



Dissemination Strategies for Health Services Researchers

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October 15, 2018

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Research, VA HSR&D Center for
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Implementation Research, VA Boston

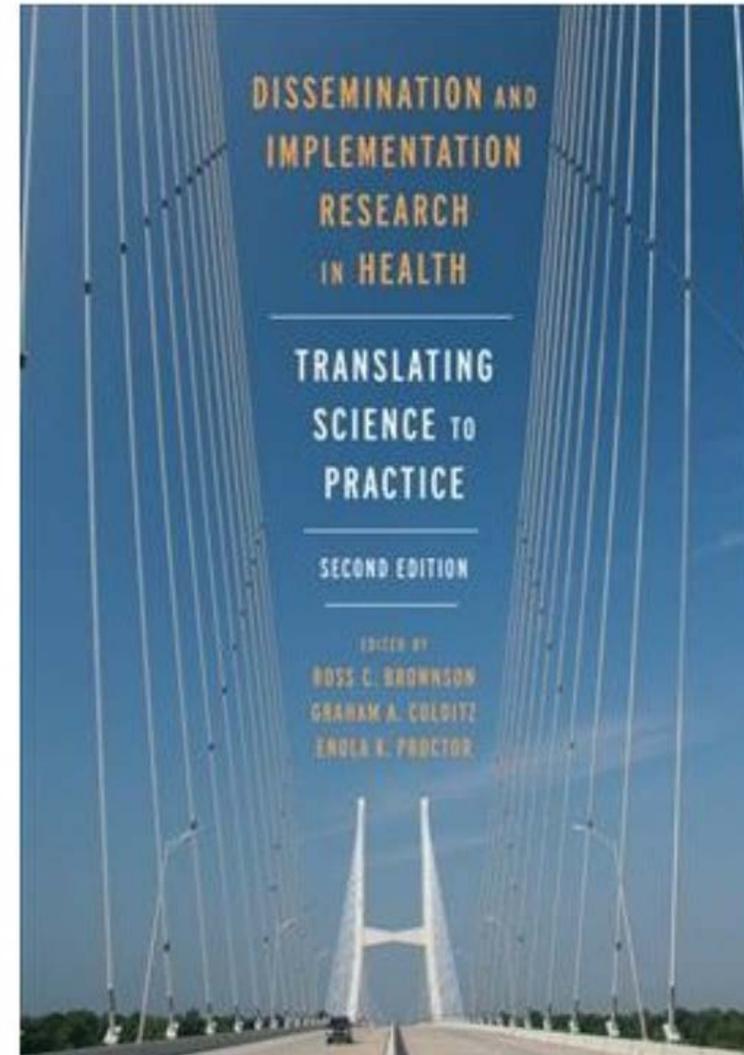
Director, Implementation Science Core;
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@ranielwy

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”
Principles

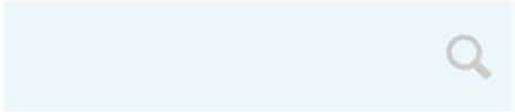
Designing for Dissemination Among Public Health Researchers: Findings From a National Survey in the United States

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



ENGAGEMENT

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
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- **Develop new measures and tools**
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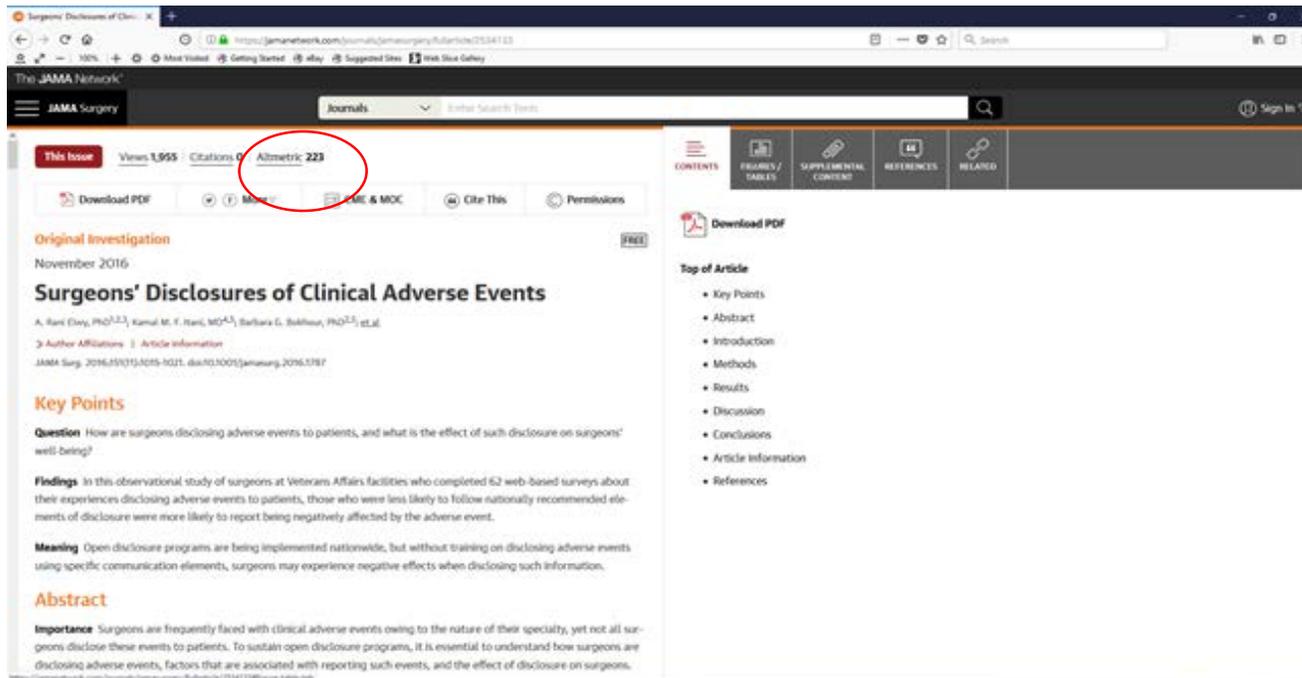
Brownson et al, 2018

