



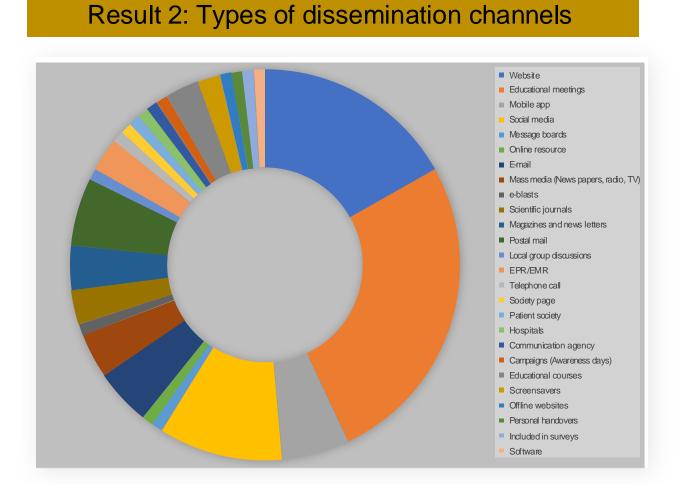
"Strategic dissemination is the often-overlooked cornerstone of clinical practice guideline implementation."

Title: Dissemination Strategies of Clinical Practice Guidelines – Mixed Methods Evidence Synthesis

Background: Clinical practice guidelines are shared through various dissemination strategies using a range of dissemination products and channels. However, users may have different needs for accessing and understanding them. There is a need for evidence on the existing dissemination strategies disentangled from the implementation aspects.

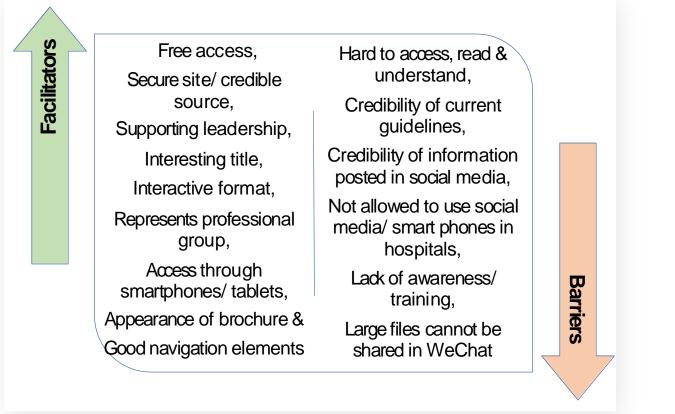
Types of Products	Frequency	Types of Products	Frequency
Print	11	Casestudies	3
Toolkit	1	Reminder messages	1
SOPs	1	Lectures/discussions/plenaries	28
Interactive format	4	Tweets	6
Infographics	3	Drug monographs	1
Flowchart	7	Policy documents	1
Podcasts	3	Clinical decision tools	2
OPGweblinks	1	Telephone calls	2
Videos	10	CPG with personalised cover letter	1
Chat with recommendations	1	Electronic leaflets	3
Images	1	Protocols	1
Multimedia ads	2	Patient self-management tool	1
PDF	7	2-3 page summaries	2
Online CGP with user guidance	1	Algorithms	3
Journal article	9	Decision support systems	3
Quick reference guide	1	Graphic narratives	1
HTML	6	Newsletter	1
Slides	6	Patient handouts	2
Posters	2	Educational material	3

Result 1: Types of dissemination products



Result 3: Barriers and facilitators in dissemination

Result 4: Unmet needs of dissemination strategies



press-release children-books easily-searchable unambiguous updated free interactive immersive-campaign behaviour-change regularly clinical wide-range mails active-collaboration pathways apps reminders audit stickers training formats education opinion-leaders lay-language active-voice nonenglish-languages short-sentences

Limitation: Many guideline developers disseminate their guidelines and may not publish their dissemination strategies in the literature. There might be differences in the actual and the published dissemination strategies which we were unable to capture in this mixed-methods evidence synthesis.

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