

Lessons learned through collaborating to present research findings to the wider community

Kelly Scott, Joanna Fady, Jill Wrapson, Lauren Stewart, Eden Short, Alice Theadom, On behalf of the TBI Experiences research group

How can we make research findings accessible to the wider community?

Findings from the Traumatic Brain Injury (TBI) Experiences study reveal experiences of recovering from and living with TBI. Findings are vast and offer insights which could help individuals and whānau navigating a TBI.

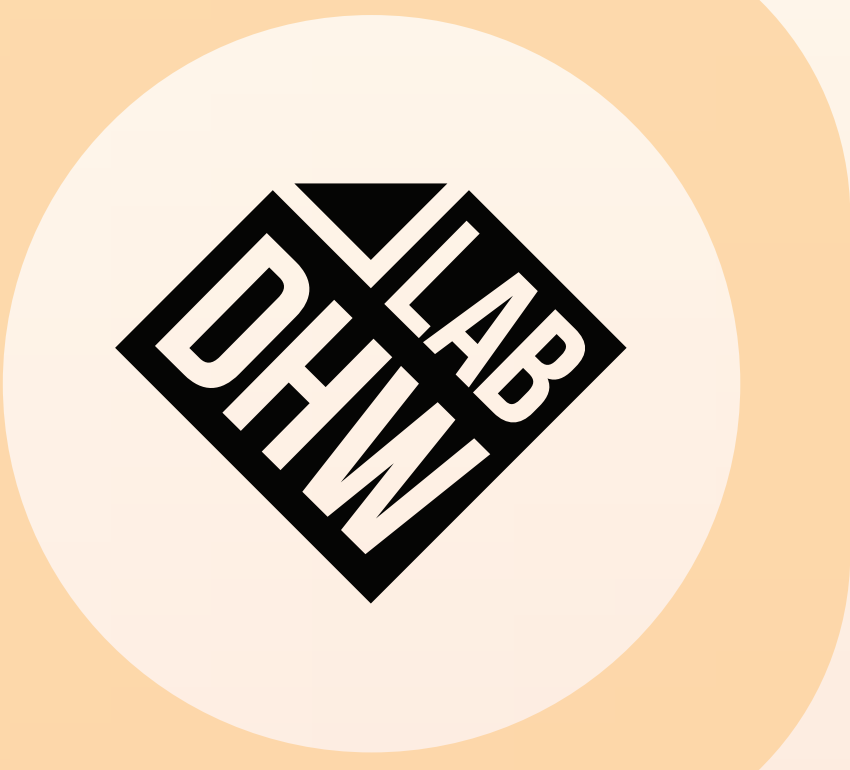
Dissemination traditionally includes academic journals and presentations at conferences. While these are important to reach certain audiences they often don't reach the general public.

We wanted to enable people learn about and apply information from the findings to their own lives. The TBI Experiences researchers recognised we were looking for a solution we couldn't find on our own.

We needed a meeting of minds

Design for health

We formed an ongoing collaboration with the Design for Health and Wellbeing Lab. This involved connecting our knowledge mobilisation needs and DHW Lab's design processes and tools.



Digital communication

We approached academics at AUT who specialise in communication. This collaboration involved a series of meetings focused on knowledge exchange across disciplines.

Processes

The collaboration helped both teams understand the problem and context at a deeper level. Design-led, person-centred processes encouraged us to refine a solutions-focused goal: to produce a resource that fits user needs, is accessible and understandable.

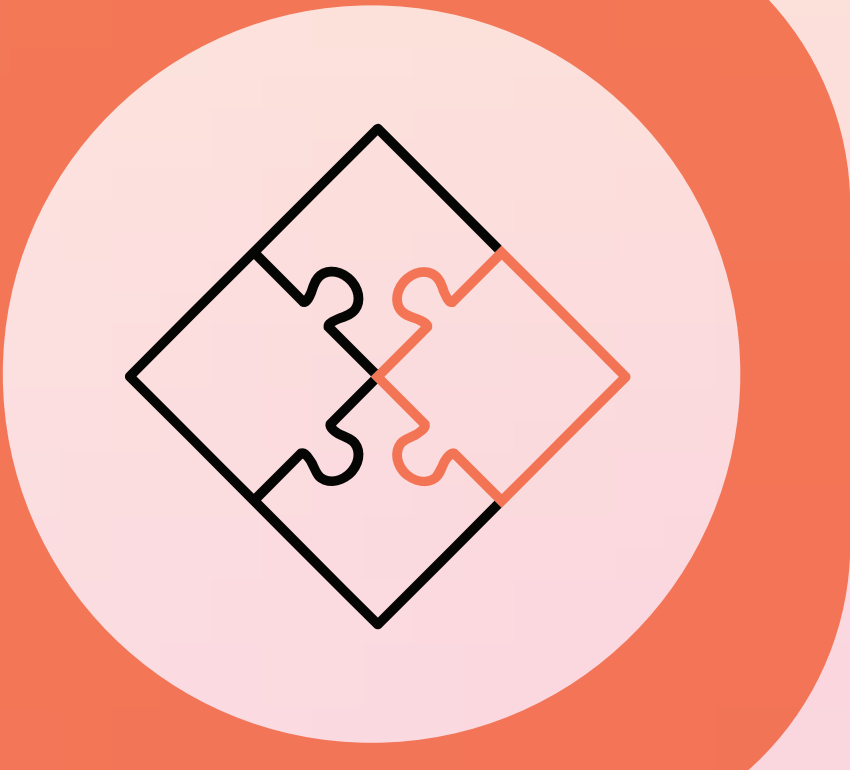


Processes

A number of existing opportunities in digital media were put forward. We were prompted to identify specific audiences, think about how they use systems and consider how our information could fit into existing communication channels.

Current progress

Co-facilitated by researchers and designers, we are holding a series of co-design workshops with end users (people who support someone with TBI). These workshops aim to ensure the resource produced will address real, rather than assumed, needs.



Current progress

Three digital media student projects are currently underway. One producing a digital strategy, and two targeting the results to specific audiences (ACC case managers and the general public).

Conclusions

Recognising users as experts to help understand and improve experiences is consistent with our goal of meaningful, accessible dissemination of findings. Designers and communications experts have both helped identify and overcome barriers to effective dissemination.

Lessons learned

We have a huge volume of findings. There are complex issues and exciting ideas which have emerged during these collaborations. As a result constant effort is needed to sustain momentum. This is aided by having a team member dedicated to the collaborative dissemination process

All good things take time. This can be exacerbated by physical distance and fewer opportunistic meetings. To minimize this, we have a core working group who report back to the wider group at regular intervals.

We all work in different ways. To get the most out of these collaborations we must commit to understanding each others languages, acknowledge each others constraints, recognise others' areas of expertise, and be open minded to each other's ways of working.