TABLE 3
Sample Measures of Research Impact by Setting and Time Frame

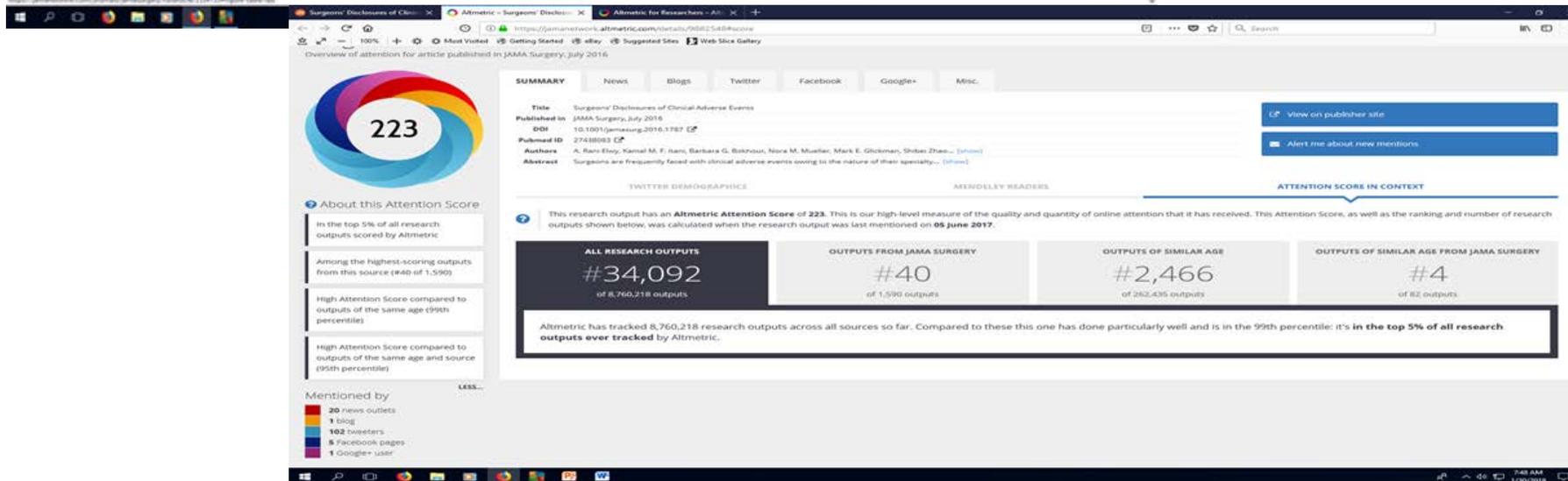
Time Frame	Setting		
	Academic	Practice	Policy
Short-term	Publication downloads Citation rates	Awareness of an evidence-based practice Knowledge about an evidence-based practice Self-efficacy in using evidence Intentions to use evidence	Awareness of an evidence-based policy Knowledge about an evidence-based policy Self-efficacy in using evidence Intentions to use evidence
Medium-term	Citation networks Social media networks h-index scores Altmetric scores Coverage in mass media	Presence of evidence (eg, recommendations from systematic reviews) in funding announcements Use of analytic tools to inform practice	Policy maker support for evidence-based policies Presence of evidence in development of policy proposals (bills, rules, regulations) Altmetric scores Observations of use of evidence in policy-making (eg, in hearings) Narrative examples that feature scientific evidence
Long-term	Use of individual studies in systematic reviews Use of individual studies in tools for practitioners or policy makers	Uptake of evidence-based interventions Termination of ineffective interventions	Enactment of evidence-based policies Ongoing evaluation of enacted policies

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/>

Overview of attention for article published in JAMA Surgery, July 2016



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Among the highest-scoring outputs from this source (#40 of 1,590)

High Attention Score compared to outputs of the same age (99th percentile)

High Attention Score compared to outputs of the same age and source (95th percentile)

LESS...

Mentioned by

- 20 news outlets
- 1 blog
- 102 tweeters
- 5 Facebook pages
- 1 Google+ user

SUMMARY News Blogs **Twitter** Facebook Google+ Misc.

So far, Altmetric has seen 122 tweets from 102 users, with an upper bound of 695,395 followers.

