



## *How people communicate and are connected within a community-based organization impacts information uptake*

### *Purpose*

To study the role of interpersonal communication in the awareness and promotion of exercise guidelines for people with SCI within a Community-based organization (CBO).

### *Summary*

- Interpersonal Communication: how people communicate and connect with their co-workers
- People who were more connected to, and communicated more within, the CBO knew more about the guidelines and promoted them more often.

### *Possible Applications*

- CBO interpersonal communication should be considered when encouraging promotion of important information.

### *Research Abstract*

**Background:** Diffusion of innovations theory has been widely used to explain knowledge mobilization of research findings. This theory posits that individuals who are more interpersonally connected within an organization may be more likely to adopt an innovation (e.g., research evidence) than individuals who are less interconnected. Research examining this tenet of diffusion of innovations theory in the knowledge mobilization literature is limited. The purpose of the present study was to use network analysis to examine the role of interpersonal communication in the adoption and mobilization of the physical activity guidelines for people with spinal cord injury (SCI) among staff in a community-based organization (CBO).

**Methods:** The study used a cross-sectional, whole-network design. In total, 56 staff completed the network survey. Adoption of the guidelines was assessed using Rogers' innovation-decision process and interpersonal communication was assessed using an online network instrument.

**Results:** The patterns of densities observed within the network were indicative of a core-periphery structure revealing that interpersonal communication was greater within the core than between the core and periphery and within the periphery. Membership in the core, as opposed to membership in the periphery, was

associated with greater knowledge of the evidence-based physical activity resources available and engagement in physical activity promotion behaviours (ps < 0.05). Greater in-degree centrality was associated with adoption of evidence-based behaviours (p < 0.05).

**Conclusions:** Findings suggest that interpersonal communication is associated with knowledge mobilization and highlight how the network structure could be improved for further dissemination efforts.

**Gainforth, H. L., Latimer-Cheung, A. E., Athanasopoulous, P., Moore, S., & Martin Ginis, K. A. (2014). The role of interpersonal communication in the process of knowledge mobilization within a community-based organization: A network analysis. *Implementation Science*, 9, 59. doi:10.1186/1748-5908-9-59**