Designing for Dissemination

2016 Dissemination and Implementation Short Course

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Objectives

1. Describe principles of D4D.
2. Learn how to incorporate D&I science in your project(s).
3. Learn to support investigators who are developing interventions to incorporate D&I research perspectives into their studies.

Definitions

- Dissemination

  – An active approach of spreading evidence-based interventions to the target audience via determined channels using planned strategies.

- Designing for dissemination (D4D)

  – The process of ensuring that evidence-based interventions are developed in ways that match well with adopters' needs, assets, and time frames.

    - Might apply to any actionable finding or packaging/deigning interventions (RTIPs, post hoc)

- Focus of this session is mainly on D4D, not dissemination *research*

How well are we doing in D4D?

- Total sample = 557

- Responses = 266

- Response rate = 48%*

- Median completion time = 11 minutes

	n	%
University	172	65%
- affiliated with CDC PRC	63	
- no affil. with CDC PRC	109	
NIH	25	9%
CDC	34	13%
Other	34	13%
	266	100%

Brownson et al. Designing for Dissemination Among Public Health Researchers: Findings From a national survey in the United States. *Am J Public Health* July 18, 2013

Researcher Obligation

Survey question:
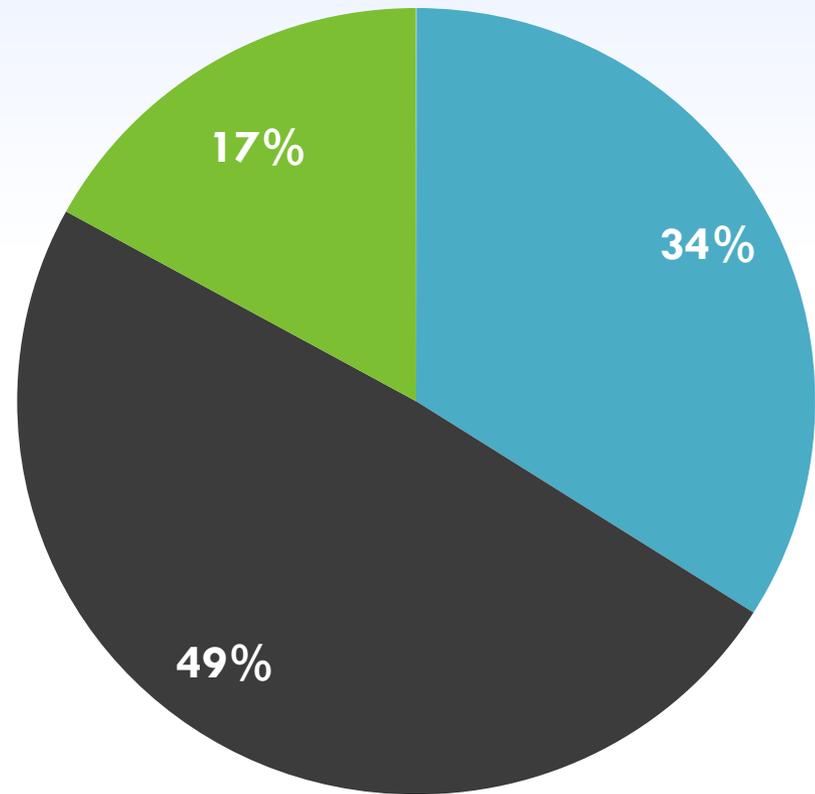
It is an obligation of researchers to disseminate their research to those who need to learn about it and make use of the findings.

