make best use of dissemination channels

### **Theme 3: Facilitating pull: enabling discovery and use of Cochrane reviews to inform decision-making**

Facilitating use of Cochrane reviews in health decision making through:

- ensuring our reviews are easy to find, access and understand; and
- developing capacity in target users to use our reviews and products.

#### *Examples of activities*

- Improve search, access, search engine optimisation (SEO) on the Cochrane Library

- Develop / extend/ refine / promote - Cochrane Library training materials targeted at a range of users
- Develop training and support materials for all target audiences to support the interpretation and use of Cochrane reviews

#### **Theme 4: Exchange**

Facilitating interactions between decision-makers and Cochrane groups and authors to ensure priority topics for decision-makers are addressed and decision makers have opportunity to input into KT approaches.

##### *Examples of activities*

- Organize deliberative processes built around needs of target audiences
- Employ/ resource/ facilitate and grow knowledge brokers, both centrally and regionally, to lead/ train others/ broker exchange
- Provide support (training, mentoring, leadership development, resources) on how to build partnerships at local level.

#### **Theme 5: Improve climate and build demand for evidence syntheses**

Lay the foundations for use of Cochrane outputs by promoting evidence-informed decision-making and advocating for the use of systematic reviews.

##### *Examples of activities*

- Work with, enable and grow opinion leaders in advocating for use of evidence syntheses
- Look for media opportunities for raising awareness about evidence
- Develop/ build libraries of products (e.g., presentations, template publications, videos) about why synthesized evidence is key to decision-making (including stories and images of impact)
- Develop support tools for Cochrane leadership to advocate for synthesized evidence in their jurisdictions

#### **Theme 6: Effective and sustainable KT structures and processes in the organization**

Coordinating Cochrane's KT work, monitoring and evaluating strategy, managing and sharing the knowledge generated for and about KT in Cochrane, and acting on the lessons learned.

##### *Examples of activities*

- Develop and provide training in KT (generally) and in the use of social media, etc., specifically for Cochrane Groups
- Develop and implement a monitoring and evaluation framework for knowledge translation in Cochrane

- Develop and promote a platform/system to store and share KT outputs, templates, procedures, etc.
- Invest in KT expertise within Central Cochrane team, working with CEU and Communications teams
- Co-ordinate a network of those working with KT within the organisation
- Developing and implementing a KT training program and peer support for current and emerging Cochrane leaders
- Templates for KT plans for reviews

## 4 Questions for CSG discussion

- ☐ Is the strategy developing as the CSG expected?
- ☐ Do you agree with the key target audiences identified and are there any that we've missed?
- ☐ Are there specific target audiences you feel should be prioritised?
- ☐ Do you consider all themes important and central to the work of Cochrane?
- ☐ Can you identify any that you think should be prioritised/deferred (must do, should do, could do)?
- ☐ Is it likely that resources can be made available to support KT implementation as part of theme 6 (both centrally and at Group level)?
- ☐ Are there any other comments/feedback that you would like us to take back to the working group for the next stage of strategy development?

## 5 Next steps

We have a symposium planned during the Seoul Colloquium where we will be giving participants the chance to comment on our outline strategy. We hope that this open consultation will provide a good opportunity to test parts of the strategy with the community.

After Seoul we will write up a draft strategy that will be put out to the Cochrane community for consultation. We will aim to do this by the end of January so that we have time to collate and incorporate the feedback into a final strategy to be presented to the CSG in Geneva in April 2017.

The final strategy that will be presented will also provide the CSG with a recommendation on the funding required to deliver a sustainable KT strategy.

## 6 Cochrane Knowledge Translation Working Group Membership

The group is co-chaired by:

- Rachel Churchill (Co-ordinating Editor, Cochrane Common Mental Disorders Group)
- Sally Green (Co-Director, Cochrane Australia)
- Denise Thomson (Co-Director, Cochrane Child Health).

Supported by:

- Chris Champion (Senior Programme Manager, CEO's Office, Cochrane Central Executive)

The working group members include:

- Rebecca Armstrong (Co-ordinating Editor, Cochrane Public Health)
- Martin Burton (Director, Cochrane UK)
- Maureen Dobbins (Scientific Director, National Collaborating Centre for Methods and Tools (NCCMT), McMaster University)
- Sylvia de Haan (Partnerships Co-ordinator, Cochrane CET).
- Sophie Hill (Co-ordinating Editor, Cochrane Consumers and Communication Group)
- John Lavis (Canada Research Chair in Evidence-Informed Health Systems, McMaster University)
- Craig Lockwood (Director Implementation Science, The Joanna Briggs Institute)
- Martin Marshall (Professor of Healthcare Improvement, UCL)
- Pierre Ongolo-Zogo (Associate Professor, University of Yaoundé)
- Sally Redman (CEO, Sax Institute)
- Karla Soares-Weiser (Deputy Editor-in-Chief, Cochrane and Cochrane Innovations, Cochrane CET)
- Julie Wood (Head of Communications and External Affairs, Cochrane CET)
- Taryn Young (Director, Centre for Evidence-based Health Care, Stellenbosch University)