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B Georgelin, T Delescluse, Christine Ferron, Marion Porcherie, A Vuillemin, F Berdougo

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**From advocacy to dissemination: lessons from a French initiative to promote experiential knowledge**

**Béatrice Georgelin**

*B Georgelin<sup>1</sup>, T Delescluse<sup>1</sup>, C Ferron<sup>2</sup>, Committee to promote EKHP<sup>1,2</sup>, M Porcherie<sup>3,4</sup>, A Vuillemin<sup>5,1</sup>, F Berdougou<sup>1</sup>*

<sup>1</sup>SFSP, Paris, France

<sup>2</sup>FNES, Paris, France

<sup>3</sup>EHESP, Rennes, France

<sup>4</sup>ARENES - UMR CNRS 6051, Université de Rennes, Rennes, France

<sup>5</sup>Université de Nice, Nice, France

Contact: [beatrice.georgelin@sfsp.fr](mailto:beatrice.georgelin@sfsp.fr)

**Issue:**

Health Promotion (HP) practitioners hold experiential knowledge (EK) relevant to tackle core issues (implementation

design, innovation, context-specific dissemination) and improve professional practices. Promoting ways to build up and share EK has been the mission of a multidisciplinary French coalition of HP specialists, policymakers, practitioners and researchers. After drafting an advocacy plan and designing a method for capitalizing, collecting and circulating EK on HP interventions (2016-2020), the Committee to promote EKHP (CEKHP) focused on disseminating capitalization skills in the workforce (2020-2023).

**Second phase:**

To mobilize for EKHP, we followed a 3-part strategy. 1/ Members of CEKHP tested out capitalization projects, to make proof of concept and identify necessary levers to put the method into practice (project design, financing, etc.). 2/ We created in 2021 a training program to gain skills to design EKHP projects. 3/ We built spaces to increase recognition and access to EKHP works.

**Results:**

We launched in May 2022 a website: the national EKHP resource center ([www.capitalisationsante.fr](http://www.capitalisationsante.fr)). More than 100 works are now published, including works from the starter projects which helped refine the method, attracting 15 000+ visitors in the first year. 150+ practitioners have been trained so far, through a program offered at the National School for Public Health in adult learning sessions and in a master's degree, also available to organizations wishing to adopt EKHP practices. To keep amplify the initiative, new members joined the initial coalition. We debuted in 2023 a community of practice to support a network of trained practitioners.

**Next steps:**

Both building up and accessing EKHP meet a high level of interest. We launched a survey to track the uses of EKHP publications (transfer, innovation, etc.). Advocacy for EKHP continues: we must rally more support from local health authorities, to sustain wide range EKHP adoption and secure necessary funding.

**Key messages:**

- Experiential knowledge contributes to improve practices in health promotion by sharing knowledge on how HP interventions work and by developing new skills (EK build up capacities) in the workforce.
- A multilevel strategy combining advocacy, tools-building and training can be effective at promoting experiential knowledge. We identified levers that create favorable environments for dissemination.