

Measuring evidence synthesis output uptake by the women and children's health community:

A case study of PMNCH Knowledge Summaries

9 February 2015

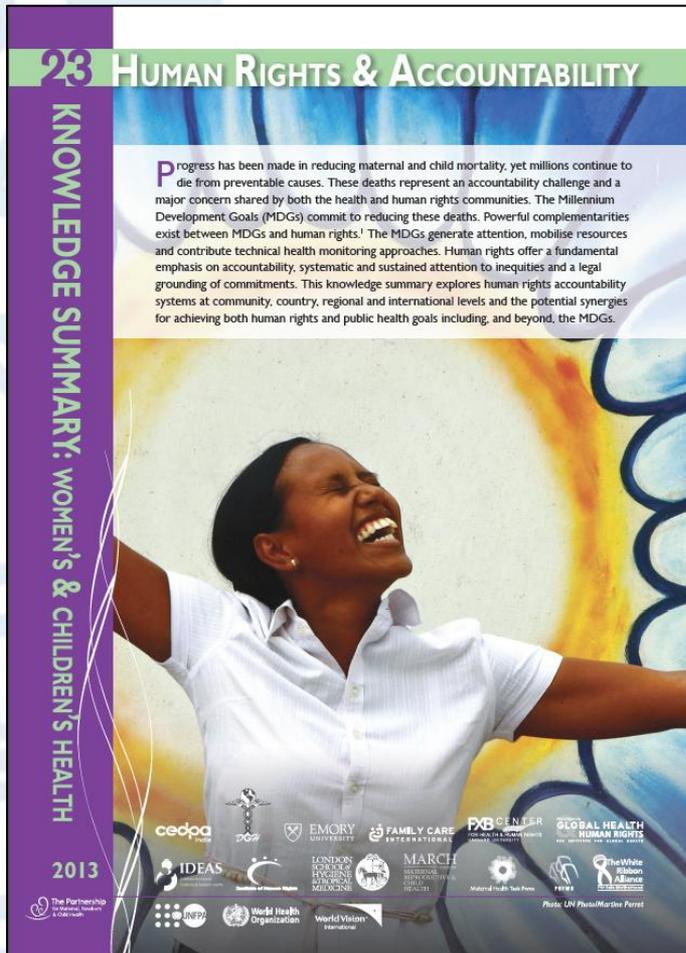
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Developed and distributed: PMNCH Knowledge Summaries



The Partnership for Maternal, Newborn & Child Health

Synthesis of scientific evidence in a clear and concise format to support advocacy, policy and practice

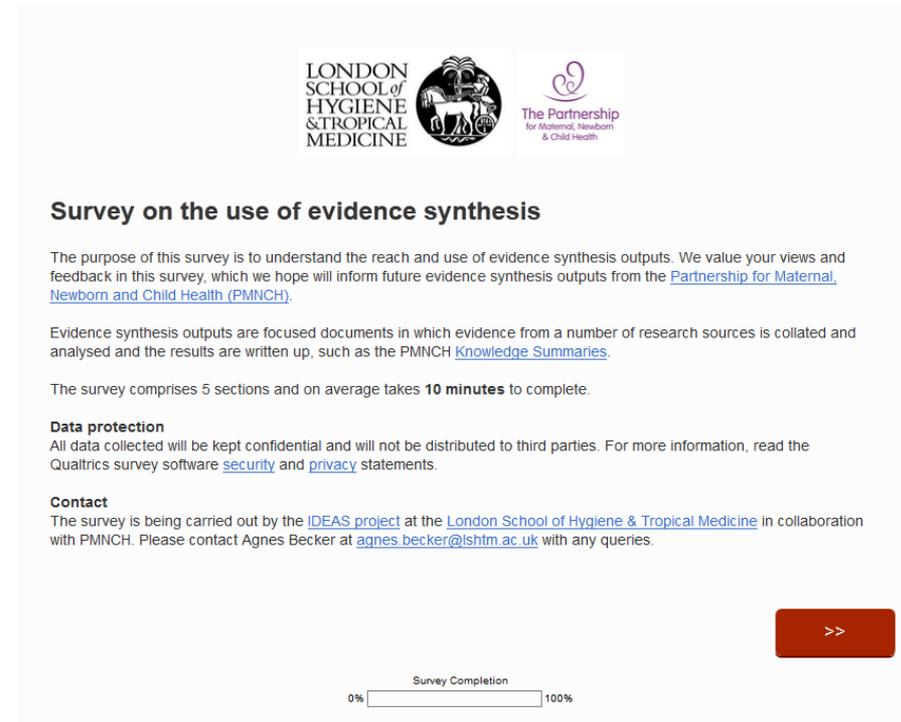
Measurement: Mix-method approach

Online survey of community

- Qualtrics software
- Low-bandwidth friendly
- 2 months (May – July 2014)
- PMNCH members
- **Response rate: 46%**

Qualitative assessment of summary developers

- All groups involved in development interviewed
- 22 semi structured interviews
- Thematic analysis



The screenshot shows a survey page with the following content:

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Survey on the use of evidence synthesis

The purpose of this survey is to understand the reach and use of evidence synthesis outputs. We value your views and feedback in this survey, which we hope will inform future evidence synthesis outputs from the [Partnership for Maternal, Newborn and Child Health \(PMNCH\)](#).

Evidence synthesis outputs are focused documents in which evidence from a number of research sources is collated and analysed and the results are written up, such as the PMNCH [Knowledge Summaries](#).

The survey comprises 5 sections and on average takes **10 minutes** to complete.

Data protection
All data collected will be kept confidential and will not be distributed to third parties. For more information, read the Qualtrics survey software [security](#) and [privacy](#) statements.

Contact
The survey is being carried out by the [IDEAS project](#) at the [London School of Hygiene & Tropical Medicine](#) in collaboration with PMNCH. Please contact Agnes Becker at agnes.becker@lshtm.ac.uk with any queries.

