



National Collaborating Centre
for Methods and Tools

Centre de collaboration nationale
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Understanding Research Evidence in 5 minutes or Less: New Videos for Public Health Practitioners

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www.nccmt.ca/resources/multimedia-eng.html

Understanding Research Evidence videos

Rationale

- Some key terms common to research evidence were poorly understood by our target audience

Considerations for project:

- **Learning Styles**
 - Accuracy, integrity of topic
 - Short, plain language
 - Cartoon illustrations
- **Accessibility**
 - English and French
 - NCCMT website, YouTube
- **Linkages**
 - Complement other NCCMT resources that support evidence use



Development of videos



Topic Selection

- Feedback from workshop participants
- Expertise from NCCMT
- Online survey

...lower risk of dental caries than those who do not receive education. And an RR above 1 would mean children who do not receive education have a greater risk of dental caries than those who do not receive education. In our example, the RR of which is less than 1, which. This tells us that children who receive education are at lower risk for dental caries than who do not receive education. However, only tells us in this case whether that children are at lower risk for dental caries than their risk is. Let's

Script Development

- Initial draft
- Editing, revising
- Translation



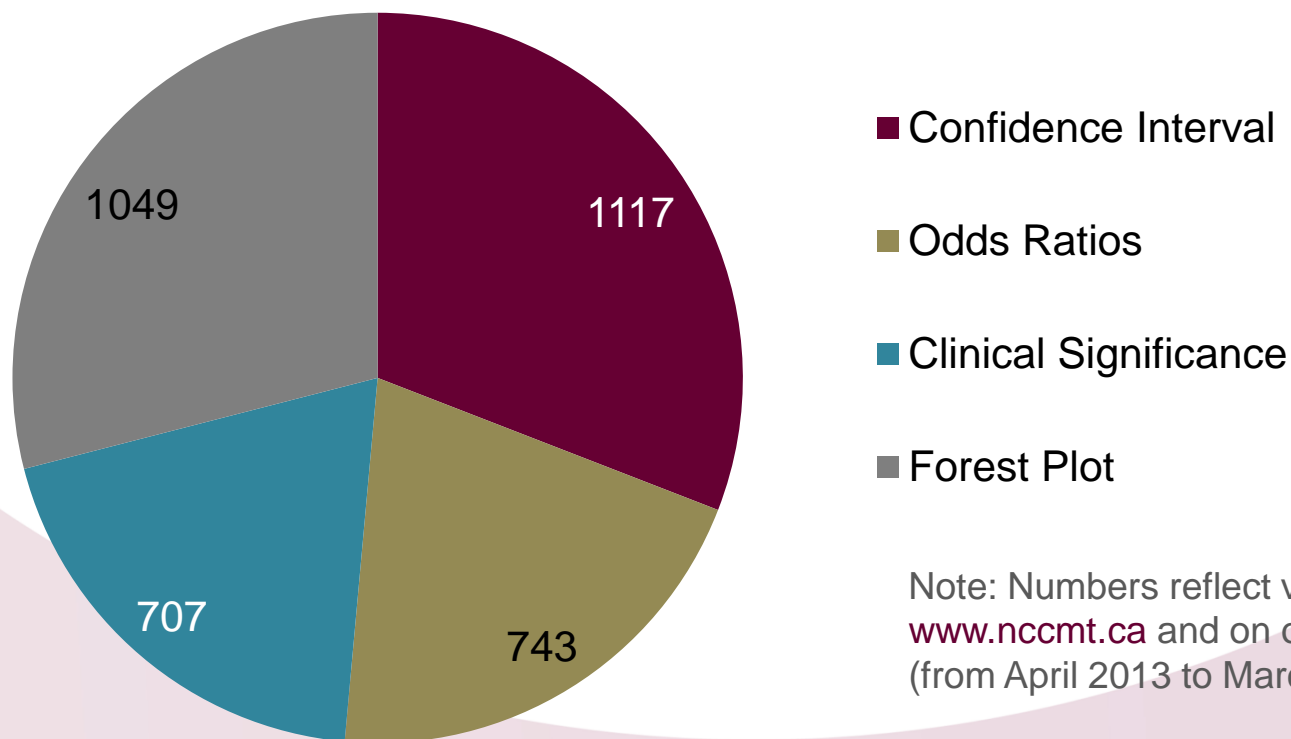
Production

- Cartoon development
- Filming
- Editing
- Formatting for Web



Results: Are the videos being watched?

Views by Topic
(Total English and French)



Note: Numbers reflect views on www.nccmt.ca and on our YouTube channel (from April 2013 to March 2014)



Implications for Practice

NCCMT users

“...excellent introduction to the modules – very helpful for new staff who would otherwise be reluctant to go into a detailed learning module.”

Practitioners in the field

“These are a great, quick way to help people understand challenging statistical concepts. I use them in my journal club meetings before going into more depth with a research article.”

“Although, I am familiar with many of these terms from my university days ... having access to these video series enables me to brush up on my previous learning.”

Educators in post-secondary institutions

“I regularly use the wonderful resources provided on the NCCMT website in my work, and share them with my students in the public health classes I teach.”



Next steps

Evaluation

- In-person pre-post-test experiment
 - Is knowledge gained?
- Online survey
 - Who is watching? How much knowledge is gained?
- In-depth phone interviews
 - Impressions of delivery and content?
 - How do the videos apply to practice?

Additional titles ...

