Knowledge exchange includes information management, linkage, capacity development, and support. Knowledge exchange bases its practice on exchanging information in the most appropriate format with the right people at the most suitable time.

In the 5 year period, 2007-2011, the Primary Health Care Research & Information Service (PHC RIS) has:

**DEVELOPED**
www.phcris.org.au
an extensive searchable website that links all our resources
includes 2278 items on rural health

**PUBLISHED**
27 short papers
Round up of recent Australian and international research on current PHC topics
7 reviews
Synthesised research on policy-relevant issues relevant to rural health

**PRODUCED**
weekly email
PHC news sourced through environmental scanning and stakeholder input
bi-monthly newsletter
news about PHC research, researchers, organisations and events
including 536 rural health items

**ESTABLISHED**
a PHC research register available 24/7 online and linked fully searchable including
351 rural researchers & 171 rural projects

**CREATED**
40 informative and skill-building online fact sheets on knowledge exchange, primary health care, research & evaluation relevant to rural health researchers, providers and policy makers

**CONVENED**
5 national conferences where 280 rural health abstracts were presented as papers or posters

3 out of 4 delegates indicated the conference increased their knowledge and understanding to a great or moderate extent

To subscribe to our resources, go to www.phcris.org.au/subscribe

OUR KNOWLEDGE EXCHANGE SUCCESS FACTORS:
- Engage with stakeholders, understand their needs
- Write for the audience
- Use a tailored format
- Verify information with experts
- Seek feedback
- Scan the environment to keep up-to-date
- Promote what we publish

- Use multiple ways to promote and disseminate
  - Cross product promotion
  - Social media to promote
  - Free subscription for alerts
- Monitor effectiveness of promotion
- Evaluate content and format
- Seek ways to improve based on feedback and monitoring