

9.C. Skills building seminar: You say 'tomato', I say 'tomato'(e): Knowledge translation disputes in public health

Organised by: EUPHA (CHR), EUPHANxt, WHO EUR
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Rationale:

Knowledge translation (KT) refers to exchange, synthesis, and ethically-sound application of knowledge—within a complex set of interactions among researchers and users—to accelerate the capture of the benefits of research through improved health, more effective services and products, and strengthened health systems. The primary purpose of KT is to address the gap between the large volume of research data, its systematic review, and implementation by key stakeholders. Unlike simple dissemination activities (e.g. distributing brochures or leaflets), KT requires coordination and process improvement amongst a complex system to influence health outcomes. It is primarily an active and manipulated process involving a series of steps, starting from the producing new knowledge to its use to generate beneficial outcomes for society. Although decisions to develop and implement new programs and services must be grounded in best practices, the methods and frameworks needed to inform knowledge and translate evidence into policy and practice are often considered time consuming and difficult to understand. KT barriers typically faced by public health professionals can preclude a consistent implementation of the principles of evidence-informed practice and decision-making.

Aim:

This Skills building seminar aims to contribute to capacity building in knowledge translation and evidence-informed decision-making in public health. It seeks to provide public health and healthcare professionals with both theory regarding effective KT skills and best practice examples enhancing knowledge translation.

Workshop structure:

The workshop will consist of three presentations providing an overview of topical issues by leading institutions/organisations in the field of KT: the WHO/Europe; the European Policy Centre; and the European Commission Joint Research Centre. The first presentations will introduce the role of WHO/Europe as neutral broker strategically linking researchers and policy-makers. The second will discuss the opportunities and limits of digitalisation of healthcare within the context of KT. The third presentation will make the link between the KT theory with practice showcasing the example of ECIBC and its European Guidelines for breast cancer screening and diagnosis.

Further to the reflexion on the current knowledge base, a KT interactive brainstorming exercise on the future strategic directions will follow.

Panellists:

Dr. Claudia Stein - Director, Division of Information, Evidence, Research and Innovation, WHO Regional Office for Europe - Copenhagen, Denmark

Dr. Jan Eyckmans - Spokesperson & Head of Corporate Communication Ministry of Health Belgium

Mr. Pasquale Cacciatore - EUPHANxt Communication Manager

Klaus D. Plümer, EUPHA pillar lead Training

An audience discussion will close the meeting providing participants the opportunity exchange success stories and recommend their views on knowledge translation challenges and opportunities in public health.

Key messages:

- Despite the many accomplishments of public health, a greater attention to evidence-based approaches is warranted.

- Knowledge translation barriers typically faced by public health professionals can preclude a consistent implementation of the principles of evidence-informed decision-making.