disagree 3%

neither agree nor disagree 9%

agree 36%

strongly agree 51%
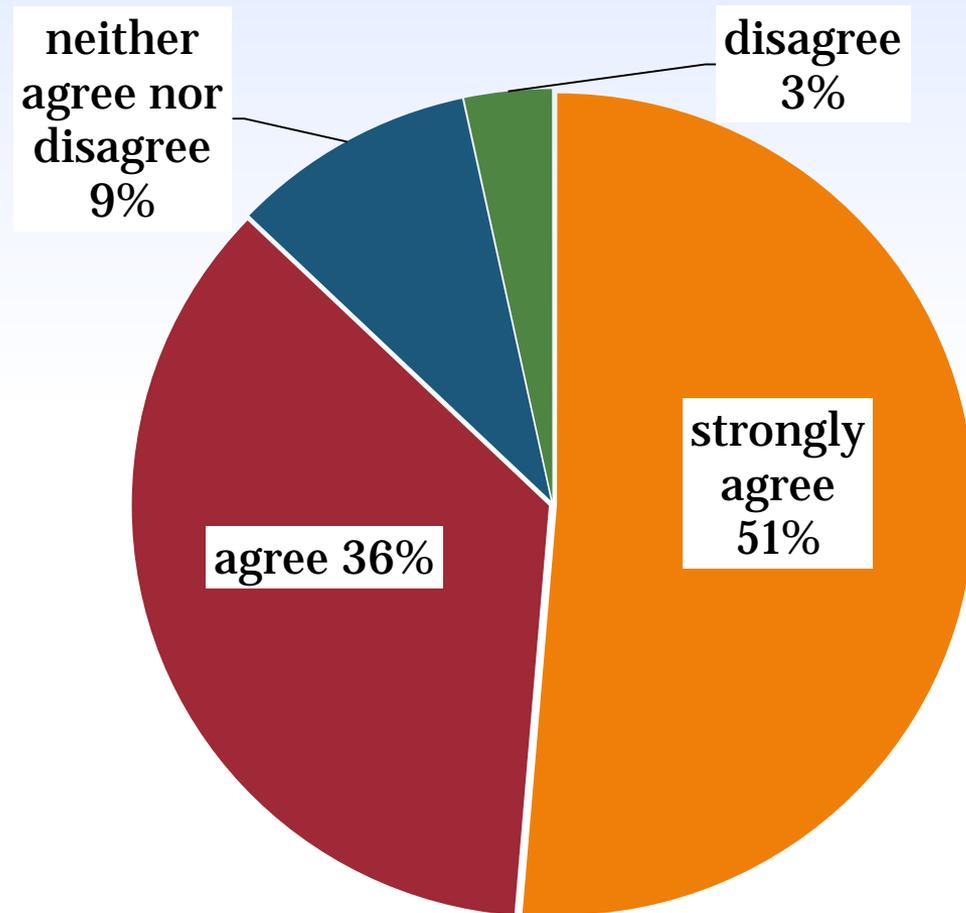
Involving Stakeholders

Survey question:

- As a part of your research process, how often do you involve stakeholders?
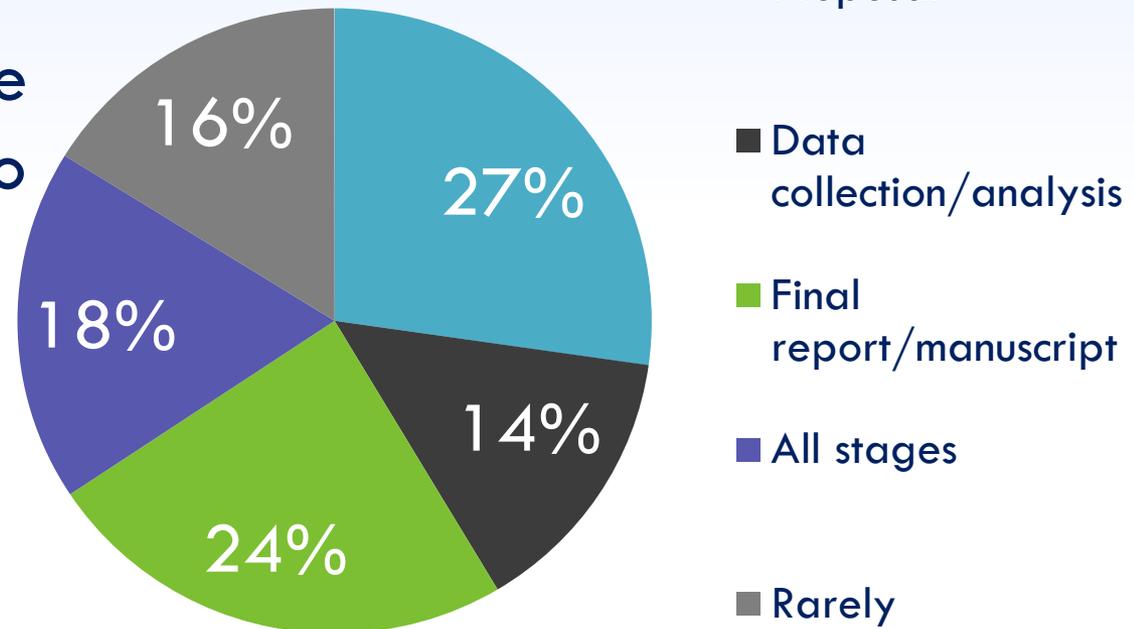

