

EXCHANGE OF EXPERIENCE AMONG PARTNERS A FOCUS ON...

Exploring perceptions of the most efficient mechanisms and tools to disseminate research findings about youth health behaviours.

The benefits of research findings is dependent on the recognition, up-take and implementation by the end user. The Health Behaviour in School-aged Children (HBSC) is a cross-sectional research study conducted in collaboration with the World Health Organization. It runs on a 4-year cycle; in 2009/2010 43 countries/regions participated. Cross-nationally, HBSC collects information on the key indicators of health, health attitudes and health behaviour, as well as the context of health for young people. We explored key stakeholders opinions of the fact-sheet and report formats currently used to disseminate the findings, consulted them on the type of information that they would like to receive and asked for suggestions on alternative and suitable methods of dissemination.

DESCRIPTION OF EXPERIENCE:

Target population:

- ✓ Young people
- ✓ Parents
- ✓ Teachers
- ✓ Youth workers

Stakeholders groups were asked:

- about levels of awareness of HBSC
- about level of interest in the topics
- for feedback on the current formats and for
 - recommendations for future dissemination

Discussion groups:

- ✓ 4 x young people (n=39)
- ✓ 2 x parents (n=12)
- ✓ 3 x youth workers (n=15)
- ✓ 4 x teachers (n=14)

LESSONS LEARNT FROM THIS EXPERIENCE:

Young people: want to know about other people like themselves; would like to have other young people disseminating the information and want to receive it with minimum text and through visual and social media channels.

Parents, teachers and youth workers agreed that HBSC produced valuable information that should be widely disseminated.

Teachers and youth workers receive far more information than they have time to read. Information, therefore, should be very focussed, targeted, relevant and specific.

HOW CAN WE USE THIS EXPERIENCE WITHIN HEPCCOM?

This is relevant to individuals and organisations who wish to target interventions or information to young people, their parents or those who work with young people.

Many stakeholders will not access information in the format that researchers and health promotion practitioners traditionally use to disseminate information. Professionals such as youth workers and teachers are too time constrained to read much of the information that is sent to them. However, they will welcome information that is targeted and specific to their professional interests and which assist them in their work.

Young people want to receive information through the mediums that are important to them in other aspects of their lives and are unlikely to access information presented in traditional text formats. Young people see their peers as credible informants of information about health behaviours.

With this knowledge HEPCCOM partners can consider their own dissemination strategies.

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