IMPLEMENTATION AND DISSEMINATION OF NURSING RESEARCH FINDINGS

PRESENTED BY

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AT

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INTRODUCTION

➤ The healthcare delivery system is constantly adapting due to the shifting demographics of the population,

➤ the increase in chronic illnesses and disability,

➤ the greater emphasis on health care costs, and technologic advances

➤ resulted in changing emphases in healthcare delivery and nursing.

➤ The general public has become increasingly interested in health promotion through TV, newspapers, magazines, the Internet

- Healthcare resources are limited
- imperative that the delivery of high-quality healthcare is ensured

- through the successful implementation of cost-effective health technologies.

- However, there is growing recognition that the full potential for research evidence to improve practice in healthcare settings, is not yet realized

The existence of a gap between science and practice is universally recognized (Tinkle et al 2013).

Clinical research findings and clinical practice guidelines that have promise to improve health move very slowly from the research setting into clinical practice

many of these interventions never reach those who could benefit (Ross et al, 2018).

- It is estimated that it takes an average of 17 years to translate 14% of original research into benefit for patients and
- an average of 9 years for interventions recommended as evidence-based practices to be fully adopted
- When dissemination is lacking, research may be considered a waste of resources and a useless pursuit unable to influence positive health outcomes (Derman &Jaeger, 2018).
- Thus research dissemination and implementation is an apt topic for discussion.

- At the end of the presentation, these objectives must have been addressed:

i. Explain the concept of dissemination of research findings

ii. Discuss the importance of dissemination of research findings

iii. Discuss the dissemination process

iv. Identify necessary issues about Nursing journals

v. Discuss the concept of research implementation

vi. Discuss the barriers to research implementation

WHAT IS DISSEMINATION OF RESEARCH FINDINGS

- a planned process that involves consideration of target audiences
- the settings in which research findings are to be received
- communicating and interacting with wider policy and health service audiences
- in ways that will facilitate research uptake in decision-making processes and practice(European Commission, 2020).

- Effective dissemination is simply about getting the findings of your research to the people who can make use of them, to maximize the benefit of the research without delay (National Institute for Health Research, 2019)

- According to Whitty, (2019) 'Research is of no use unless it gets to the people who need to use it'

- Dissemination refers to the communication of research results to specific audiences (e.g. patients, care providers ESPECIALLY NURSES, hospital leadership, policy makers, etc.)

- in order for these stakeholders to make more informed decisions that ultimately lead to improved patient outcomes (Patient-centered Comparative Effectiveness Research Center, 2020)

IMPORTANCE OF RESEARCH FINDING DISSEMINATION

- facilitate research uptake in decision-making processes and practice.
- health research funding agencies expect and demand grant holders to disseminate the findings of their research.
- Enhances sharing of work more widely among other scholars and academics who study same topic (visibility).
- Encourages interdisciplinary sharing of information
- project is reported to other professionals and the public

Dissemination of NURSING research findings involves

- Determine who your audience is
- Identify where your audience can be found
- Discover how best to reach your audience

WHO IS YOUR AUDIENCE (BRAINSTORM)

- Those that take interest in your work.
- Other scholars who study similar topics eg specialties
- policymakers who should take note of your work.
- academics and scientists
- Organizations that do work in an area related to the topic of your research e.g WHO, Diabetic association.
- any and all inquisitive and engaged members of the public

Identify where your audience can be found

- at nursing professional conferences.
- locate scholars through publications like professional organizations' newsletters and scholarly journals NMCN newsletter etc.
- Policymakers at the state and federal level through a constituent representatives can listen to matters of policy interest.
- Perhaps you're already aware of organizations that do work in an area related to your research topic, but if not, a simple web search should help

- Discover how best to reach your audience
- a letter to the editor of the local newspaper
- a blog
- or even a post or two on your social media channels
- scholarly nursing journals
- interdisciplinary journals
- Look back at your literature review and note the journal articles that commonly publish on your topic.
- Scientific conferences eg. During Nurses week
- Conferences that asked for abstracts

Other Frequently reported dissemination methods:
- academic journals
- academic conferences
- seminars and workshops
- face-to-face meetings
- press releases
- and media interviews

DISSEMINATION PLANNING

- To ensure that the project results will be used, research projects must develop a dissemination plan that explains how the outcomes of the project will be shared with stakeholders, relevant institutions, organizations, and individuals
- The Plan should include:

- Why- PURPOSE OF THE RESEARCH AND RESULT DISSEMINATION

Use language appropriate for the target audience, and use non-technical language

should be clear, simple, and easy to understand

Should Be Targeted Tailor messages to the receiver(s)

Message may be repeated. Repeating key messages over time reinforces the messages

