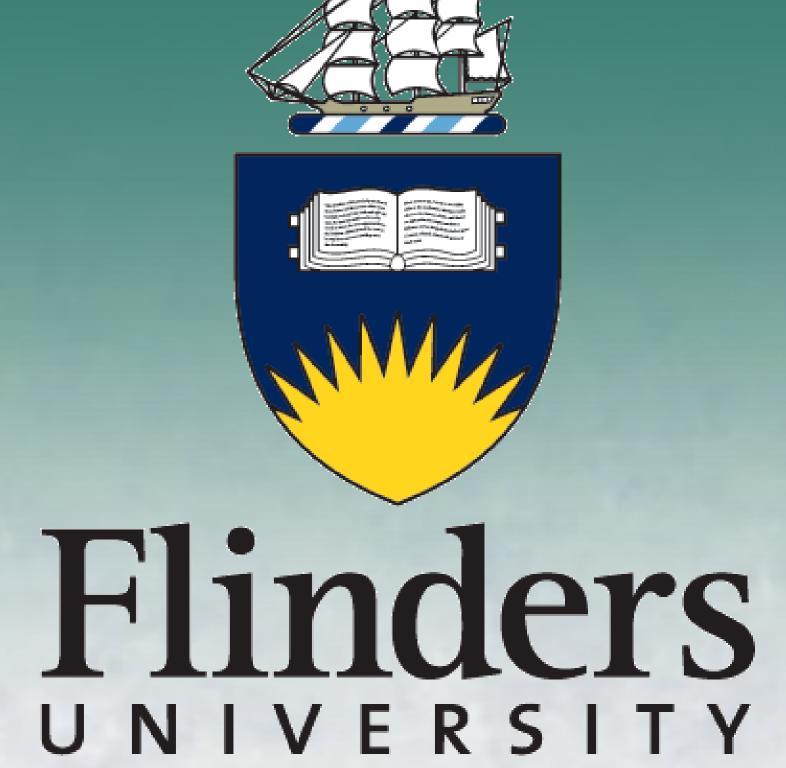


KNOWLEDGE EXCHANGE for RURAL HEALTH



Ellen McIntyre, Petra Bywood & Christina Hagger, Primary Health Care Research & Information Service (PHC RIS)

Contact: ellen.mcintyre@flinders.edu.au

Knowledge exchange includes information management, linkage, capacity development, and support.

Knowledge exchange bases its practice on exchanging information in the most appropriate format with the right people at the most suitable time.

In the 5 year period, 2007-2011, the Primary Health Care Research & Information Service (PHC RIS) has:

DEVELOPED

www.phcris.org.au

an extensive searchable website that links all our resources

includes 2278 items

on rural health

ESTABLISHED

a PHC research register

available 24/7
online and linked
fully searchable



including

351 rural researchers

& 171 rural projects

PUBLISHED

27 short papers

Round up of recent

Australian and international
research on current PHC
topics

7 reviews

Synthesised research on policy-relevant issues



relevant to rural health

PRODUCED

weekly email

RESEARCH PHC news sourced through environmental scanning and stakeholder input



bi-monthly newsletter

news about PHC research, researchers, organisations and events

including 536 rural health items

CREATED

40 informative and skill-building online fact sheets

on knowledge exchange, primary health care, research & evaluation relevant to rural health researchers, providers and policy makers

