Effective Communication & Dissemination Strategies

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Outline

1. The case for better dissemination
2. 6-part strategy for effective dissemination
3. Resources available at UW
It takes 17 years, on average, to translate 14% of original research into benefits for the public.
The “Quality Chasm” in Healthcare

State of the Science
What researchers collectively know

State of the Art
What practitioners collectively do

...vs. the Business World

- Launched **July 6, 2016**
- Became the top-grossing app in U.S. within **13 hours**
- Nintendo’s market value ↑$9 billion within **5 days**
- **Within 1 month**, branched out to **26 countries**
Why Doesn’t Discovery Lead to Use?

Factors that determine success of dissemination

**Science**
- Characteristics of the research
- Tailoring and framing the message

**Capacity**
- Leveraging existing networks and relationships
- Using multiple delivery messages
- Use of facilitators and boundary spanners

**Market**
- Relevance to the target audience
- Level of community involvement
- Organizational need and situational fit
Pokémon Go’s Success

‘Science’
- Bridges the game world and reality; Snapchat had paved the way
- The game is simple and easy to play
- Endorphins from game and exercise = happy people

Capacity
- Viral spread via word of mouth
- Users share tips with friends/family on how to play
- Pervasive: news, social media, water cooler talk, etc.

Market
- Nostalgia for Pokémon brand
- Released in summer: kids out of school, good outdoor activity weather
- A welcome diversion after a rough week in the US (multiple shootings)

The West Nile Virus

- Behavior change essential for prevention
- Campaign: TV, radio, newspapers, website, flyers
- Education focused on 4 preventive measures:
  - Use of DEET
  - Long-sleeved clothing
  - Standing water
  - Window screens
Was it effective?

Knowledge ≠ Action

- Kansas evaluation, 2003
- 97% heard of WNV
- 89% knew ≥1 protective measure

Why didn’t it work?

Barriers Identified

• Concerns about DEET
• Lack of perceived susceptibility to virus
• Low awareness in Spanish-speaking residents


What challenges or successes have you had in disseminating your work?
Dissemination
A Systematic Approach to Planning

1. Research findings and products
2. End users
3. Partners
4. Communication
5. Evaluation
6. Tools and Templates

What is going to be disseminated?
Make a list!

• What health care issues does your research address?
• What makes your research stand out?
• Which tools/materials/information are essential to applying your research in practice?

Perfect for the introduction in your dissemination products

The “meat” of what you want to disseminate
Research findings and products

End users

Partners

Communication

Evaluation

Tools and Templates

Who will apply it in practice?
Who are your end users?

- Create a list of people who may be interested in your findings
  - Think big: clinicians are not the only potential audience
- Determine what is useful to each of those audiences
- Can you involve stakeholders from those groups in dissemination?
Which individuals, organizations, networks can reach end users?
Who is in a position to facilitate dissemination?

- Start with your stakeholders!
- Champions
- Thought leaders
- Social networks
- Linkage mechanisms
- Coalition building
- Professional organizations
- Policy makers

Considerations

Different groups can reach the different audiences you’ve identified.

Be ready to help the organization understand why this is a good fit.

This can be the start of an ongoing relationship!
How will you convey the research outcomes?
Framing your message

Revisit your list of end users and think about using your findings from their perspective:

– What do they need to know?

– What is the most effective way for them to learn it?

Resources are available online to help with creating easy-to-understand materials
Don’t be such a scientist

<table>
<thead>
<tr>
<th></th>
<th>Broad Audience</th>
<th>Academic Audience</th>
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</thead>
<tbody>
<tr>
<td>Main channel</td>
<td>Visual</td>
<td>Audio &amp; Visual</td>
</tr>
<tr>
<td>Structure</td>
<td>Story</td>
<td>Facts</td>
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<tr>
<td>Mode of Response</td>
<td>Visceral</td>
<td>Cerebral</td>
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<tr>
<td>Effective Elements</td>
<td>Humor, sincerity</td>
<td>Information</td>
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<tr>
<td>Effective organs</td>
<td>Heart, guts, gonads</td>
<td>Head</td>
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<tr>
<td>Preferred voice</td>
<td>Human</td>
<td>Robotic</td>
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</table>

Randy Olson, “Don’t Be Such a Scientist.” Island Press, 2009
Use Multiple Communication Strategies

<table>
<thead>
<tr>
<th>Mostly Effective</th>
<th>Other Strategies</th>
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<tbody>
<tr>
<td>Interactive small groups/workshops</td>
<td>Apps</td>
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<tr>
<td>Educational outreach</td>
<td>Briefs (Research &amp; Policy)</td>
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<td>Reminders</td>
<td>Fact Sheets</td>
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<td>IT decision support</td>
<td>Guidelines</td>
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<td>Multi-professional collaboration</td>
<td>Infographics</td>
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<td>Mass media campaign</td>
<td>Interviews</td>
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<td>Financial incentive</td>
<td>News Appearances</td>
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<td>Combined interventions</td>
<td>Posters</td>
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<td>Press Releases</td>
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<td>Reports</td>
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<td>Social Media</td>
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<td>Video</td>
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<td></td>
<td>Website</td>
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<td>White Paper</td>
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<tr>
<td>Mixed Effects</td>
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<td>Conferences</td>
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<td>Opinion leaders</td>
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<td>Champions</td>
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<tr>
<td>Educational materials (toolkits, training manuals)</td>
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<td>Patient-mediated interventions</td>
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<td>Performance feedback</td>
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<td>Substitution of tasks</td>
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<td>Peer reviewed publications</td>
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Multiple strategies are more effective than single strategies!

