



Roles and activities of CCGI Best Practice Collaborators

Education

- **Discuss key guideline recommendations** with clinicians;
- **Support the implementation of best practice** among the profession in their own area, in collaboration with existing local CCGI opinion leaders;
- **Participate in or lead activities, groups or events.** (e.g. make presentations or assist with workshops on EIP at continuing education events or conferences in partnership with the local CCGI OL/BPC team);
- **Have a presence on social media** (e.g., LinkedIn, CCGI YouTube) to encourage awareness of available CCGI resources;
- **If teaching, introduce learners to EIP** by including it in coursework and highlighting the importance of EIP for clinicians in practice.



Advancing the profession

- **Raise awareness of the most recent research and encourage clinicians to use it in practice.**

Building relationships

- **Build relationships** through regular communication with various stakeholders (e.g., clinicians, fellow Best Practice Collaborators/Opinion Leaders);
- **Create networks** to encourage clinicians and stakeholders to follow CCGI;
- **Share your own experiences with other BPCs and OLs** regarding knowledge translation (KT) strategies used within respective context and setting;
- **Encourage clinicians** to learn about and discuss EIP principles and guideline recommendations;
- **Promote CCGI website, tools and resources** for clinicians (**www.chiroguidelines.org**);
- **Inform clinicians on how/where to access reliable information** on Clinical Practice Guidelines or EIP principles;
- **Address concerns clinicians express** about EIP principles and guideline recommendations.