Should Be Actionable After hearing the message, the target audience should understand what action(s) to take
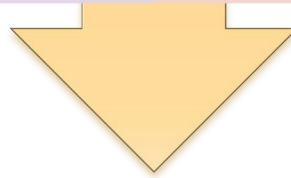
Should Be Factually Correct Use plain language, and ensure that information is correct and realistic.
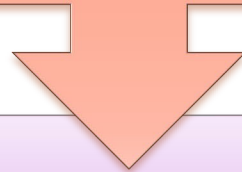
define the key messages

METHODS

Reports, journal articles, and Web sites can transmit information

Newsletters, flyers, and press releases can create awareness

Conference presentations and Web sites are ways to promote the project and its outcomes.

workshops or online discussion

METHODS CONTD

Roundtable presentation - presentations designed to stimulate discussion on a topic

Poster presentation-presentations that use a poster to visually represent the elements of the study

Oral presentation - verbal presentation of research findings to a conference audience

TIMING

the agenda of the target audience.

the progress of the project- finished work should be shared promptly

The ideal timing will depend on

The emerging challenges and needs

Eg relay research involving students to academic staff at the start or end of the term

EVALUATION OF THE DISSEMINATION

- Like all other elements of a project, dissemination activities are met with varying degrees of success.

- To determine if a dissemination strategy was well chosen and executed, build an evaluation component into dissemination activities to see if they have achieved their aims.

- Get a feedback

NURSING RESEARCH FINDINGS IMPLEMENTATION

- The gap between research findings and clinical practice (implementation) has been well documented.
- With more nurses in the frontline of health care than any other healthcare profession, nurse-led research is increasingly recognized
- WHY
- It serves as a critical pathway to practical, effective and cost-effective ways of reducing hospital errors,
- cutting down on unnecessary costs and
- improving patient outcomes (Curtis et al, 2017)

- WHAT IS RESEARCH FINDING IMPLEMENTATION?

- **Implementation is** the integration of a new practice within a specific setting or context eg unit, department.

- the application of the research findings in each task and function of a nurse(Bahadori et al 2016)

- Implementation involves the use of strategies to adopt and integrate evidence-based interventions and change practice patterns within specific settings e.g wound dressing in surgical unit

- Other words used interchangeably include:

- knowledge translation
- research utilization
- research dissemination, diffusion or knowledge uptake
- knowledge-to-action

- *'knowledge translation (KT) is defined as a dynamic and iterative process that includes synthesis, dissemination, exchange and ethically-sound application of knowledge to improve the health of Canadians, provide more effective health services and products and strengthen the health care system.*

(Canadian Institutes of Health Research (CIHR) 2014 as cited in Curtis et al 2017).

The use of evidence and research findings in nursing can result in:

- providing the efficient and effective patient care
- improving the quality of nursing care
- make nurses accountable for their individual performance.
- lead to the nurses' personal and professional development.
- professionalization of nursing

- development of positive nurse image in society,
- increasing patient and nurse satisfaction
- providing cost-effective care
- improving community health and developing health policies
- essential to provision of safe, transparent, effective and efficient healthcare
- meeting the expectations of patients, families and society (Curtis et al, 2016)

Challenges affecting use of evidence-based treatments in routine nursing care settings:

- Limited opportunities of access to these publications- where to find the articles
- lack of sufficient time for reading the studies,
- lack of sufficient time to implement the new ideas,
- lack of adequate facilities to implement the ideas
- nurses' little interest in conducting studies
- lack of authority to change the methods and patterns of care

Other challenges:

- Limited alignment with existing policies and practices – resistant to change
- Lack of Organizational and leadership support
- Heads of departments and heads of units not being active in initiating the implementation of new research in practice(Kristensen et al, 2016)
- Limited time and resources for training and implementation
- Access to competency-based training and support for providers for delivering evidence-based treatments

WAY FORWARD

- engage nursing stakeholders in the Research process.
- conduct a nursing needs analysis to identify who are the key stakeholders an
- their expectations and needs with respect to the project outcomes.
- Establish the responsibilities for each person(who will do what after?)
- Establish communication strategy of how to get people to change practice
- decide on the interventions to be used to implement your evidence and timeline (Centre for Healthcare Redesign 2014, Curtis et al 2017)

CONCLUSION

- There is universal acknowledgement that the clinical care provided to individuals should be based on the best available evidence.
- Knowledge and evidence derived from robust research methods should drive our clinical practice, decisions and change to improve the way we deliver care.
- Despite its importance, translating research into clinical practice is challenging
- Nurse leaders, academics and every stakeholder should wake up to breech this gap.

Thank you and God bless you

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