Showing items 1-100



Kristopher Maday PA-C
@PA_Maday

Surgeons' Disclosures of Clinical Adverse Events <https://t.co/IVrEzvQq>

05 Jun 2017



Juan Senior
@senior64

Surgeons' Disclosures of Clinical Adverse Events <https://t.co/9e2qU9JK6o>

23 Dec 2016



cirujano de cuello
@alvarosanabria

Surgeons' Disclosures of Clinical Adverse Events <https://t.co/L4yqGvZMYP>

23 Dec 2016



cirujano de cuello
@alvarosanabria

Surgeons' Disclosures of Clinical Adverse Events <https://t.co/1sTbzdfbFD>

23 Dec 2016

778 FOLLOWERS

Reply Retweet Favourite



nvvegap
@nvvegap

RT @JAMASurgery: Surgeon disclosure of adverse events <https://t.co/plef2Fjw9m>

25 Nov 2016



Sergyl LAFONT MD
@SergylB

RT @JAMASurgery: Surgeon disclosure of adverse events <https://t.co/plef2Fjw9m>

25 Nov 2016



Olivier Branford
@OlivierBranford

RT @JAMASurgery: Surgeon disclosure of adverse events <https://t.co/plef2Fjw9m>

25 Nov 2016



Conor Delaney
@ConorDelaneyMD

Very important that as surgeons we disclose, but surgeons should be shown how to do so properly for many reasons @JAMASurgery <https://t.co/Ah5xg1kj23>

24 Nov 2016



Diane Radford MD



Manish Chand

Overview of attention for article published in JAMA Surgery, July 2016



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- SUMMARY
- News
- Blogs
- Twitter
- Facebook
- Google+
- Misc.

So far, Altmetric has seen 45 news stories from 20 outlets.

- FUTURITY** Why surgeons should say 'sorry' for medical errors - Futurity
Futurity, 06 Sep 2016
National guidelines recommend that surgeons and other health care providers fully disclose adverse events, including medical...
- Doctors, Hospitals Prepare for Difficult Talks Surrounding Medical Mistakes**
Medscape, 29 Aug 2016
It was a fourth of July weekend but Sharon O'Brien, an intensive care physician, was not celebrating.
- Doctors and hospitals prepare for challenging talks...**
Healthcare IT News, 29 Aug 2016
It was a fourth of July weekend but Sharon O'Brien, an intensive care physician, was not celebrating.
- Hospitals rethink 'deny-and-defend' approach to medical error**
MedCity News, 22 Aug 2016
It was a fourth of July weekend but Dr. Sharon O'Brien, an intensive care physician, was not celebrating.
- Owning up to medical mistakes means doctors, hospitals having difficult talks**
Healthcare Finance News, 22 Aug 2016
It was a fourth of July weekend but Sharon O'Brien, an intensive care physician, was not celebrating.
- Doctors, Hospitals Prepare For Difficult Talks Surrounding Medical Mistakes**
KHN, 22 Aug 2016
It was a fourth of July weekend but Sharon O'Brien, an intensive care physician, was not celebrating.
- Doctors, Hospitals Prepare For Difficult Talks Surrounding Medical Mistakes**
The Washington Post, 22 Aug 2016
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Springfield News-States, 22 Aug 2016
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statesman.com, 22 Aug 2016
It was a fourth of July weekend but Sharon O'Brien, an intensive care physician, was not celebrating.

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.

https://www.hsrp.research.va.gov/for_researchers/serve/

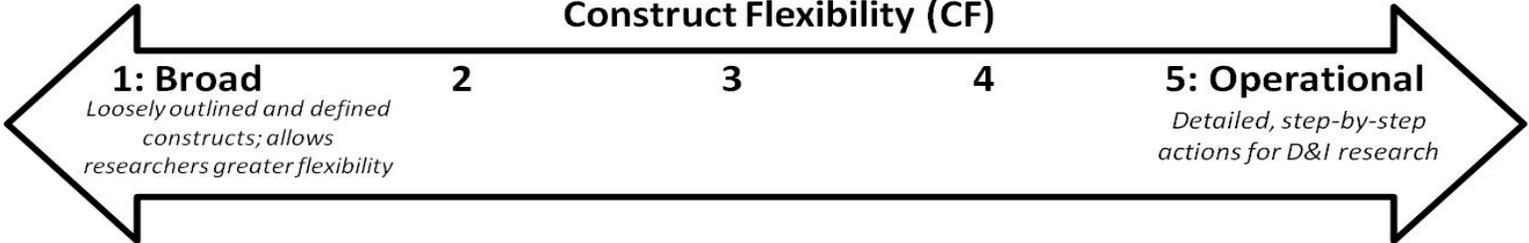
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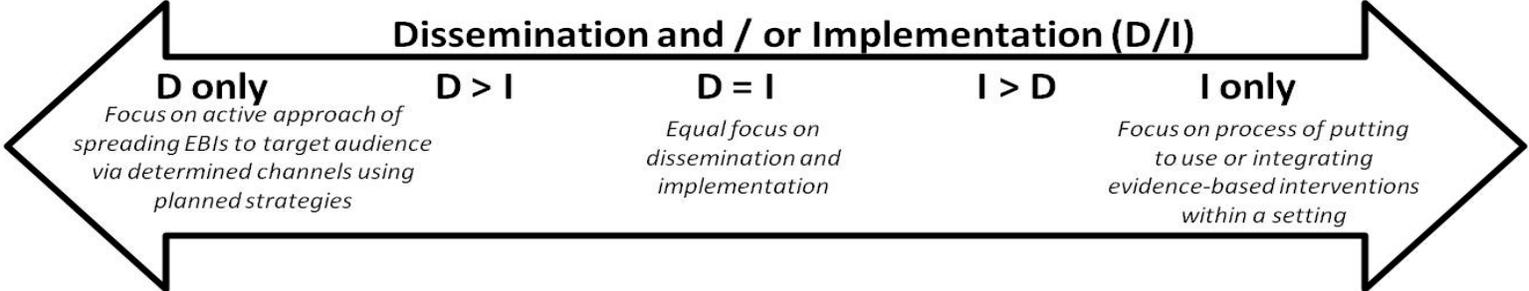
Tabak et al
(2012)

