



EvidenceNetwork.ca creates original media content on health policy topics for publication in the mainstream media.

We also link journalists with health policy experts to provide access to credible, evidence-based information for media stories.

Since 2011, we've had over 2,000 original articles published in every major newspaper across the country, as well as a wide range of regional and niche media outlets in English and French.

Why EvidenceNetwork.ca?

Academics research important health policy issues and journalists communicate with the public about these issues. Unfortunately, there is often a gap between what the media report and what researchers find. In the policy environment, the news media play a powerful and influential role, determining what issues are on the broad policy agenda, how the public and politicians perceive these issues and also how healthcare consumers think about their need for care and the sustainability of the system.

We know that an informed public debate around health policy is important to Canadians. As recent polls suggest, healthcare continues to be a top concern. This is why an **evidence-based, non-partisan bridge** between healthcare researchers and the mainstream media is key to enriching the public dialogue about complex health policy issues.

Our Team

EvidenceNetwork.ca is made up of more than **80 expert advisors**, health policy academics and researchers from across Canada and internationally, who are top of their field. We also have an **independent media advisory board** and an **panel of international journalists**, made up of some of the most respected health journalists from Canada and around the globe, who help guide our programs and services. A small staff works together with the advisors to make EvidenceNetwork.ca content balanced, accessible and widely available.



Our Services

Website: Reviews the issues and the evidence on 11 key topics including sustainability, wait times, the aging population, obesity and pharmaceutical policy, among others and provides media backgrounders on key information.

Media Response: We have a network of non-partisan and highly qualified researchers from across the country who respond quickly to requests for information and interviews, as well as a database of contact details for these experts organized by topic and geography for quick media use. We also have a small team of seasoned writers who regularly seize opportunities presented by the media to author original content on health policy topics on tight media timelines.

Original content: EvidenceNetwork.ca publishes **original articles and op-eds** that present an informed view on important health policy stories. Last year, we had almost 800 articles published

in the major daily news media across the country, including appearing regularly in top media outlets such as the *Globe and Mail*, the *Toronto Star* and *La Presse*. Compilations of our most popular commentaries are available in **three eBooks** for free via Kindle, iTunes and Google Play.

We also provide **a regular podcast series** available on iTunes, short videos for use by media as well as infographics and **media backgrounders** on specific topics, to help journalists put a breaking news story in context.

All of our materials are given a Creative Commons license, which means they can be reproduced, free-of-charge, so long as proper attribution is provided.

Social Media: EvidenceNetwork.ca also leverages a variety of social media tools including Twitter, Facebook, Pinterest, LinkedIn, Reddit and YouTube to share the latest health research and evidence to a wide and varied audience.

Help us make evidence matter.



EvidenceNetwork.ca is funded by the Canadian Institutes of Health Research, Research Manitoba and the Centre for Healthcare Innovation to make the latest health policy evidence available to the media.

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