0% 100% Survey Completion

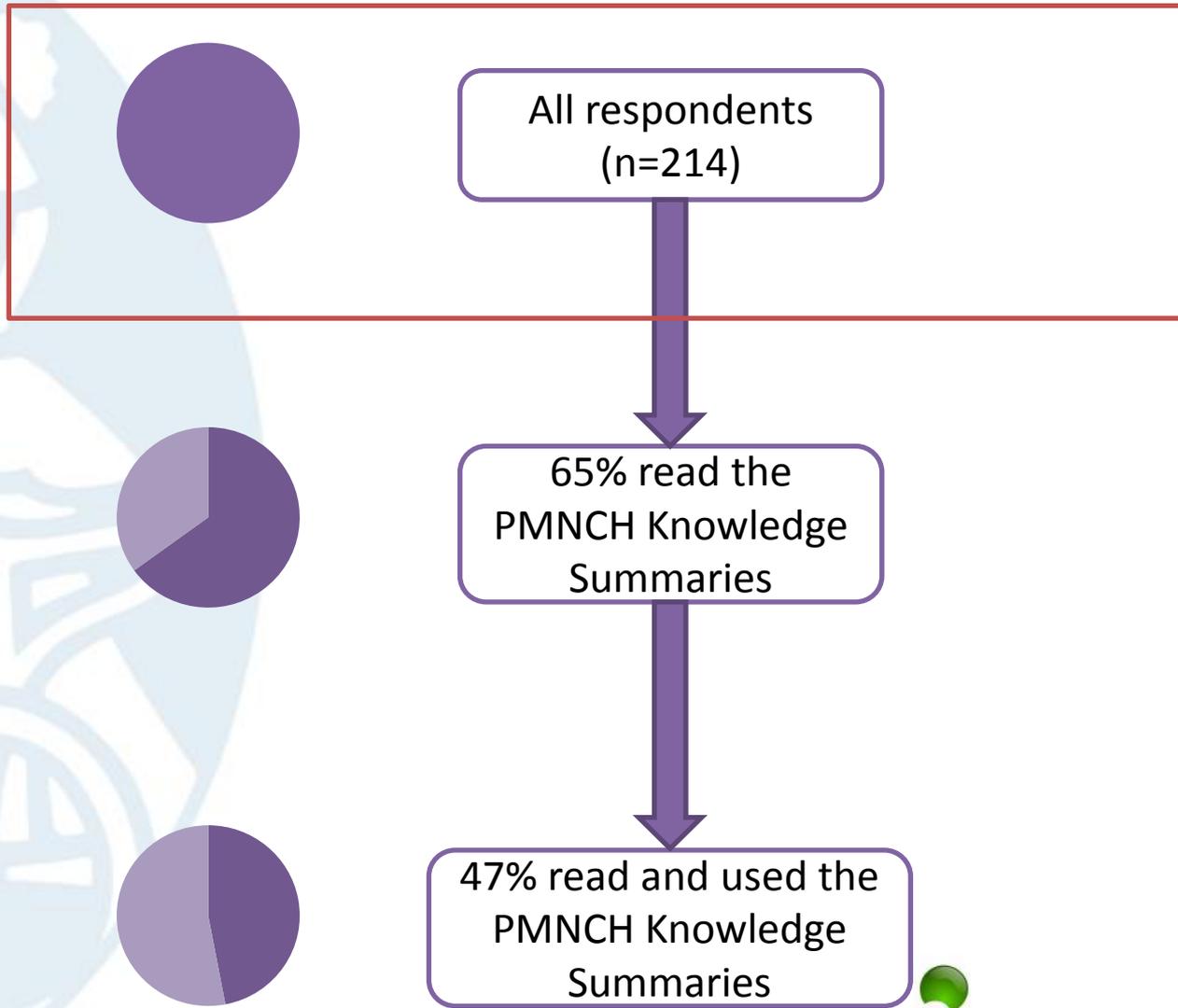
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Results: What was the reach of the summaries?



Results: Who responded to the online survey?

