Dissemination Strategies for Health Services Researchers

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Dissemination

An active approach of spreading evidence-based information to a target audience via determined channels using planned strategies

(Chapter by Rabin & Brownson, in Brownson, Colditz and Proctor, 2018)
Goals of Cyberseminar

• Define dissemination and present current challenges
• Discuss principles of “Designing for Dissemination”
  • Systems
  • Processes
  • Products
• Introduce dissemination support system and accompanying tools
• Consider designing a dissemination plan for future efforts
• Caveat: this will not be exhaustive, just a start
Poll: Knowing My Audience

Please choose all that apply:

1. I have not engaged in research dissemination efforts
2. I have made some efforts to disseminate research findings
3. I have made dissemination of research findings a priority
Dissemination Challenges

(Brownson et al, 2013)

1. Does not occur spontaneously and naturally
2. Passive approaches are largely ineffective
3. Single-source messages less effective than comprehensive, multilevel approaches
4. No or little stakeholder involvement in research or evaluation process
5. Have not based dissemination on theory or frameworks
6. Process of dissemination has not been tailored to specific audiences
Poll: Dissemination Challenges

Please choose only one response:

1. I have not experienced any dissemination challenges
2. I have experienced one or two of these dissemination challenges
3. I have experienced a few or more of these dissemination challenges
Designing for Dissemination Among Public Health Researchers: Findings From a National Survey in the United States

Ross C. Brownson, PhD, Julie A. Jacobs, MPH, Rachel G. Tabak, PhD, Christine M. Hoehner, PhD, MSPH, and Katherine A. Stamatakis, PhD, MPH

- System Changes
- Processes
- Products
1. System Changes

- Shift research funder priorities and processes
- Shift researcher incentives and opportunities
- Develop new measures and tools
- Develop new reporting standards
- Identify infrastructure requirements
Influencing the Culture of Research

PCORI’s patient-centered, stakeholder-driven approach to healthcare research not only shapes the research we fund, but it influences changes in the culture of research more broadly.

View some examples
1. System Changes

- Shift research funder priorities and processes
- Shift researcher incentives and opportunities
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<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Academic</th>
<th>Practice</th>
<th>Policy</th>
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</thead>
<tbody>
<tr>
<td>Short-term</td>
<td>Publication downloads</td>
<td>Awareness of an evidence-based practice</td>
<td>Awareness of an evidence-based policy</td>
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<td>Citation rates</td>
<td>Knowledge about an evidence-based practice</td>
<td>Knowledge about an evidence-based policy</td>
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<td>Self-efficacy in using evidence</td>
<td>Self-efficacy in using evidence</td>
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<td>Intentions to use evidence</td>
<td>Intentions to use evidence</td>
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<tr>
<td>Medium-term</td>
<td>Citation networks</td>
<td>Presence of evidence (eg, recommendations from</td>
<td>Policy maker support for evidence-based policies</td>
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<td></td>
<td>Social media networks</td>
<td>systematic reviews) in funding announcements</td>
<td>Presence of evidence in development of policy</td>
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<td></td>
<td>h-index scores</td>
<td>Use of analytic tools to inform practice</td>
<td>proposals (bills, rules, regulations)</td>
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<td></td>
<td>Altmetric scores</td>
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<td>Altmetric scores</td>
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<tr>
<td></td>
<td>Coverage in mass media</td>
<td></td>
<td>Observations of use of evidence in policy-making (eg, in hearings)</td>
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<td></td>
<td></td>
<td></td>
<td>Narrative examples that feature scientific evidence</td>
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<tr>
<td>Long-term</td>
<td>Use of individual studies in systematic reviews</td>
<td>Uptake of evidence-based interventions</td>
<td>Enactment of evidence-based policies</td>
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<td></td>
<td>Use of individual studies in tools for practitioners or policy makers</td>
<td>Termination of ineffective interventions</td>
<td>Ongoing evaluation of enacted policies</td>
</tr>
</tbody>
</table>
1. System Changes

- Shift research funder priorities and processes
- Shift researcher incentives and opportunities
- Develop new measures and tools
- Develop new reporting standards
- **Identify infrastructure requirements**
Introducing the Altmetric Score

https://www.altmetric.com/audience/researchers/
So far, Altmetric has seen 122 tweets from 102 users, with an upper bound of 655,395 followers.
2. Processes

- Involve stakeholders as early in the process as possible
- Engage key stakeholders for research through audience research
- Identify frameworks or theories for dissemination efforts
- Identify the appropriate means of delivering the message
OVERVIEW:

