Others were created with input from potential customers or partners, but many aspects of their design, production, and marketing would have benefited had third parties taken over these roles.

Discussion By better understanding the nature of an innovation and by framing that innovation in a business—rather than a laboratory—context, research organisations are more likely to successfully commercialise their technologies. By establishing stronger positions within industry value chains, research organisations are able to form partnerships and better leverage their own core competencies.

1675c

A HANDY DECISION AID FOR TRANSLATING RESEARCH FINDINGS INTO A VISUAL FORMAT TO AID DISSEMINATION

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Introduction Cochrane is a global scientific network that produces evidence on the effectiveness of all manner of interventions to improve health. The organisation also promotes the use of this evidence in decision making both at the personal as well as the population level. Over the past few years Cochrane has developed a Knowledge Translation (KT) strategy to better ensure that the evidence it produces has real effects in real life by making people healthier and safer. One exciting and constantly growing area in KT is visualisation because pictures grab people's attention and they are easy to share via social media.

Methods Using an open, iterative, trial-and-error approach, we have developed a decision tree (a particular kind of flowchart) to help anyone interested in turning Cochrane review results – published as text, numbers and statistical graphs – into more easily understandable visual formats.

Result The decision tree will be publically available in all its development versions via www.visuallycochrane.net.

Discussion Visualisations of Cochrane review results can range from the relatively simple form of adding a photograph to a tweet at one end of the spectrum to the production of sizeable infographics or even videos at the other. There are factors inherent to the obtained review results, such as direction and magnitude of effect and the quality of the evidence, as well the general context within which they apply that can be operationalized into a rough algorithm. Even though the tool is developed especially with Cochrane reviews in mind, there is no reason to assume it would not apply equally to other kinds of research findings and their dissemination within the OHS realm. The tool will be presented in Dublin in its current form to elicit feedback to develop it further.

1675d

KNOWLEDGE TRANSFER AND EXCHANGE IN WORK AND HEALTH: REACHING WORKPLACE AUDIENCES

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Introduction Workplace injury and illness can be burdensome for individual workers, workplaces, medical systems, insurance

systems and society as a whole. The notion of research to practice is important in work and health research. Knowledge transfer and exchange (KTE) is the practice of generation synthesis and dissemination of research. The objective of this presentation is to synthesise the literature describing KTE activities relevant to workplace health and safety programs and interventions.

Methods A comprehensive review of the literature was completed. Search strategies developed using terms for knowledge transfer and occupational health and safety were run in six electronic databases. (Medline, Embase, Eric, Social sciences, Web of Science, and Business Source Premier). References of relevant documents and hand-searching complimented the search. Documents that described a KTE approach for workplaces were reviewed. KTE approach data were extracted and synthesised according to a framework by Lavis (2003) (What, To whom, By Whom, How, and With what effect) as well as conceptual guidance.

Results Literature searchers revealed 34 documents that described 23 different KTE approaches designed to reach workplaces. The KTE approaches addressed workplace and intermediary audiences. KTE methods and outcomes varied greatly according to the context. However, there were common elements including targeting workers as a key audience involving researchers in dissemination and using multi-dissemination methods. Dissemination method consistently included direct interaction but also often featured printed materials. Many KTE approaches were guided by conceptual frameworks. However, no single conceptual framework was predominant.

Conclusion Common elements related to audience, activities and impact were found in the literature that can help to guide future KTE approaches. Including workers as an audience and researchers as disseminators in a multi-faceted approach along with in-person meetings and printed material are important aspects of KTE for work and health. Conceptual guidance was content dependent.

1675e

THE NEW DANISH FRAMEWORK FOR KNOWLEDGE TRANSLATION AND EXCHANGE (KTE)

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Introduction The NRCWE's is a government research institute. This makes relevance and user-orientation basic terms when it comes to the institute's working environment research and research dissemination. However, our experiences shows that there may be a gap between research results and the workplaces' ability to put research into practice. For different reasons, research results are not always put into practice, and the causes to the problem cannot be limited to be a communication problem only. The NRCWE is thus conducting research with the purpose to increase our knowledge of implementation possibilities and to develop new operational methods. Systematic involvement of stakeholders and target groups during the whole research process and development of collaboration, networks and partnerships in dissemination of research are central elements. The NRCWE's ambition is to develop and implement Knowledge Transfer and Exchange (KTE) in its overall strategy 2018–2021.