Where
respondents
reside

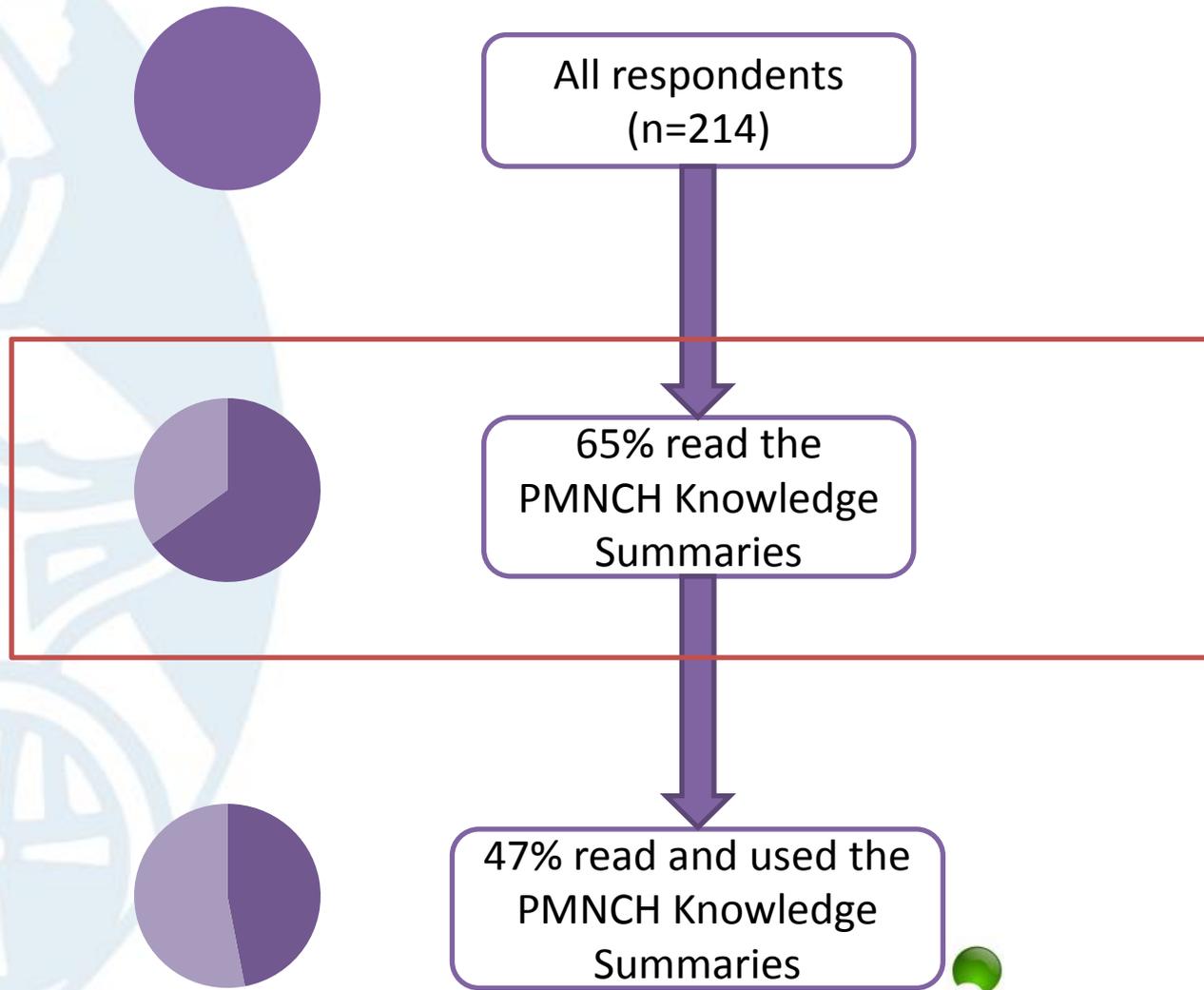


Where
respondents
work



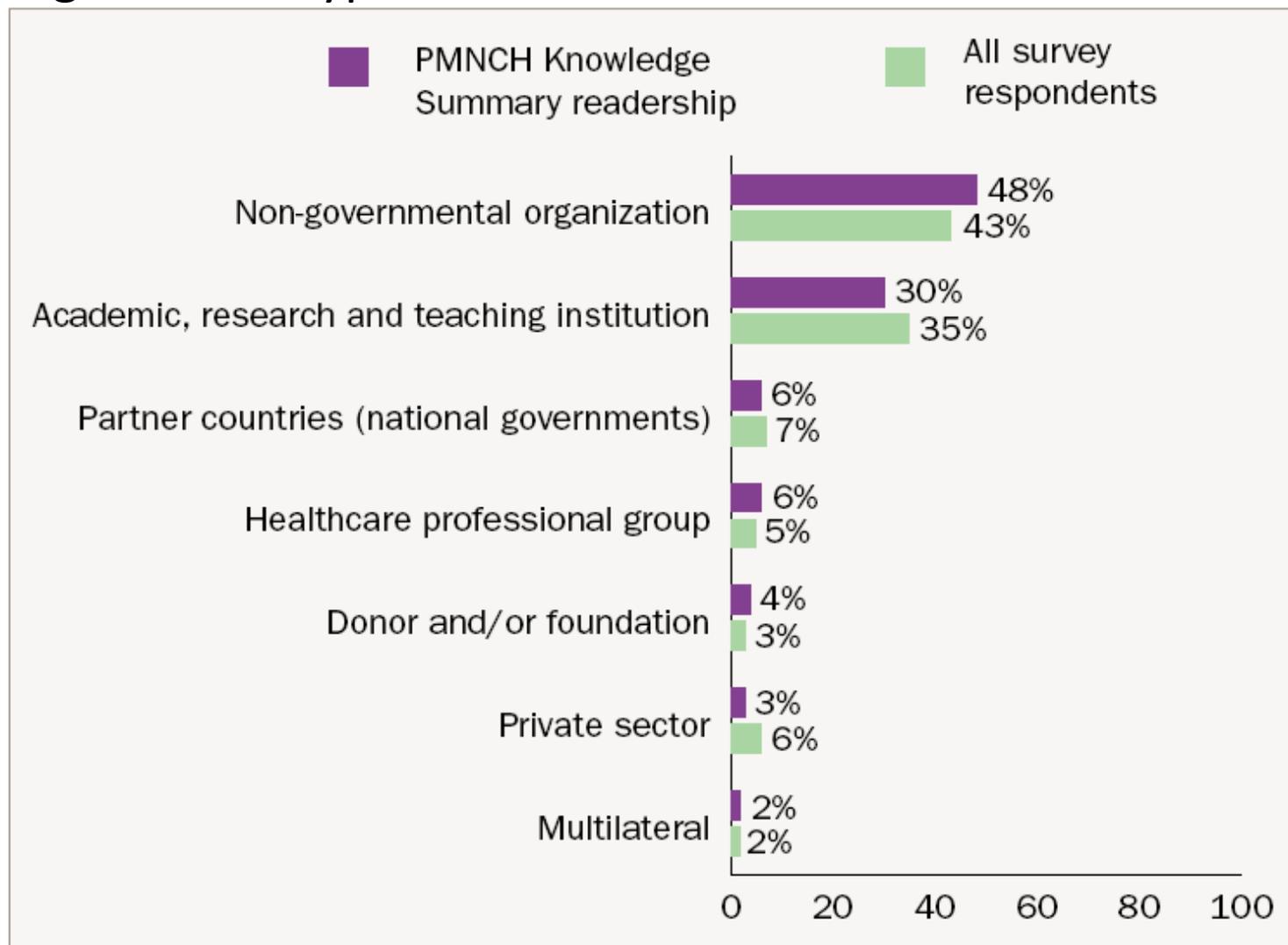
All respondents = 214

Results: What was the reach of the summaries?