Model Categories

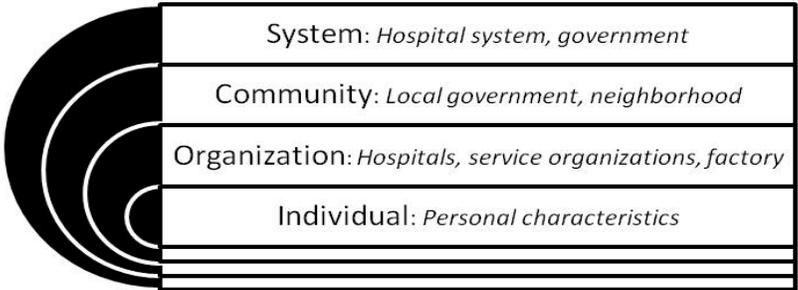
Construct Flexibility (CF)



Dissemination and / or Implementation (D/I)



Socio-ecological Framework (SEF)



Dissemination & Implementation Models in Health Research & Practice

[Home](#)[Resources](#)[Submit Models](#)[About Us](#)

Need Help?

[Tutorial](#)[FAQ](#)[Glossary](#)[Contact Us](#)

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.

Compare Models

	Sort	Sort	Sort						Sort	Sort	
	Model	D &/or I	Construct Flexibility	Socio-Ecological Levels					Field of Origin	# Times Cited	Rating
				Individual	Organization	Community	System	Policy			
<input type="checkbox"/>	"4E" Framework for Knowledge Dissemination and Utilization Description	D=I	3	I	O	C			Aging and mental health	35	
<input type="checkbox"/>	A Model for Evidence-Based Practice Description										4.75
<input type="checkbox"/>	ACE Star Model of Knowledge Transformation Description	D>I	4	I	O		S		Nursing		
<input type="checkbox"/>	Active Implementation Framework Description	I-Only	3	I	O	C			Any domain	904	
<input type="checkbox"/>	Advancing Research and Clinical Practice through Close Collaboration (ARCC) Model of Evidence-Based Practice in Nursing and Healthcare Description	D>I	5	I	O				Nursing	50	
<input type="checkbox"/>	Availability, Responsiveness & Continuity (ARC): An Organizational & Community Intervention Model Description	I-Only	5		O	C			Mental health	89	

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**

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 adaptation** to local circumstances

PEER-TO-PEER CONVERSATIONS

Products

- Identify the appropriate message
- Develop summaries of research in user-friendly, nonacademic formats (audience tailoring)

American Indians and Alaska Natives (AI/ANs) are at high risk for flu complications

A yearly flu vaccine protects yourself and others around you

Flu is a leading cause of pneumonia

Across the U.S., **200** HOSPITALIZATIONS per 100,000 people die from flu complications

AI/ANs are at high risk for flu complications

- Pneumonia and other complications
- Hospitalizations
- Death

Results of CDC's 2016-2017 Internet panel survey of pregnant women

Half of pregnant women protect themselves and their babies against flu. Time to bump it up!

With only half of pregnant moms getting their flu shot, too many remain unprotected.

Flu shots help protect pregnant women and their babies from potentially serious flu illness during and after pregnancy.

During the 2016-2017 flu season, an estimated 50%* of pregnant women in the U.S. protected themselves and their babies from flu by getting a flu shot. While this is a significant improvement since the years before the 2009 pandemic, about half of pregnant women and their babies, still remain unprotected from influenza.

We can do better. All pregnant women need flu shots to protect themselves and their babies.

Influenza vaccination coverage among pregnant women aged 18-49 years**

Influenza season	Vaccination coverage (%)
10/11	45
11/12	48
12/13	52
13/14	53
14/15	50
15/16	49
16/17	52

If you're pregnant, a flu shot:

- is recommended at any time during your pregnancy
- can reduce your risk of getting sick from flu
- can protect your baby from flu for several months after birth

Pregnant women also need a whooping cough (Tdap) shot. Talk to your doctor.