Translation & Packaging

UW CTRI’s “5As” model for treating tobacco use and dependence

<table>
<thead>
<tr>
<th>Ask</th>
<th>Advis</th>
<th>Assess</th>
<th>Assist</th>
<th>Arrange</th>
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<tbody>
<tr>
<td>Ask about tobacco use. Identify and document tobacco use status of every patient at every visit.</td>
<td>Advise to quit. In a clear, strong and personalized manner urge every tobacco user to quit.</td>
<td>For each current tobacco user, is he or she willing to make a quit attempt at this time? For the ex-tobacco user, how recent did he or she quit and are there any challenges to remaining abstinent?</td>
<td>For the patient willing to make a quit attempt, offer medication and provide or refer for counseling or additional behavioral treatment to help the patient quit. For patients unwilling to quit at this time, provide interventions designed to increase the likelihood of a future quit attempt. For the recent quitter and any with remaining challenges, provide relapse prevention.</td>
<td>All those receiving the previous A’s should receive follow-up.</td>
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Dr. Yao Liu speaking about tele-ophthalmology on Channel 3000

High Blood Pressure

What is blood pressure (BP)? The amount of force in blood vessels as blood flows through your body.

- **Systolic BP**: Pressure when heart beats
- **Diastolic BP**: Pressure when heart rests

It’s measured: **Systolic** 122 | **Diastolic** 78

If not controlled, high BP can cause...

- Stiff, narrow vessels
- Problems over time:
  - Heart attack
  - Heart failure
  - Stroke
  - Kidney damage

Damage is often silent. Without symptoms.

Conditions increasing heart disease risk:

- Lupus
- Rheumatoid arthritis
- Gout
- Ankylosing spondylitis
- Steroid use
- Psoriatic arthritis

Controlling blood pressure can help prevent heart disease!

UW Health

Patient brochure created by Dr. Christie Bartels
Research findings and products
End users
Partners
Communication
Evaluation
Tools and Templates

How will you determine what worked?
Follow-Through & Evaluation

- What channels were effective in reaching your target audience?
- Did knowledge, attitudes, behaviors, or policies change?
- How was information used or not used?
- How can you involve end users in the evaluation?
Summarize your plan using available tools and templates
Documenting your plan and tracking progress

- Document your plan in a way that works for you
- Tools available online
  - AHRQ Dissemination Planning Tool
  - Knowledge Translation Planning Template
  - CalSWEC Dissemination Planning Tool (modified from AHRQ)
Case Study

The Family-Centered Rounds (FCR) Toolkit

Intervention to implement a checklist to increase effectiveness of family-centered rounds

Developed a toolkit to help organizations implement the checklist

Study Team:
Elizabeth Cox, Pascale Carayon, Michelle Kelly, et al.
Determining Content and Audience

Study team developed toolkit
Primarily methodology content for research audience

Reviewed toolkit from clinician perspective
Determined that more clinician-centric info was needed

Developed 2nd toolkit with different content
Stakeholder organization helped with creating video testimonials

End users given the option to view 1 or both:
Toolkit for Researchers
Toolkit for Clinicians
FCR Communication Methods

- Toolkits on HIPxChange
- Peer-reviewed articles
- Videos
- Articles for websites & newsletters
- Webinars:
  - Society of Hospital Medicine (for CME credit)
  - Wisconsin Hospital Association

Referenced by:

[Logos for AHRQ Health Care, Academic Pediatric Association, MedEdPORTAL, and AAMC]
Video testimonials
Evaluation metrics

• Toolkit downloads on HIPxChange
  – Who
  – Organization
  – Position
  – Location
• YouTube view counts
• Webinar registrations
• Survey on implementation currently being piloted on another toolkit
Based on strategies we have discussed, what are some additional ways we could disseminate and evaluate the dissemination of the FCR project?
Disseminating Your Project:
Resources Available at UW
ICTR Dissemination Funding

• Supports dissemination of evidence-based strategies to improve health
• Research conducted at UW-Madison or Marshfield
• Supports activities such as:
  • Targeted distribution of research findings, products or materials to a specific audience
  • Development of materials in preparation for dissemination and/or implementation activities
• Awards up to $15,000 for 18 months of direct support
ICTR D&I Services

• Research & Evaluation Consulting
• Dissemination Plan Development
• Packaging, Marketing & Distribution of Research Findings
• Connect to Community Partners & Networks
• Website Resources
• Online consultation request form: www.ictr.wisc.edu/DnI
HIPxChange

- Hosted by the Health Innovation Program
- Provides tools and materials for evidence-based health system change
- Toolkits are free
- Registration required

Cumulative Number of HIPxChange Registrations

2012: 24
2013: 346
2014: 850
2015: 2357
2016: 4178 (partial)
Why develop a toolkit?

- Practical way to help organizations **implement your research**
- Increases research **visibility**
- Registrations can be used to **demonstrate interest**
- Can pave the way for **further dissemination and partnerships**
- Cite in your **biosketch** and facilities/resources in **grants**

**Access Integrated Primary Care Consulting Psychiatry Toolkit**

We put together our toolkit to get the word out ... about integrating mental health into primary care

>100 registrations even before the paper has been published ... highly effective dissemination

Used in a grant application to indicate nationwide interest in our work
Getting the word out

HIP works with you to create and carry out a dissemination plan

Toolkits have been promoted or cited by many national organizations
We are here to help!

ICTR & HIP work in tandem to help create an effective dissemination strategy for your project.

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