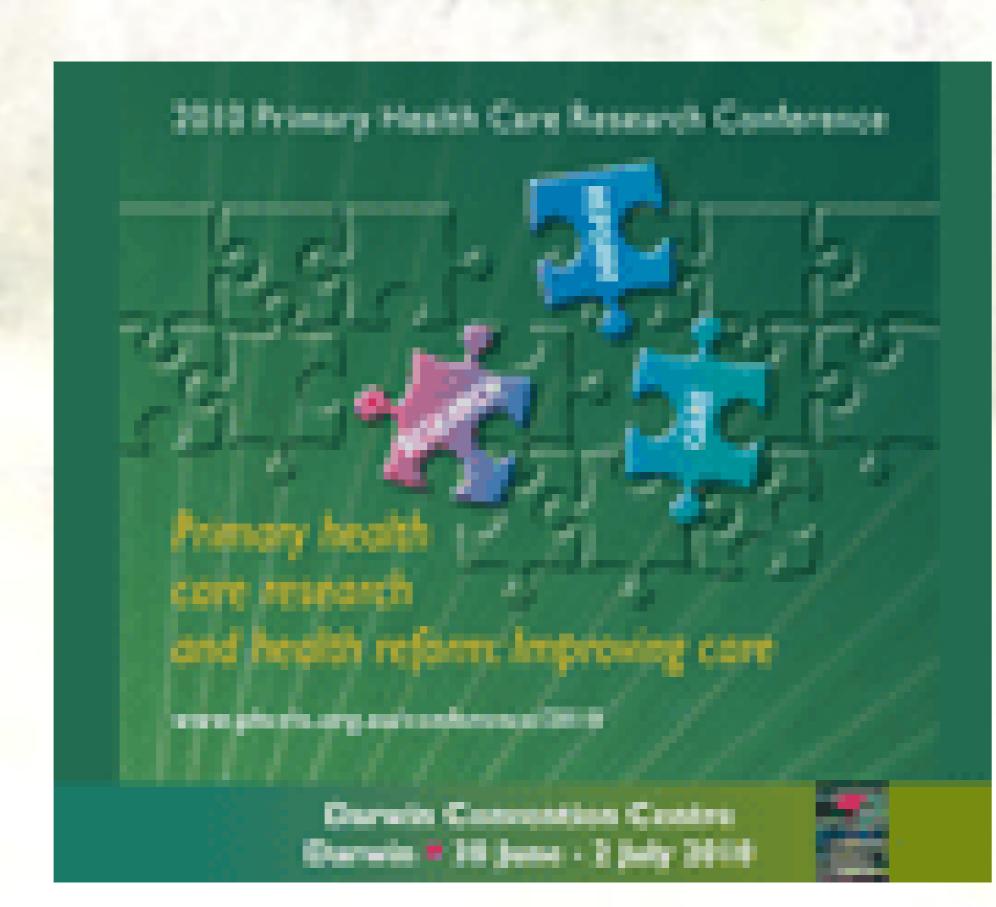


CONVENED 5 national conferences where 280 rural health abstracts were presented as papers or posters

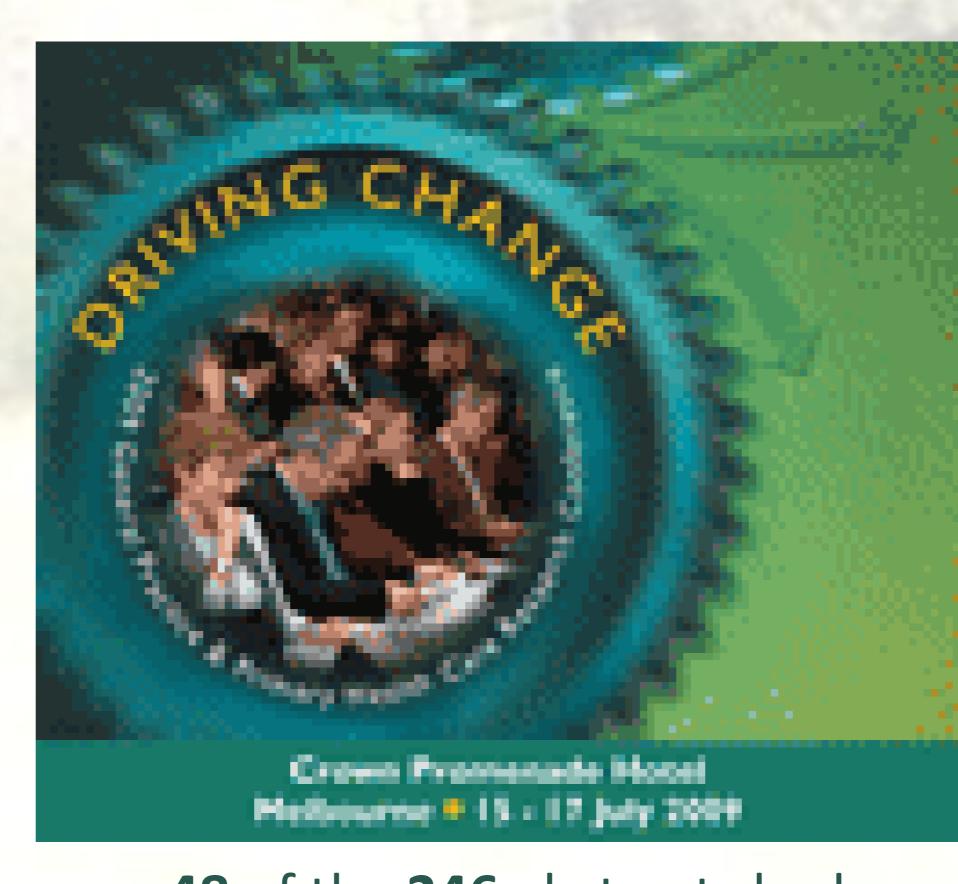
3 out of 4 delegates indicated the conference increased their knowledge and understanding to a great or moderate extent



55 of the 301 abstracts had a rural health focus



71 of the 271 abstracts had a rural health focus



48 of the 246 abstracts had a rural health focus



57 of the 232 abstracts had a rural health focus



49 of the 208 abstracts had a rural health focus

To subscribe to our resources, go to www.phcris.org.au/subscribe

OUR KNOWLEDGE EXCHANGE SUCCESS FACTORS:

- *Engage with stakeholders, understand their needs
- *Write for the audience
- *Use a tailored format
- *Verify information with experts
- *Seek feedback
- *Scan the environment to keep up-to-date
- *Promote what we publish

- *Use multiple ways to promote and disseminate
 - Cross product promotion
 - Social media to promote
 - Free subscription for alerts
- *Monitor effectiveness of promotion
- *Evaluate content and format
- *Seek ways to improve based on feedback and monitoring