



**HAL**  
open science

# From advocacy to dissemination: lessons from a French initiative to promote experiential knowledge [Communication]

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

## ► To cite this version:

B Georgelin, T Delescluse, Christine Ferron, Marion Porcherie, A Vuillemin, et al.. From advocacy to dissemination: lessons from a French initiative to promote experiential knowledge [Communication]. European Journal of Public Health, 2023, 33 (Supplement\_2), 10.1093/eurpub/ckad160.1670 . hal-04267879

**HAL Id: hal-04267879**

**<https://ehesp.hal.science/hal-04267879>**

Submitted on 28 May 2024

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



Distributed under a Creative Commons Attribution - NonCommercial 4.0 International License

**Abstract citation ID: ckad160.1670**  
**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.