From "Grey Literature" to "Specialized Resources":
Rethinking Terminology to Enhance
Grey Literature Access and Use

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GREO

What is GREO?

- GREO is an independent Knowledge Translation and Exchange (KTE) organization that aims to reduce harm from gambling
    - Learn more about KTE at our poster!
- Who do we serve?
    - policy makers, researchers, treatment providers, regulators, and gambling operators.

GREO Manages and Produces Grey Literature

- GREO's Evidence Centre is the premier digital library of freely accessible evidence on gambling and related harms

- Most of the collection is grey literature

- The Evidence Centre provides timely and relevant evidence in formats accessible to diverse audiences

The Challenge: Increase Grey Lit Use Among our Audiences

- Many stakeholders are confused about the concept of grey literature. Some think it:
  - is never peer-reviewed, or
  - consists only of news and popular media
- Researchers who publish grey literature would like greater uptake of their work.

Our grey literature collection represented an opportunity to educate about the wide array of credible resources available in the grey literature.

The Solution: Knowledge Translation

Grey Literature
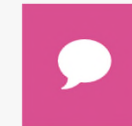(1830)

Specialized Resources

White Papers(25)

Instructional Resources (53)

Summaries (79)

Commentaries (34)

Reports (1193)
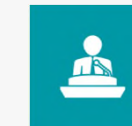
Conferences and Presentations (309)

Visual Tools (59)

Bulletins (27)

Multimedia (46)
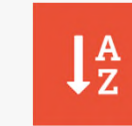
Bibliographies (5)

Why Terminology Matters

Open Science: Knowledge Translation (KT) supports the Open Science movement by ensuring that grey literature is more accessible and better understood by multiple audiences.

This might even mean not always calling grey literature "grey literature".