Results: Who read the summaries?

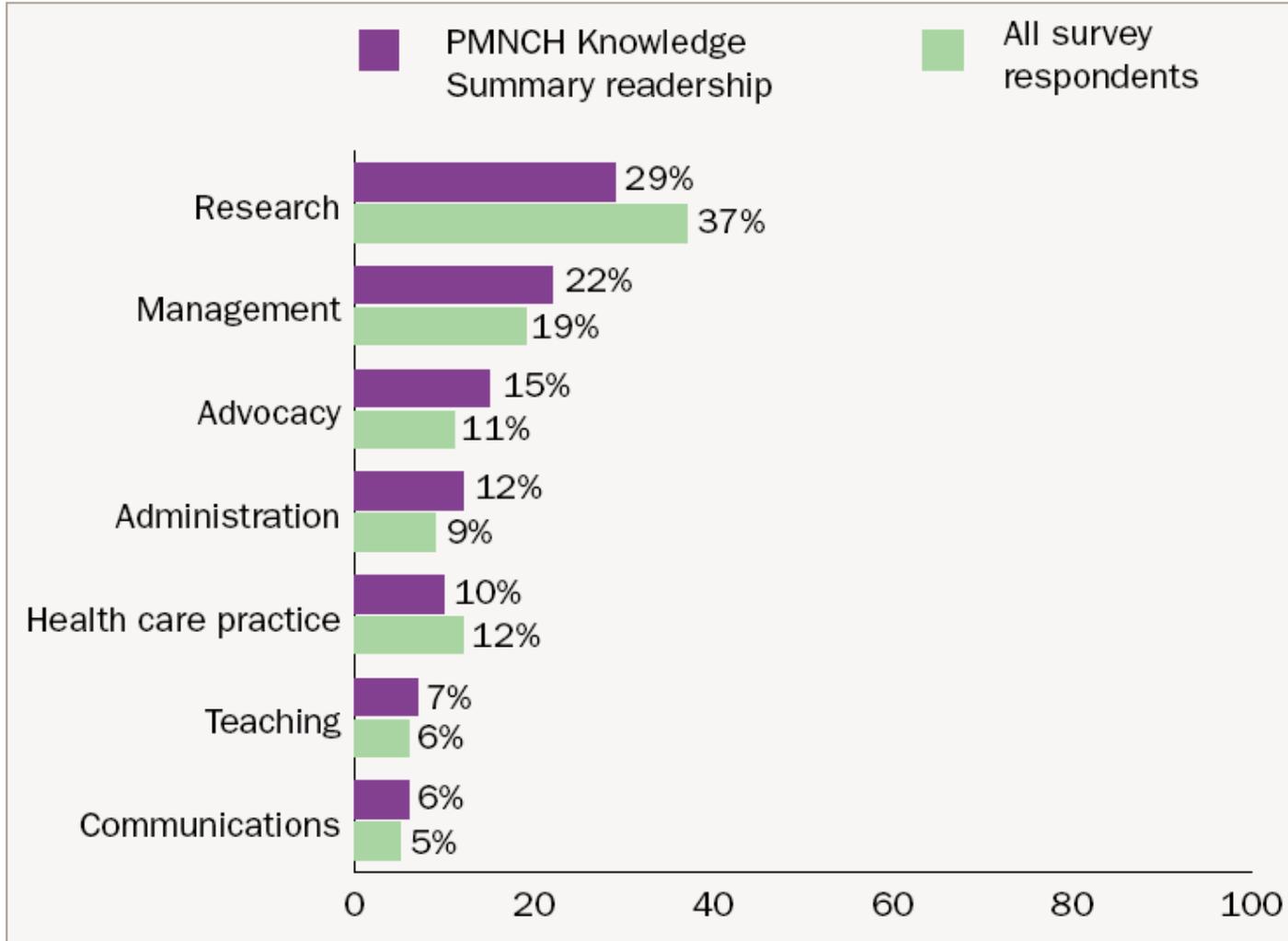
Organisation type



N of PMNCH Knowledge Summary readers: 129 (65% respondents)

Results: Who read the summaries?

Work responsibilities



N of PMNCH Knowledge Summary readers: 129 (65% respondents)

Results: Which summaries were most commonly read?

 1 = most popular
 10 = least popular



	Death reviews	Access to family planning	Integrating immunization and other services	Engaging men and boys in RMNCH	Human rights and accountability	New global investment framework	Reaching child brides	Economic case for investment in RMNCH	Strengthen national financing
Survey	1	2	3	4	5	6	7	8	9
PDF downloads*	2	8	4	3	6	1	7	5	9
Page views*	1	7	5	2	6	3	4	8	9