Welcome to The SERVE Toolkit for Veteran Engagement

The purpose of the Strengthening Excellence in Research through Veteran Engagement (SERVE) Toolkit is to support VA Research Centers and investigators in efforts to include Veterans and other stakeholders in the development, implementation, and dissemination of research studies. The Toolkit was developed through a collaborative process that included representatives from 7 VA hospitals where Veteran Engagement in Research is an established priority.
2. Processes

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• **Identify frameworks or theories for dissemination efforts**
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Model Categories

Construct Flexibility (CF)

1: Broad
Loosely outlined and defined constructs; allows researchers greater flexibility

2

3

4

5: Operational
Detailed, step-by-step actions for D/I research

Dissemination and / or Implementation (D/I)

D only
Focus on active approach of spreading EBIs to target audience via determined channels using planned strategies

D > I
Equal focus on dissemination and implementation

D = I

I > D
Focus on process of putting to use or integrating evidence-based interventions within a setting

I only

Socio-ecological Framework (SEF)

System: Hospital system, government

Community: Local government, neighborhood

Organization: Hospitals, service organizations, factory

Individual: Personal characteristics

Tabak et al (2012)
This interactive website was designed to help researchers and practitioners to select the D&I Model that best fits their research question or practice problem, adapt the model to the study or practice context, fully integrate the model into the research or practice process, and find existing measurement instruments for the model constructs. The term ‘Models’ is used to refer to both theories and frameworks that enhance dissemination and implementation of evidence-based interventions more likely.

**Select**
Search, view, and select D&I Models

**Adapt**
Read strategies for adapting D&I Models to research or practice context

**Integrate**
Read strategies for incorporating D&I Models into the full spectrum of your project

**Measure constructs**
Find a list of constructs and links to measurement tools associated with the D&I Models

http://www.dissemination-implementation.org/
Search, view, and select D&I Models through one of the following:

- **View All D&I Models**  
  Review and choose among available D&I Models. You can also see all references for the D&I models.

- **Search D&I Models**  
  Search for D&I Models using specific criteria.

Once you have selected a D&I Model that best fits your research question, you can learn more about applying your model on the ADAPT or INTEGRATE pages. Additionally, you can find list of constructs and affiliated measures associated with the selected D&I Model on the MEASURE page.
The list of all D&I Models and their characteristics. You can compare up to five models by selecting the check box next to the model name. Additional information on each model can be found by clicking on the Description link under each Model name.

<table>
<thead>
<tr>
<th>Model</th>
<th>D &amp;/or I</th>
<th>Construct Flexibility</th>
<th>Socio-Ecological Levels</th>
<th>Field of Origin</th>
<th># Times Cited</th>
<th>Rating</th>
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<td>&quot;4E&quot; Framework for Knowledge Dissemination and Utilization</td>
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<tr>
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<td>I O C</td>
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<td>I O</td>
<td>Nursing</td>
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<td>Advancing Research and Clinical Practice through Close Collaboration (ARCC) Model of Evidence-Based Practice in Nursing and Healthcare</td>
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<td>I O</td>
<td>Nursing</td>
<td>50</td>
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<tr>
<td>Availability, Responsiveness &amp; Continuity (ARC): An Organizational &amp; Community Intervention Model</td>
<td>I-Only</td>
<td>5</td>
<td>O C</td>
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</tbody>
</table>
2. Processes

- Involve stakeholders as early in the process as possible
- Engage key stakeholders for research through audience research
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Theory of Diffusion of Innovations (Rogers, 2003)

Key features of the innovation for adoption include:

- a perceived relative advantage,
- compatible with perceived needs, values and norms,
- low complexity,
- amenable to being tested out on a limited basis,
- benefits are observable, and
- potential for reinvention or adoption to local circumstances
Products

- Identify the appropriate message
- Develop summaries of research in user-friendly, nonacademic formats (audience tailoring)
“Fundamental obstacle to successfully disseminating and implementing evidence-based public health programs is the near total absence of systems and infrastructures to carry out marketing and distribution”

--Kreuter and colleagues

• Four Gaps
• Six Action Steps
Four Gaps We Need to Address

- Increase scientists’ dissemination efforts
- Assemble inventories of effective programs
- Build partnerships for dissemination
- Increase demand among practitioners for evidence-based approaches
Six Action Steps We Need to Take

- Promote programs strategically
- Build distribution capacity
- Systematically identify proven programs
- Transfer research-tested interventions
- Build a comprehensive system of user support
- Establish evaluation measures and processes
Web 2.0 for dissemination (Bernhardt et al, 2011)