“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

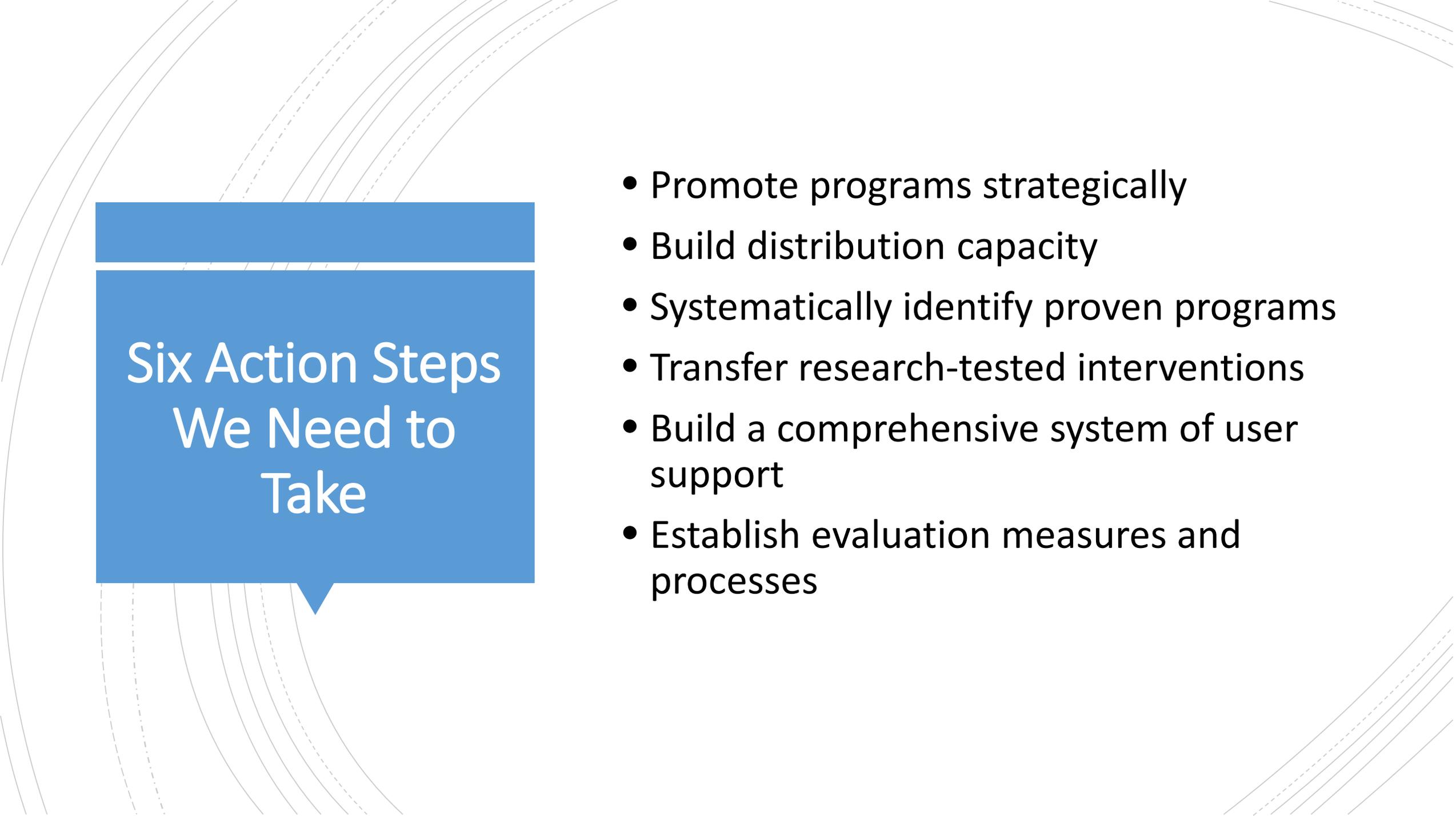
- Four Gaps
- Six Action Steps





Four Gaps We Need to Address

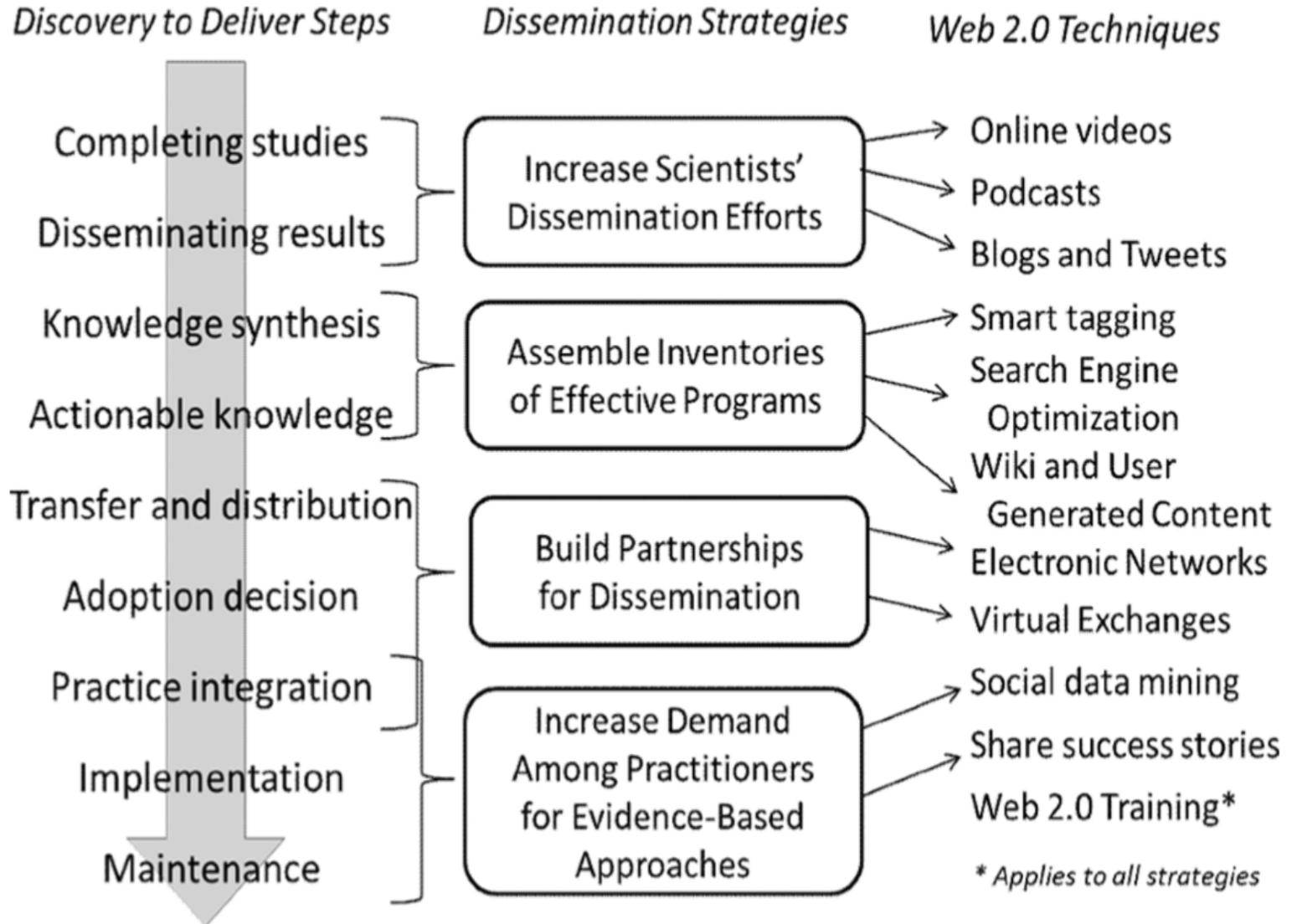
- Increase scientists' dissemination efforts
- Assemble inventories of effective programs
- Build partnerships for dissemination
- Increase demand among practitioners for evidence-based approaches

