

Knowledge Network in Palliative Care

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KN Project Update June 2007

What's been happening?

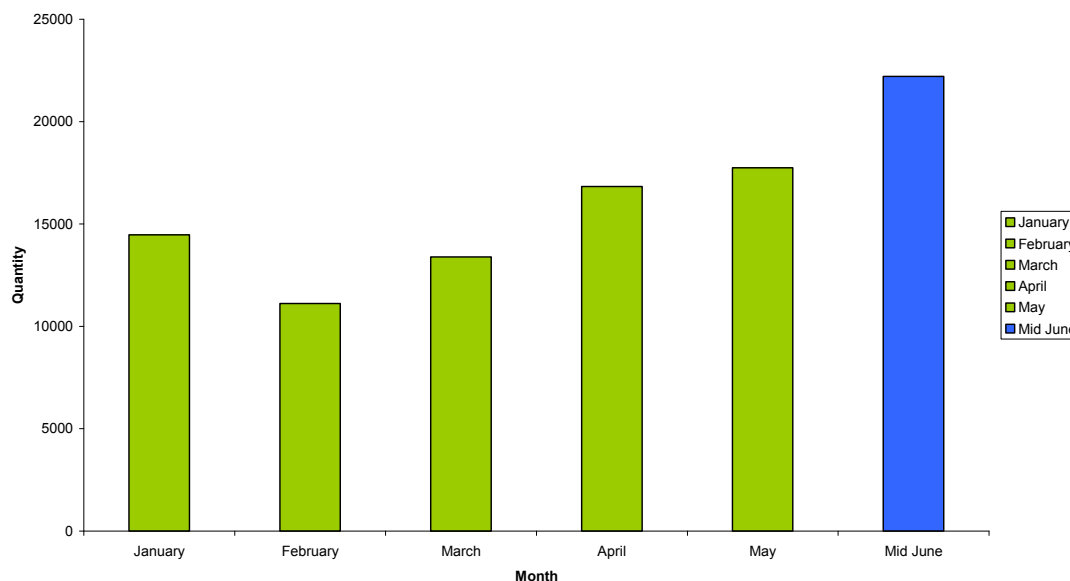
Work is continuing at a rapid rate. The National Advisory Group had its inaugural meeting earlier this month. This Group acts as a reservoir of knowledge, skills and networks for the Knowledge Network project. It provides a sounding body and an exchange point for promotion and linkage into constituencies. Dr James Cooper, a GP and Chair of the Palliative Care Association of SA, is the independent Chair for the National Advisory Group. The Group reports to the Knowledge Network Management Group.

There has been a major emphasis on marketing and promotional activities associated with the Knowledge Network project and the CareSearch project. The Knowledge Network Project is responsible for the CareSearch website and its content and functions. The marketing role is therefore very complex as it is responsible for:

- Marketing the CareSearch website
- Marketing the Knowledge Network Project
- Marketing the Knowledge Network when it is launched in May 2008

There have been many challenges in developing the marketing strategy and undertaking promotional activities. They include the very broad market in terms of potential users of the current CareSearch website and the proposed Network; the need to target specific messages to particular groups; and some uncertainty about the nature of the final relationship between the CareSearch website and identity and the Knowledge Network identity. However, a sustained release of materials about the CareSearch website has resulted in a significant increase in visits to the website. So far this month there have been over 22,000 visits to the CareSearch website.

Visits to CareSearch in 2007



1. The CareSearch website and the Australian Palliative Care Knowledge Network project are funded by the Australian Government Department of Health and Ageing. 2. The CareSearch website and the Australian Palliative Care Knowledge Network project are managed by the Department of Palliative and Supportive Services, Flinders University.

There have also been a number of noteworthy recognitions of the website. The Royal Society of Medicine, one of the UK's oldest and most prestigious medical institutions has featured CareSearch as the resource of the month in its online library. The Primary Health Care Research and Information Service (PHCRIS) has included CareSearch as one of websites to watch in the field of knowledge brokering. You can find out more at Have you Heard:

<http://www.caresearch.com.au/home/Home/Haveyouheard/tabid/690/Default.aspx>

We are trying to increase understanding of the Knowledge Network project history and provide people with more information about what's happening. To help with this we have reworked the KN project pages on the CareSearch website. This gives more detail on the project history, access to presentations about the project and provides downloadable promotional and information materials about both CareSearch and the Knowledge Network. You can find the reworked pages at:

<http://www.caresearch.com.au/home/Nationalprogram/Knowledgenetwork/KnowledgeNetworkProject/tabid/688/Default.aspx>

You can also add comments or suggest resources in the KN Forum pages at <http://www.caresearch.com.au/home/Nationalprogram/Knowledgenetwork/KnowledgeNetworkForum/tabid/671/Default.aspx>

Evaluation and its role in the Network Development

Evaluation of the Knowledge Network project is multifaceted. We use evaluation activities to help develop and modify content and functions within the Network as well as determining whether the intended outcome was achieved. Some of the evaluation work that we are currently involved with is:

Tracking visits to the CareSearch website and patterns of page use within the website: This provides us with an overall measure of interest in the website and an indicator of the success of promotional activities. It also shows us which pages (and hence possibly topics) are of most interest to the palliative care community.

Dissemination log

We keep a record of what is being printed about the CareSearch website and the Knowledge Network project and who is including links to the CareSearch website. Again this is a way of understanding who see the resource as having value for their community.

GP page evaluation

We are currently conducting focus groups and have an online survey to get feedback on the usefulness of the GP pages within CareSearch and more importantly, how they could be improved. We are seeking feedback from anybody who has used the pages. So if you haven't done the survey yet, you might like to go to <http://www.caresearch.com.au/CareSearchSurvey/Surveys/TakeSurvey.aspx?surveyid=1169> and complete the form. It only takes a few minutes.

Search term analysis

The last project we are currently looking at is a search term analysis. We are analysing the CareSearch website log to find the terms that people are putting into search engines that bring them to the website. This not only helps us understand the needs within the community but also will help us in tagging webpages for quicker retrieval and in developing the navigation system for the Knowledge Network.

Developing content

As the launch of the Knowledge Network draws closer we are starting to look at the areas for new content development. The preliminary site map for the Network has now been reviewed by both the Knowledge Network Management Group and the National Advisory Group and we have identified some criteria for determining the priority for development of content and functions.

We are beginning to establish the writing and development teams for the different areas. We are also reviewing the quality processes and standards that were developed for the CareSearch website to ensure that they are comprehensive and workable for the Knowledge Network.

Developing a graphic identity

Alongside the work on content development we have selected a graphic design company to work with us on developing the graphic image for the new Network both in the website and the print versions. The benefits from the graphic design component can be summarised as follows:

- Creates image of professional appealing content and resources
- Increases readability and functionality of website and print material
- Creates a seamless brand image
- Contributes to navigation of website/network
- Provides an integrated set of website and printed resources all identifiable as part of the one resource

The core initial decision that is being investigated relates to the name, logo and URL for the Network and the relationship to the existing CareSearch website. It is anticipated that this issue will be resolved by the end of July.

An invitation to participate

The Knowledge Network project is designed to provide evidence based information and resources to the palliative care community. It relies on the skills and views of many different people. We would like to invite members of the palliative care community to participate. Sometimes the simple act of providing feedback can offer a new way of looking at a problem or highlight a problem or need within the community. Using your skills in evaluating material or acting as a user-tester as pages are developed can help make stronger and more useful materials.

If you are interested in helping develop the Knowledge Network project, please contact the project team at caresearch@rgh.sa.gov.au or phone us on (08) 8275 2817.