**Discovery to Deliver Steps**
- Completing studies
- Disseminating results
- Knowledge synthesis
- Actionable knowledge
- Transfer and distribution
- Adoption decision
- Practice integration
- Implementation
- Maintenance

**Dissemination Strategies**
- Increase Scientists’ Dissemination Efforts
- Assemble Inventories of Effective Programs
- Build Partnerships for Dissemination
- Increase Demand Among Practitioners for Evidence-Based Approaches

**Web 2.0 Techniques**
- Online videos
- Podcasts
- Blogs and Tweets
- Smart tagging
- Search Engine Optimization
- Wiki and User Generated Content
- Electronic Networks
- Virtual Exchanges
- Social data mining
- Share success stories
- Web 2.0 Training*

* Applies to all strategies
Decision Support System

(Kreuter and Wang, 2015)

• Many evidence-based programs are not worth disseminating
• Most research-tested versions of programs are not ready for widespread use
• Program developers make poor disseminators
EBPs not worth disseminating
For every 3,000 raw ideas:
- 100 are developed as exploratory projects
- 10 of which become well-developed products
- 2 of which receive a full-fledged launch in the marketplace, and
- 1 of which becomes a successful product

In contrast, many scientists seem to operate under the assumption that every ESI should be pushed into wider dissemination

Potential adopters’ preferences, needs, colleagues’ opinions, all matter, and are influential for optimal dissemination
Programs/Interventions Seldom Ready for Widespread Use
Large-Scale Disclosure Toolkit

- Goals
- Action Items
- Tools and Resources
- Topics
- Quotes and Real-Life Examples from research to provide evidence
- Templates, Checklists & Scripts

“No one needs another toolkit or dashboard. What they need are people to help them. And you can quote me on that.”

VA HSR&D SDR 11-440
Program Developers Make Poor Disseminators
Barriers to Dissemination

- Lack resources, infrastructure and business skill sets needed to disseminate and sustain programs
- Intermediate steps—packaging, promotion, transfer, distribution, inventory management, promotion, sales, communication, training, technical assistance, product service, coordination, evaluation—comprise a marketing and distribution system
Intermediate Steps

- Consolidated Framework for Implementation Research ([http://cfirguide.org](http://cfirguide.org))
- **Design Quality and Packaging**: Perceived excellence in how the intervention is bundled, presented, and assembled
- **Networks and Communication**: The nature and quality of webs of social networks and the nature and quality of formal and informal communications within an organization.
Packaging and Spreading Proven Pediatric Weight Management Interventions for Use by Low-Income Families
RFA-DP-19-002
Application Due Date: 10/24/2018
How to Build a Dissemination Support System

1. Dissemination should be more demand driven
   - User review panels to identify interventions for which there is genuine demand

2. Dissemination Support System should yield practice-ready programs and progress
   - Design and marketing teams to convert in-demand interventions into practice-ready programs

3. Specialists, not researchers, needed to promote and support spread of innovations
   - Dissemination field agents to generate awareness, provide training, and support use of evidence-based, practice-ready programs by adopters
Figure 2.2. Proposed Dissemination Support System

- Interventions being tested
- Expert review
- Empirically supported interventions

User demand informs, drives practice-based research

Proven interventions with user demand

“Menu” of evidence-based, high-demand, practice-ready interventions

Feedback from users continuously improves programs

User review panel

Design and marketing team

Dissemination field agents
How would this work in practice?
User Review Panel

PATIENT ENGAGEMENT IN RESEARCH:
A TOOLKIT FOR PATIENT-FAMILY ADVISORY COUNCILS

"AFTER ALL, WHO ARE YOU CREATING THE EVIDENCE-BASE FOR?"
--a patient in a focus group with Planetree

https://www.pcori.org/
We designed the EPYQ to measure, describe, and quantify the objectively observable amount of essential elements of yoga present in yoga interventions. The EPYQ was designed for use by researchers to objectively characterize the yoga session, not the internal experiences of individual practitioners. The development of the EPYQ was funded by the National Institute of Health. (NIH; NCCIH grant #1R01AT006466-01)
Dissemination Field Agents

Utilizing Stakeholders as Communication Partners

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July 16, 2018

What is a Dissemination Plan?

• A plan for disseminating research findings or products to those who will use the information in practice
• Something you should be thinking of early on
• Will help you get your message out

References


• Bernhardt JM, Mays D, Kreuter MW. Dissemination 2.0: Closing the gap between knowledge and practice with new media and marketing. Journal of Health Communication. 2011; 16: Suppl 1, 32-44.


Thank you!

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