The background features several concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A blue rectangular box with a white border and a small white triangle pointing downwards at the bottom center contains the text.

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)



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

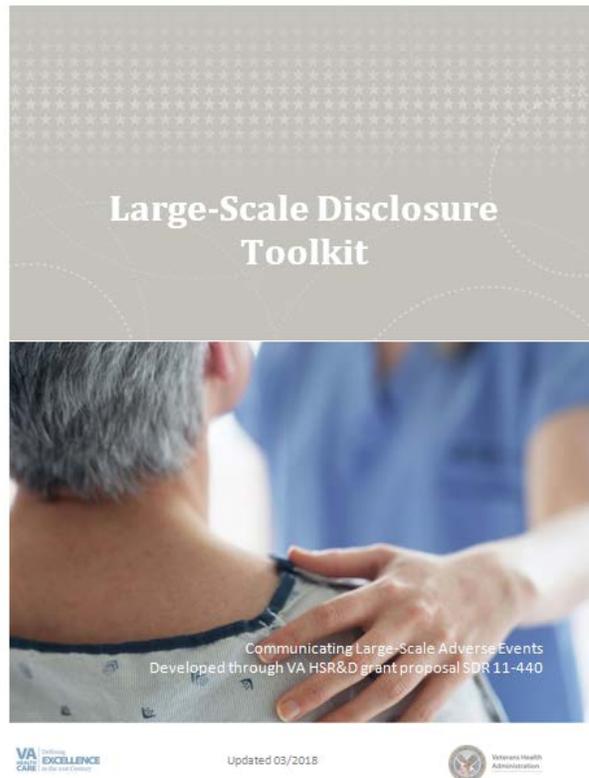
EBPs not worth disseminating



- 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.”

