

Background

The community-based primary health care (PHC) research team, TRANSFORMATION is an inter-disciplinary multijurisdictional team with 57 members located across Canada and internationally.

The team members are involved in PHC policy-making, clinical practice, and also represent a myriad of links with other research projects.

There is a need for large distributed research teams to have reliable, efficient form of communication about research activities to support improvements in the program of research and ensure optimal capacity for dissemination of information.

Purpose

To improve communication of research activities between all team members for knowledge management and exchange.

Methods

A process was created for compiling and distributing the newsletter (Figure 1):

1. The executive team provided input regarding content, and approved deliverables.
2. Coordinators compiled updates from the co-leads using a standard template, which included the project name, team names, purpose, overview, current status, and next steps as well as recent publications & presentations, and kudos & announcements (Figure 2).
3. The newsletter was published using Mailchimp (online email marketing service provider which also manages contacts).

A collaborative online newsletter for engaging community-based primary health care research team members in knowledge management and exchange

Figure 1. Process of newsletter production



Figure 2. Project Update Template

This update was completed by:

Date Completed:

Project Name:

Project Team Names:

Purpose:

Overview:

Current Status:

Next Steps:

Additional Information

Recent Publication & Presentations:

Kudos & Announcements:

(e.g., achievements or new staff profiles)

Results & Interpretation

Process of newsletter production effective for consolidating information across the program of research.

There was decrease in the number of registered members and readership from issue 1 (sent on April 30th, 2014) to Issue 3 (sent on October 16th, 2014) (Figure 3).

- Reduced readership may be partly attributed to:
- The study being in the initial phase of data collection and network building and therefore generating minimal substantive content.
 - Email format easy to ignore and/or unsubscribe when inboxes overflow.
 - Content not targeted to specific audiences.

Next Steps

Proposed next steps:

- Continue to gather information using the process of newsletter production.
- Executive team members will use information to develop and send tailored updates to relevant decision-makers and collaborators.
- Monitor stakeholder use of new approach.

Conclusions

- Effective information sharing has the potential to support cross team learning and improvements.
- To be useful, information updates must be tailored to audience interests and needs and delivered in ways that facilitate uptake.
- Ongoing monitoring of information sharing strategies facilitates improvement.

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Figure 3. Groups that opened the newsletter for Issue 1 and 3