34%

17%

49%

■ Always/Usually   ■ Sometimes/Rarely   ■ Never

Planning for Dissemination

Survey question:

- At what stage in the research process do you usually plan dissemination activities?

Pie chart legend:
- Proposal — 27%
- Data collection/analysis — 14%
- Final report/manuscript — 24%
- All stages — 18%
- Rarely — 16%

Rate Efforts

Survey question:

- Overall, how do you rate your efforts to disseminate your research findings to non-research audiences?
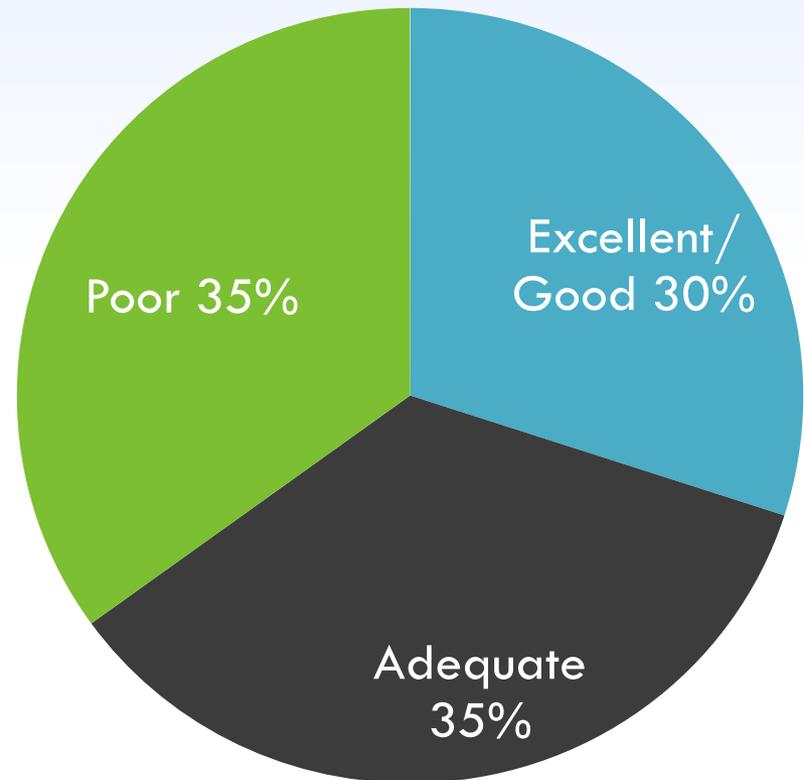
Multivariate predictors of excellent dissemination

- Important for their department
    - OR=2.3; 95% CI=1.2-4.5
- Expected by funder
    - OR=2.1; 95% CI=1.3-3.2
- Worked in policy/practice setting
    - OR=4.4; 95% CI=2.1-9.3
- NIH least effective among settings

Example of the disconnect

How local public health agencies learn about research findings?	How researchers perceive they most effectively reach practitioners?
1. Professional associations	1. Journal articles
2. Seminars/workshops	2. Face-to-face meetings
3. Email alerts	3. Media interviews
4. Journal articles	4. Press releases

How to incorporate D4D in project development

What are D4D approaches that might be useful as you develop your project(s)?

(The process of ensuring that evidence-based interventions are developed in ways that match well with adopters' needs, assets, and time frames.)