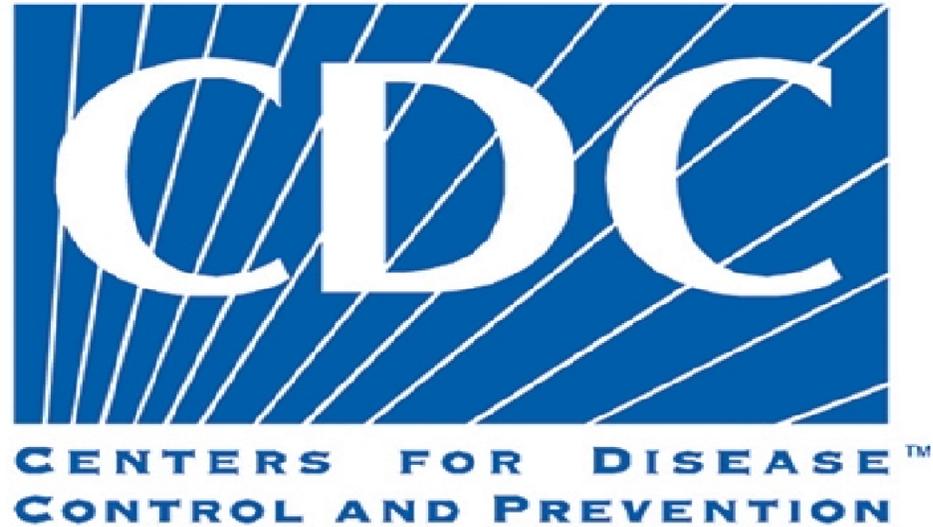
**Program Developers Make Poor
Disseminators**

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>)
- **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.



Centers for Disease Control

National Center for Chronic Disease Prevention and Health Promotion Extramural Research
Program Office

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

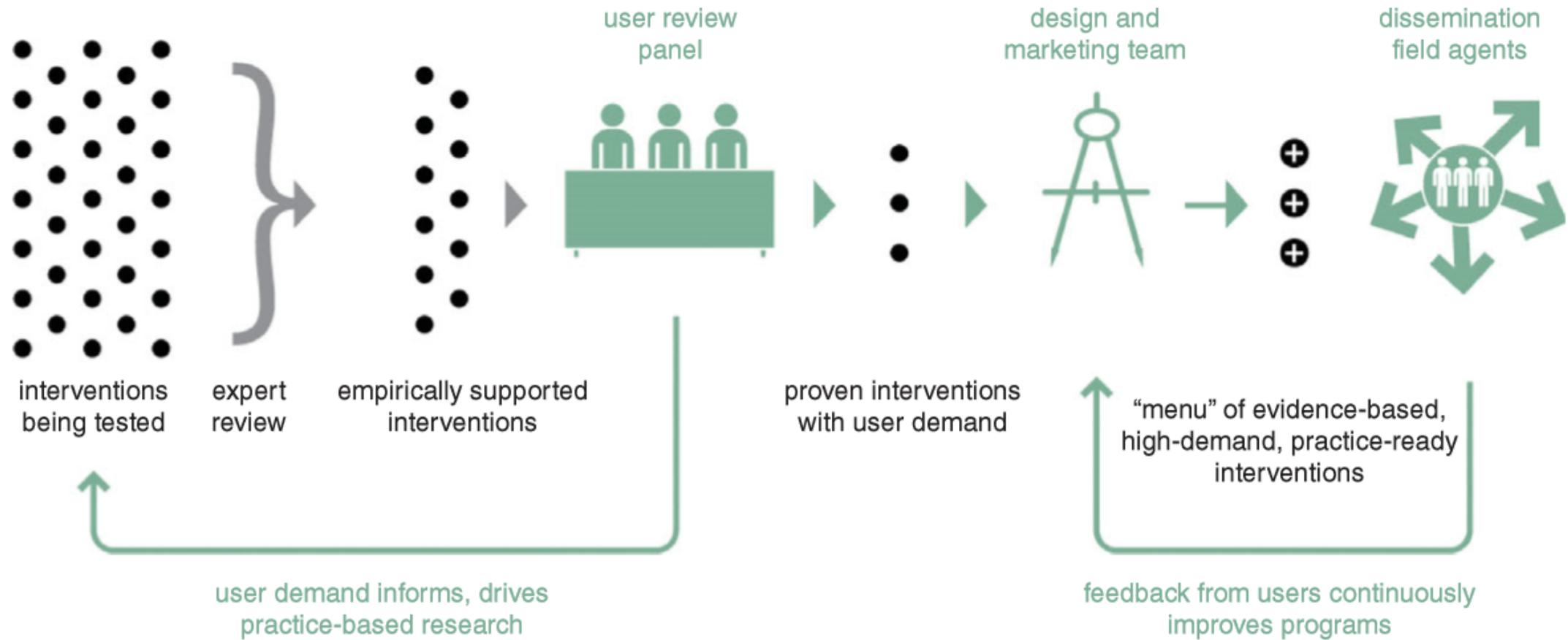
- **Design and marketing teams** to convert in-demand interventions into practice-ready programs

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



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

This toolkit is organized by the conceptual model of patient engagement in research. It follows the life cycle of research from deciding what topic areas should be prioritized to receive research funding, to developing a research question, designing a study, conducting research, disseminating and implementing results, and finally, evaluation.