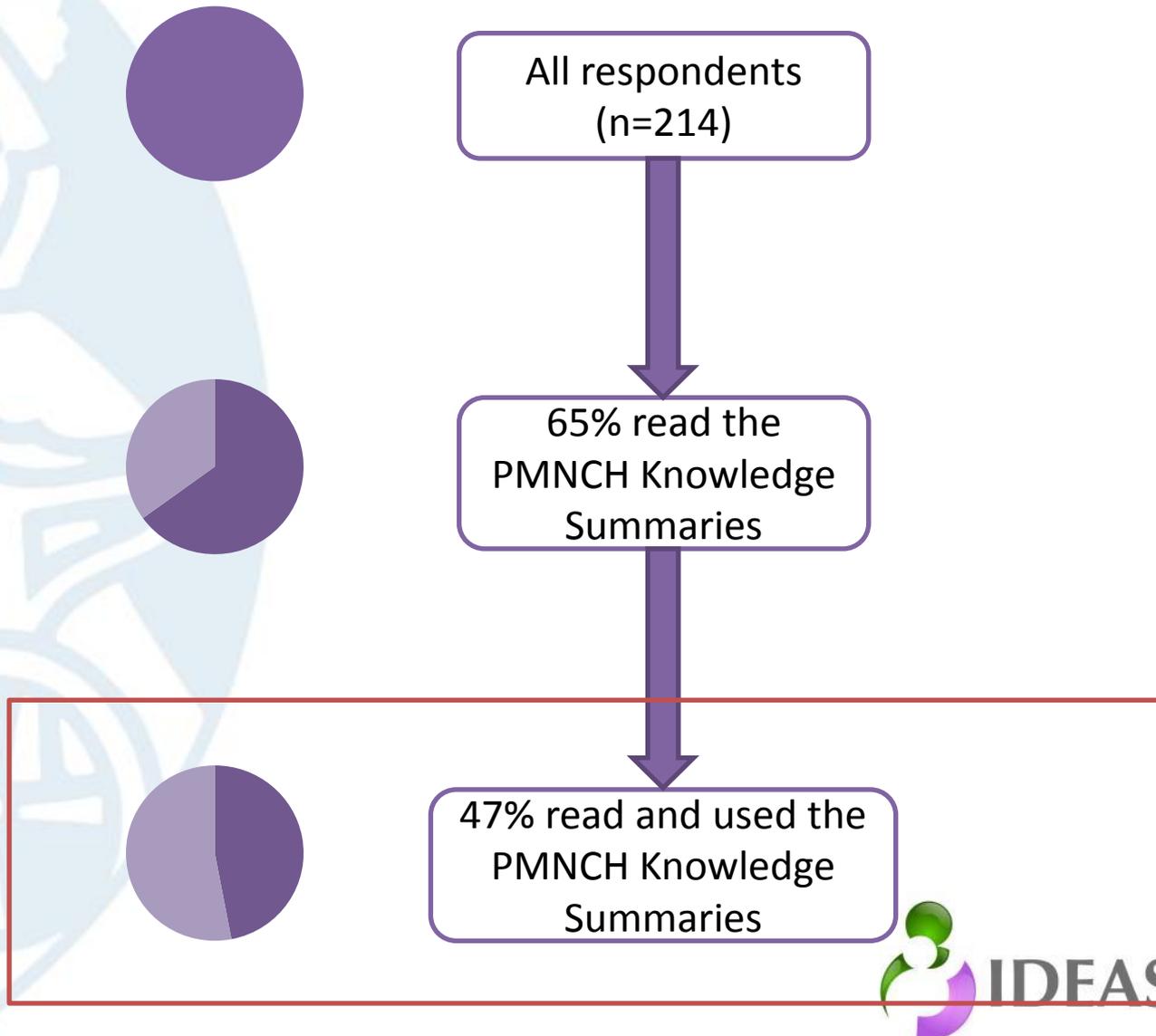
*July 2013 – July 2014



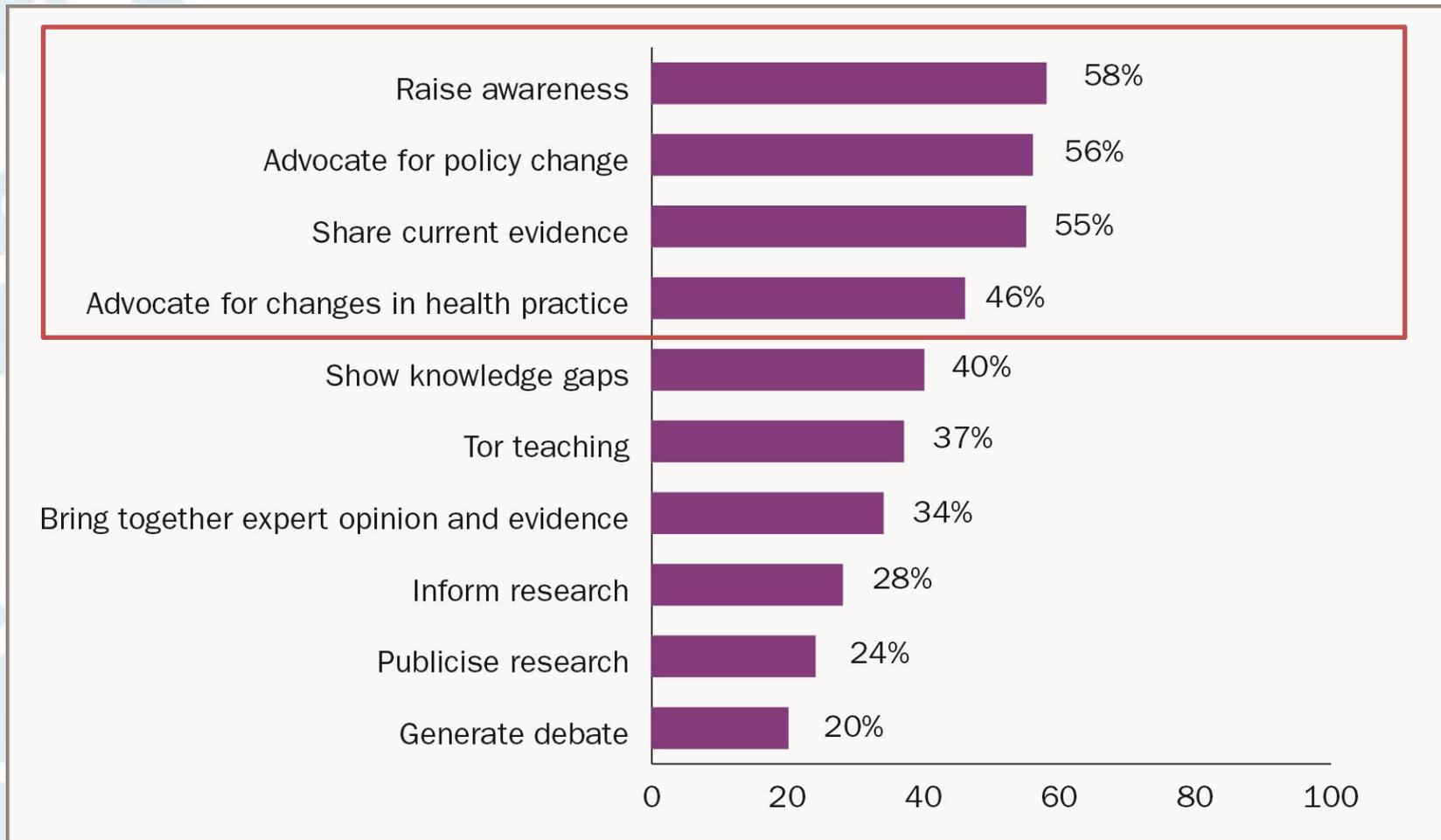
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Results: What was the reach of the summaries?