Evidence is just the beginning

- Standards of assessing evidence vary
- Other attributes typically matter more
- Those who attend to evidence are important…but the vast majority of adopters don't attend much to evidence of effect

Innovation attributes
What potential adopters think about the *innovation*

- **Perceived pros and cons**
  - Cost   ****
  - Simplicity   ****
  - Compatibility   ****
  - Evidence   **
  - Trialability   *
  - Observability   *

Dearing, JW. Measurement of innovation attributes. www.research-practice.org.
Denver, CO: Center for Health Dissemination and Implementation Research.

Start early!!

- Think about dissemination at the <u>beginning</u> of a research project
  - Structures
    - In a grant applications, are D4D principles embedded or a separate aim?
  - Processes
    - How to engage stakeholders early and often?
  - Products
    - How to frame messages, develop brief summaries?
    - How are interventions designed & packaged?
  - Systems changes
    - How to shift funder, academic priorities/incentives?
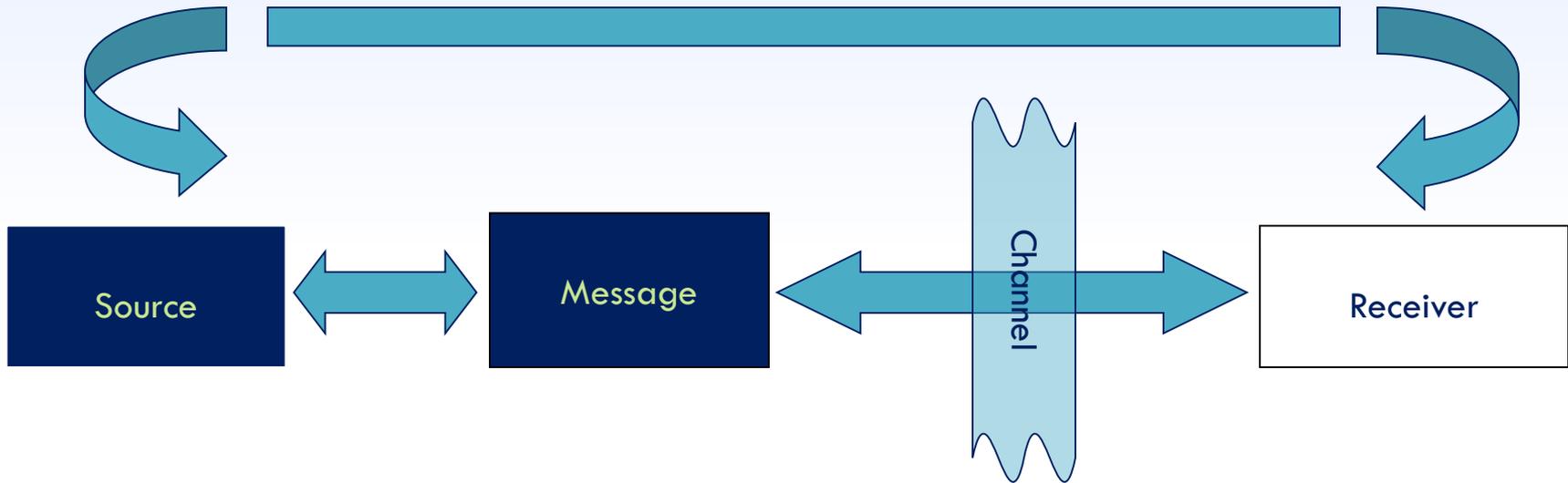
Make better use of models/frameworks

- Outlined in Tabak *et al.*, proliferation of models: 61 reviewed!!
  - ◆ Context is critical
    - ◆ Focus on external validity
  - ◆ Begin with stakeholders—take their perspective
  - ◆ Need balance between fidelity to EB program and adaptation to local setting
  - ◆ Unlikely to need to create a new model