TABLE OF CONTENTS

- 04** How to Use This Toolkit
- 06** Overview Of Patient Engagement In Research
- 10** Setting Agendas and Determining Funding
- 12** Review, Design and Conduct of Research
- 14** Dissemination and Implementation
- 16** Evaluation of Results

DOWNLOAD RESOURCES

- ▶ [A Sample Agenda for the First Meeting of PFACs and Researchers](#)
- ▶ [5 Questions PFACs Should Ask Researchers at Their Healthcare Organization](#)
- ▶ [Barriers to Engagement in Research & Ways to Overcome Them](#)
- ▶ [Promising Practices for Meaningful Consumer Engagement: Examples of Hospitals in Massachusetts](#)
- ▶ [Stories of Patient & Family Advisors Collaborating on Research at Michigan Medicine](#)

Design and Marketing Team



[Purpose](#) [About](#) [Publications](#) [Contact Us](#) [EPYQ User Agreement](#)

EPYQ

Essential Properties of Yoga Questionnaire

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)

[Get Started Now](#)

Dissemination Field Agents

Utilizing Stakeholders as Communication Partners

A. Rani Elwy, PhD

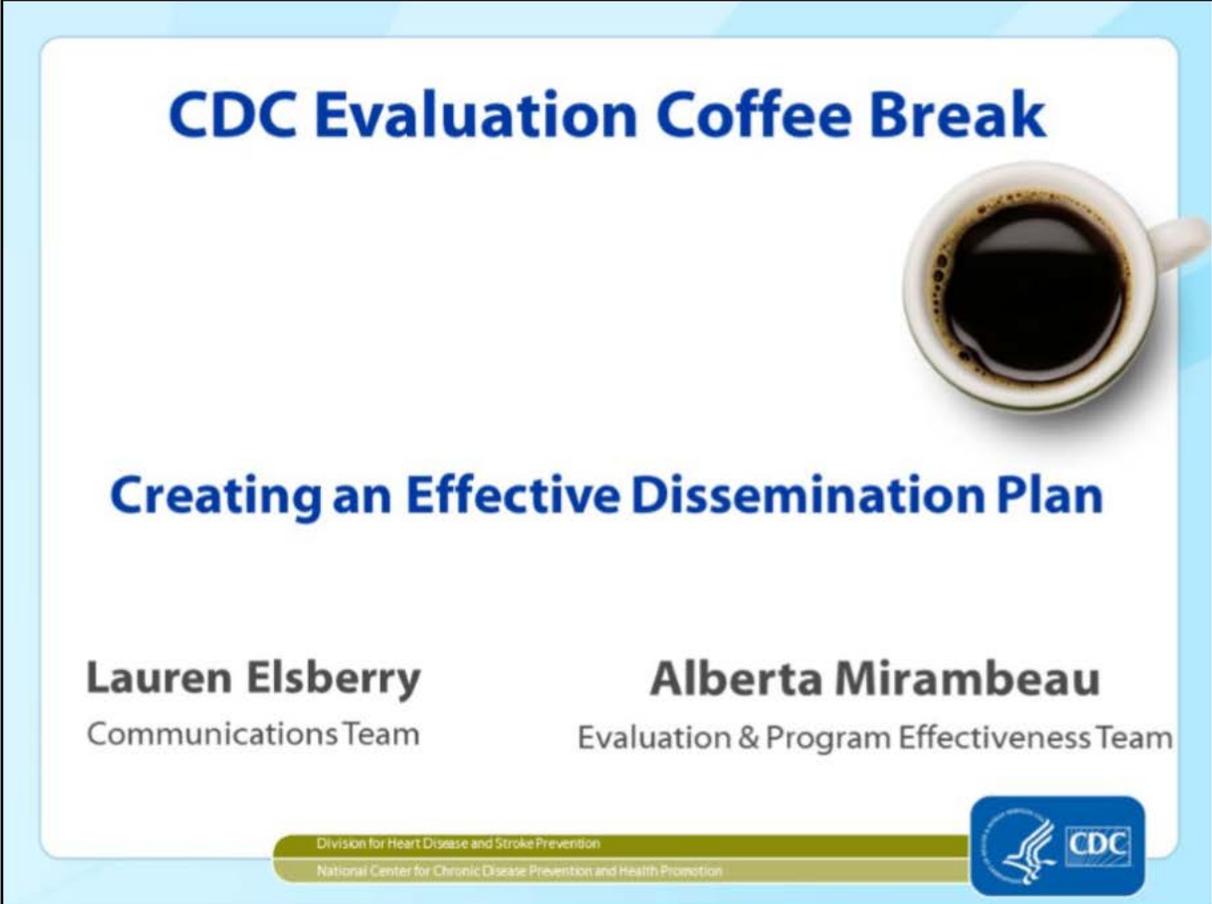
Director, Healthcare Communication Research, VA HSR&D Center for
Healthcare Organization and Implementation Research, VA Boston
Director, Implementation Science Core, Department of Psychiatry and
Human Behavior, Brown University

July 16, 2018

https://www.hsrd.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=2472&Seriesid=96

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



CDC Evaluation Coffee Break



Creating an Effective Dissemination Plan

Lauren Elsberry
Communications Team

Alberta Mirambeau
Evaluation & Program Effectiveness Team

Division for Heart Disease and Stroke Prevention
National Center for Chronic Disease Prevention and Health Promotion



[https://www.cdc.gov/dhdsp/pubs/docs/cb
_oct2015.pdf](https://www.cdc.gov/dhdsp/pubs/docs/cb_oct2015.pdf)

References

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Thank you!

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