

## 7.R. Innovations and knowledge translation

### European capacity to implement evidence-based child health policy

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#### Background:

Project MOCHA (Models of Child Health Appraised) funded within Horizon 2020, aims at appraisal of the models of primary child health care in the EU and EEA. One of the objectives is to explore the European capacity to implement evidence-based child health policy. Insight is needed in effective strategies, target audience and format for communicating recommendations from the MOCHA project, to ensure effective implementation of evidence-based solutions.

#### Methods:

In order to obtain evidence, an online survey amongst stakeholders was performed in 2018. Stakeholders from 21 European countries, specialized in prevention, treatment and monitoring, and problem recognition, were asked about the most effective strategies, target audience and format for communicating recommendations, to ensure implementation of evidence-based solutions.

#### Results:

The answers from representatives of 15 countries were obtained. According to stakeholders, the most effective strategies for communicating recommendations about child health policy were traditional scientific channels of spreading the information, such as policy acts or impact of policy makers. However much significance was given to the media, which often determine what is visible to the public and politicians. The target audience consisted of professionals including e. g. decision makers or stakeholders and non-professionals such as parents, patients and their families. Stakeholders emphasised that the format of communicating

recommendations should not be solely scientific-oriented but also available through the popular media.

#### Conclusions:

The strategy of communicating evidence-based results should be suited to the target audiences' profile. The message should be adapted to various groups of recipients, both professional and non-professionals. An essential role in communicating evidence-based recommendations is played by media.

#### Key messages:

- The strategies of effective implementation of evidence-based solutions should be adapted to the target audience.
- The profile of target audience is changing, and requires variation in the channels of communication of evidence-based solutions from scientific-oriented to population-oriented.