Know what you don't know…
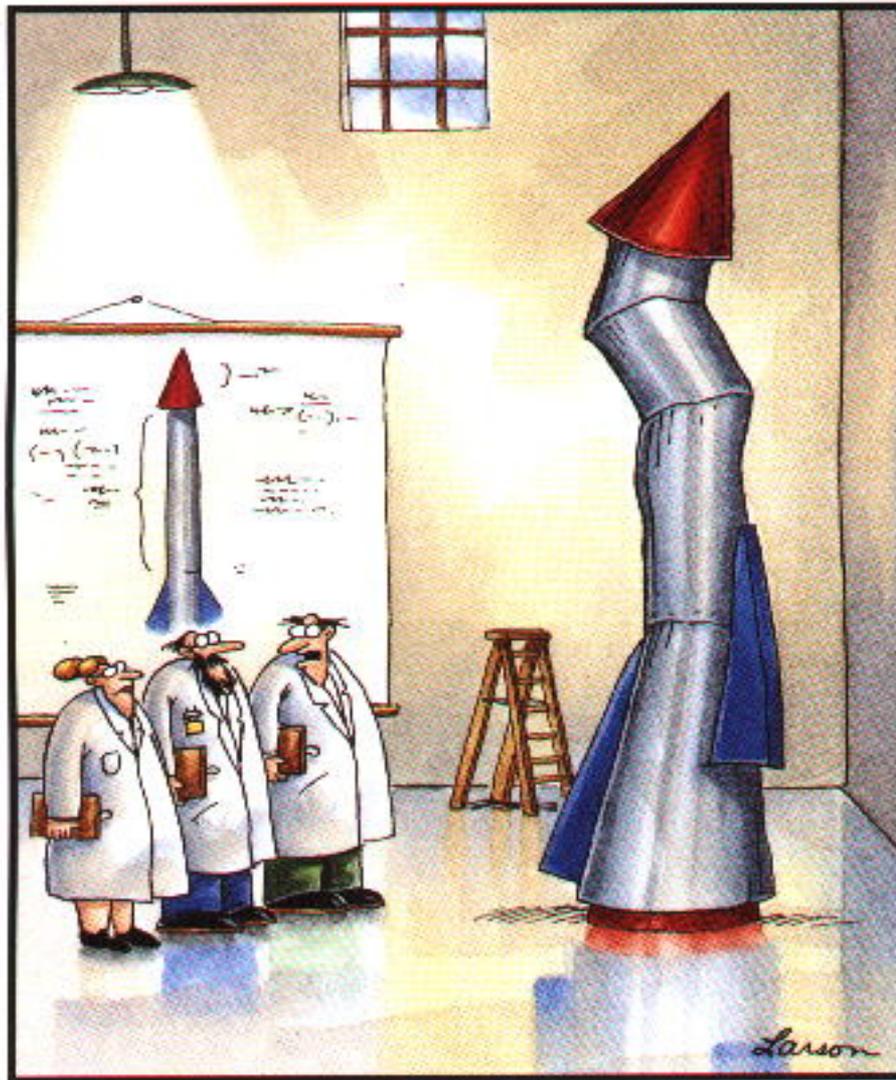
"It's time we face reality, my friends. … We're not exactly rocket scientists."

For example, learn from communication scientists

Slater, M. D., et al. (2006). Segmentation on a shoestring: health audience segmentation in limited-budget and local social marketing interventions. *Health Promot Pract* **7**(2): 170-173.

How might we improve D4D?

1. Dissemination generally does not occur spontaneously and naturally
   - Make it purposive and active
2. D4D may fit in several places in a grant application
   - Determine the scope of D4D activities, space, expertise
3. Stakeholder involvement in the research or evaluation process is likely to enhance dissemination
   - Operationalize with the right co-investigator(s) or a stakeholder advisory group

How might we improve D4D?

4. The process of dissemination should be targeted to specific audiences

    - Identify your key audiences

    - Understand how those audiences receive, process, and use research evidence

5. At an agency level (e.g., health departments, clinical practice), dissemination approaches need to be time efficient, consistent with organizational climate and culture, and consistent with the skills of staff members

    - Build in principles from *Diffusion of Innovations*

Other ideas?

Take home points

1. D4D is important yet often not accomplished.

2. There are specific structures, processes, products, and systems changes that will improve D4D.

3. There is a set of activities that will support stronger D4D efforts in your work.