Results: What were the summaries used for?



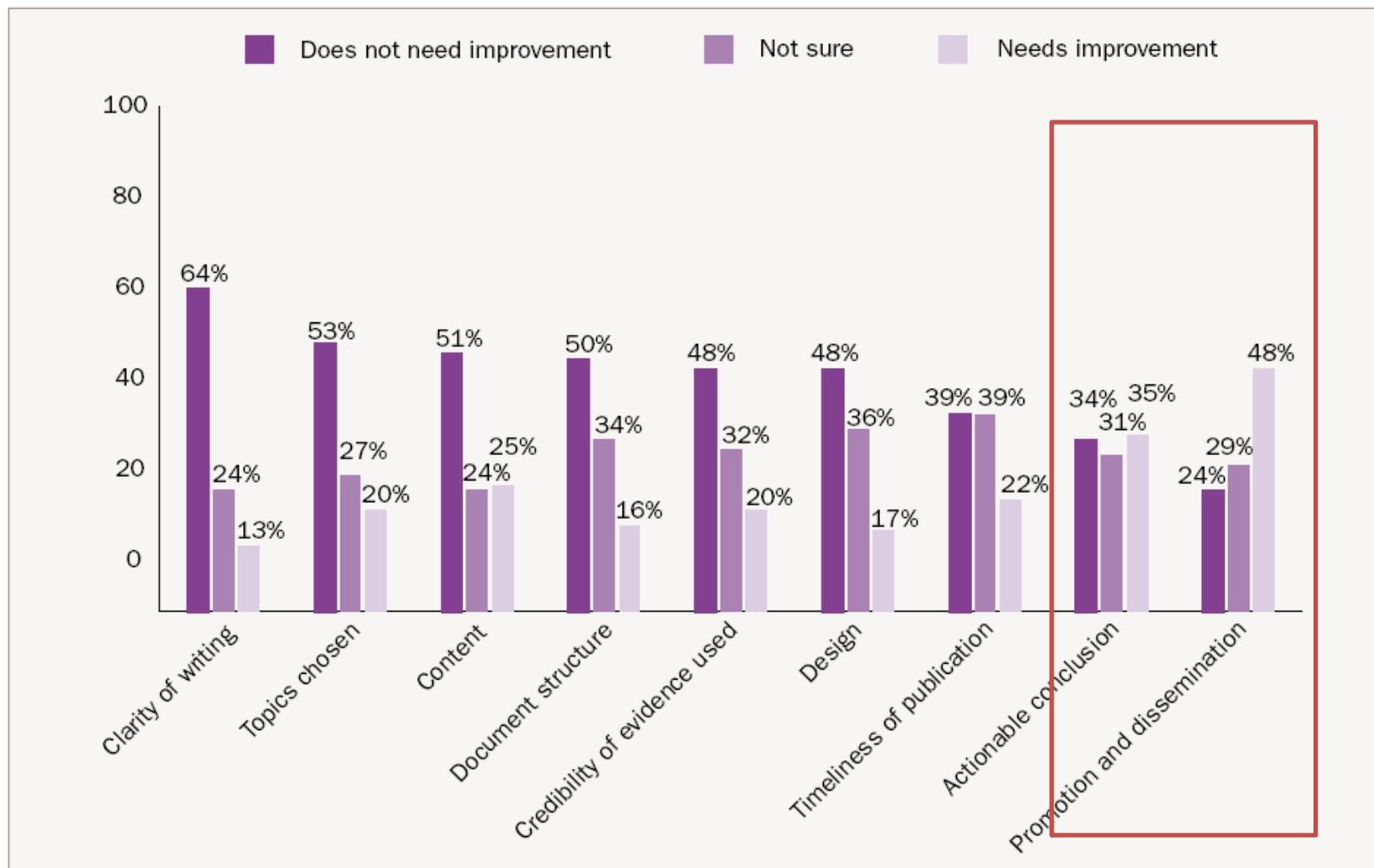
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N of PMNCH Knowledge Summary users: 91 (47% respondents)

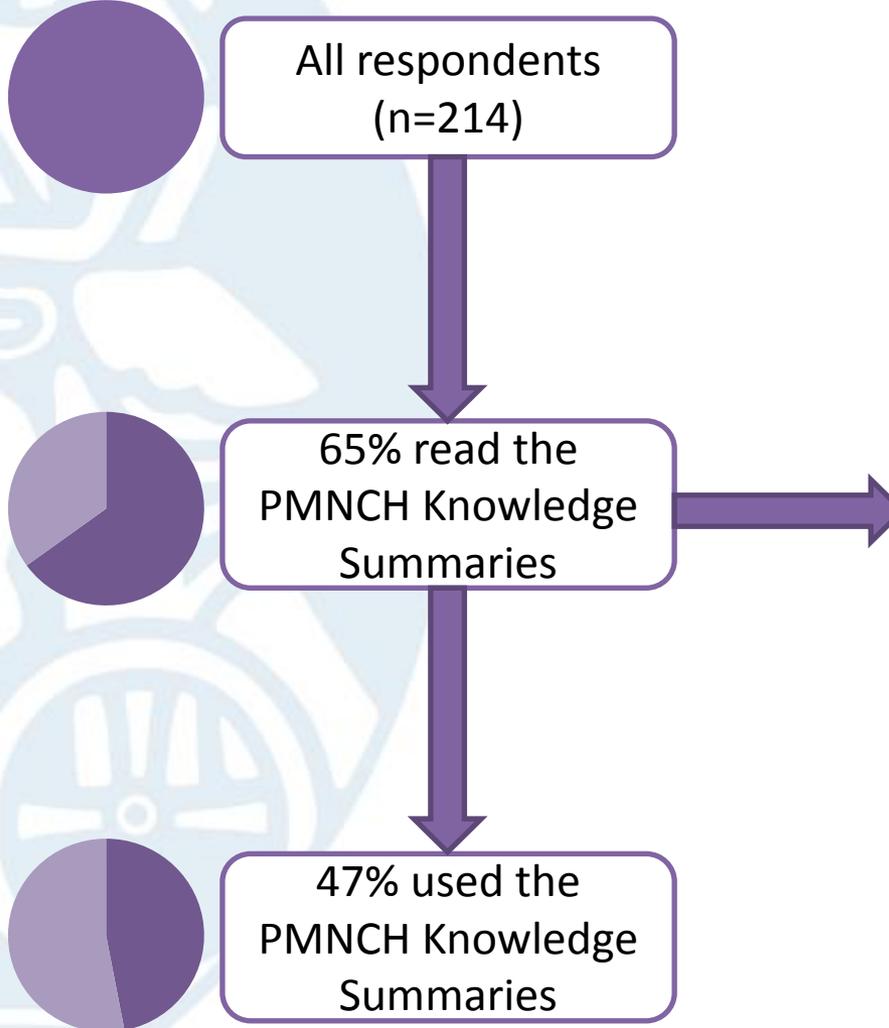
How can the summaries be improved?

Which PMNCH Knowledge Summary aspects need improvement?



N of PMNCH Knowledge Summary readers: 129 (65% respondents)

How could the summaries be improved?

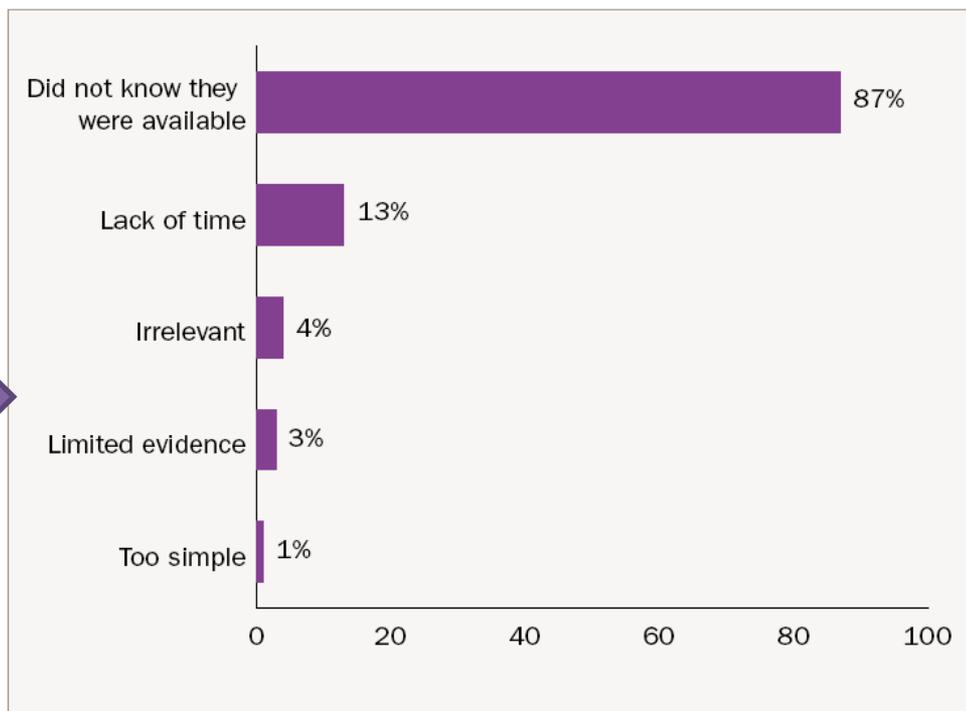


All respondents
(n=214)

65% read the
PMNCH Knowledge
Summaries

47% used the
PMNCH Knowledge
Summaries

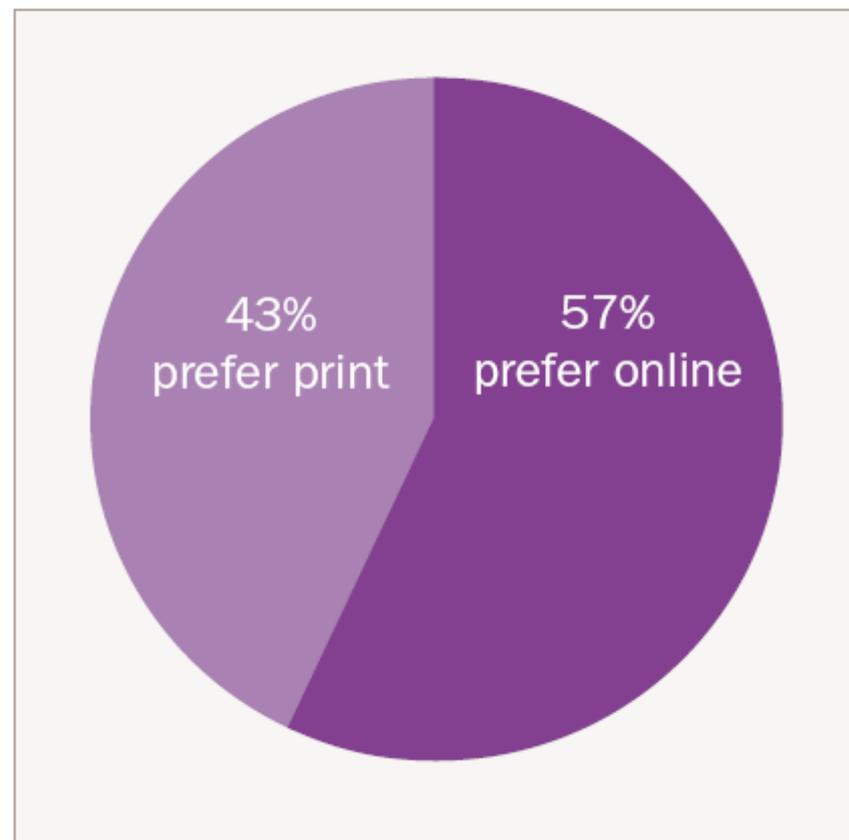
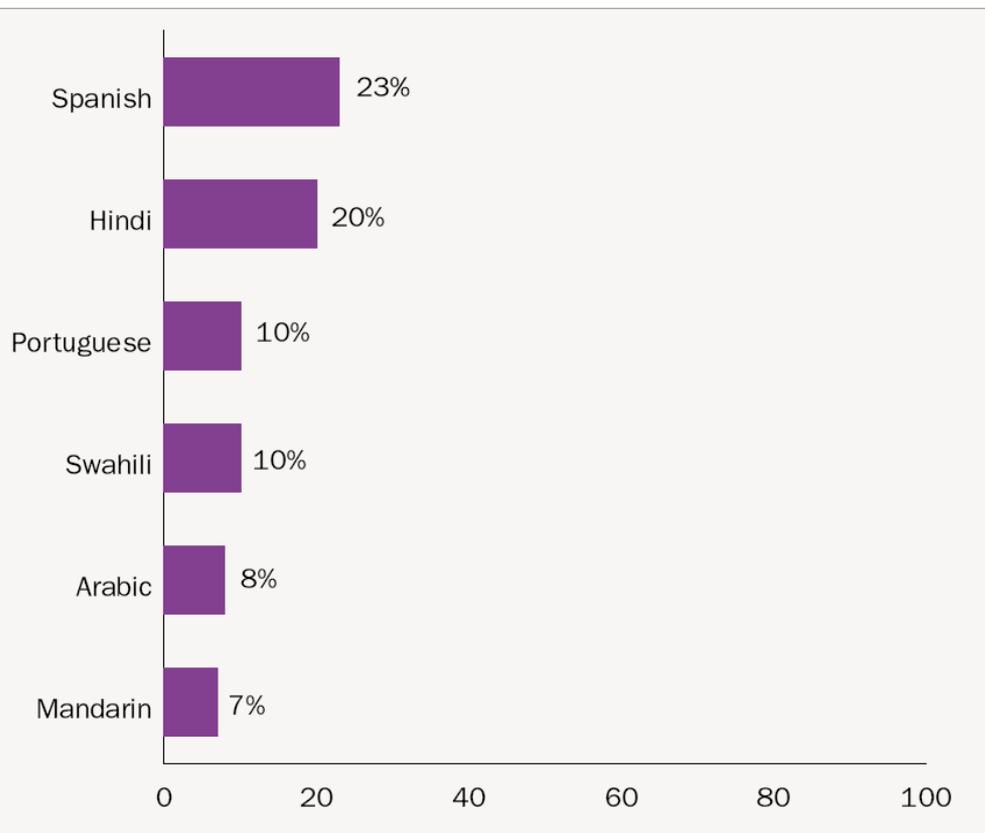
35% had not read the Knowledge Summaries for the following reasons:



How can dissemination be improved?

48% of readers thought they would be more useful if translated

Most preferred reading the Knowledge Summaries online



N of PMNCH Knowledge Summary readers: 129 (65% respondents)

How can dissemination be improved? (qualitative assessment)

PMNCH partner ownership

“When there was partner ownership, PMNCH dissemination [was] complemented by partners’ push efforts”

Fewer summaries, more advocacy

“less is more” “We are still producing at a high level that [PMNCH] can’t keep up with from the advocacy side.”

Dissemination was perceived to be weakest part of development process

Metrics

“Better access to metrics would encourage [PMNCH] to prioritize”

Actionable conclusion or call to action

“...an academic partner [could] put together a fact sheet on a topic, perhaps five per year, three of which are then developed into advocacy documents which are linked to a call to action”.

Take home messages

Evidence synthesis outputs

Work hard to tell your target users about them!

- Be clear about their purpose
- Fewer, more targeted
 - Strategy involving users
 - Call to action
- Online friendly
- Translated
- Metrics – multiple sources

Measurement

Online surveys work!

- Limitations
- Which software?
- Translate survey
- Think about what you want to know at the end



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References and reading

References

Wickremasinghe D., Avan B. I. *Taking into account knowledge users' perspectives: A typology of evidence synthesis outputs* (submitted for journal publication 2014)

Becker A., Wickremasinghe D., Avan B.I., *Study on the reach and use of evidence synthesis outputs London School of Hygiene & Tropical Medicine 2015, January* ISBN: 978-0-9576833-3-4

Becker A., Avan B.I. *Study on the Partnership for Maternal, Newborn and Child Health Knowledge Summary production process. London School of Hygiene & Tropical Medicine 2015, January.* ISBN: 978-0-9576833-2-7

Further reading

Adam et al. *Towards a better understanding of the nomenclature used in information-packaging efforts to support evidence-informed policymaking in low- and middle-income countries.* Implementation Science 2014 9:67



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THANK YOU!

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Deepthi Wickremasinghe, Shirine Voller

Thanks to all respondents and the Partnership for Maternal, Newborn and
Child Health Secretariat

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Newsletter sign up: eepurl.com/j3iBz

Twitter: [@LSHTM_IDEAS](https://twitter.com/LSHTM_IDEAS)



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