

Optimizing Dissemination Through Stakeholder Engagement

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Learning Objectives

- Design a dissemination plan
- Identify barriers to effective dissemination and strategies to overcome them
- Describe effective communication channels for dissemination including using new technology
- Identify elements of “Designing for Dissemination”



Effective Dissemination

Partnered

Iterative

Multi-
Pronged

Early

Intentional

Engaged



Characteristics of Designing for Dissemination

- Meets the needs of intended users
- The innovation or intervention has a clear advantage over current practice, and good match with user's needs, assets & timeframes
- Easy to implement; minimal complexity
- Start dissemination planning early and ask stakeholders how they want to receive results
- Plan for collecting stories- IRB
- Identify Dissemination partners at the start

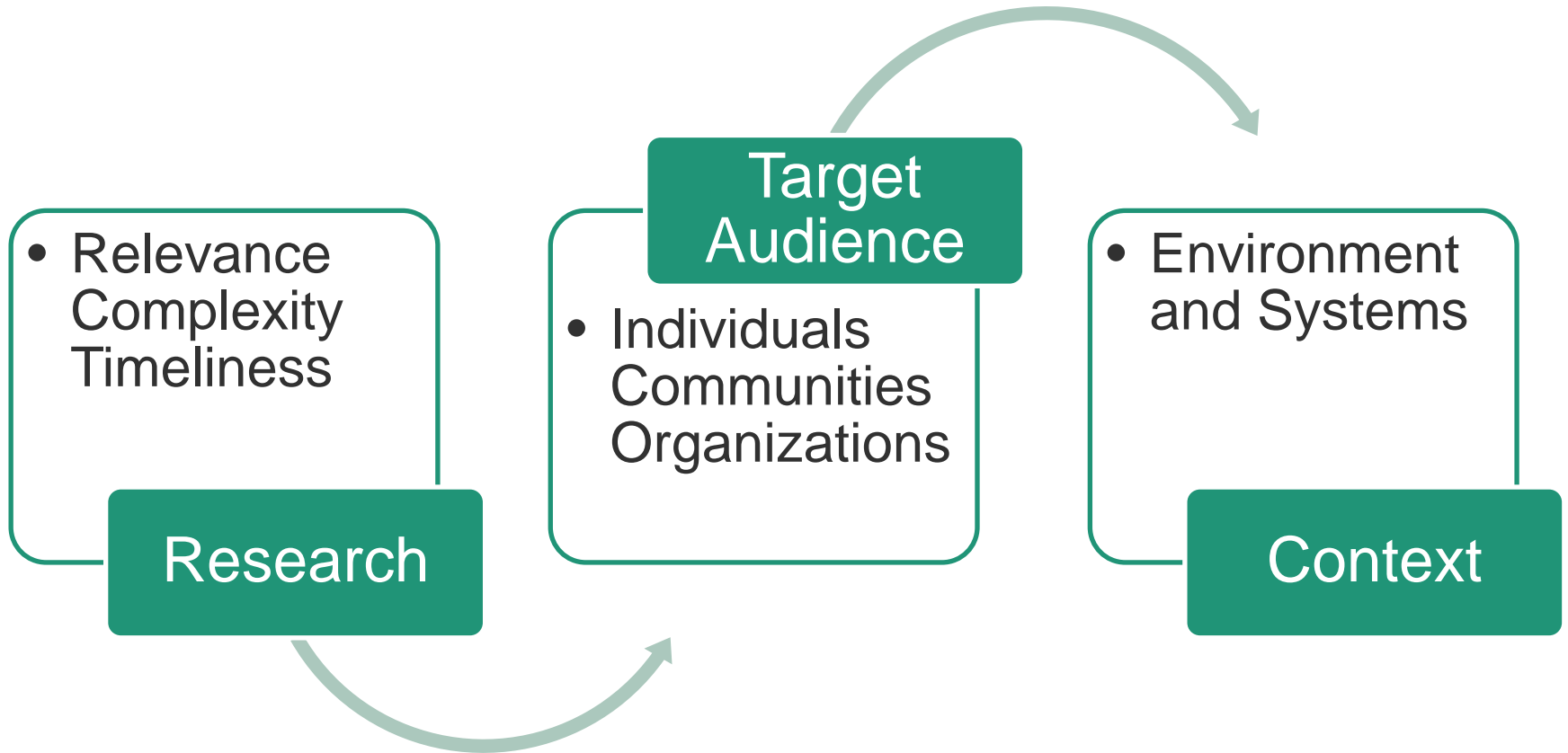
“Designing for Dissemination”, 2002 conference proceedings .
National Cancer Institute



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Common Barriers



A Systematic Approach to Designing a Dissemination Plan

1

Research findings and products

2

Target Audience/
End users

3

Partners

4

Communication

5

Evaluation

6

Frameworks and Resources

Adapted from AHRQ Dissemination Planning Tool and Value Added
Research Dissemination Framework

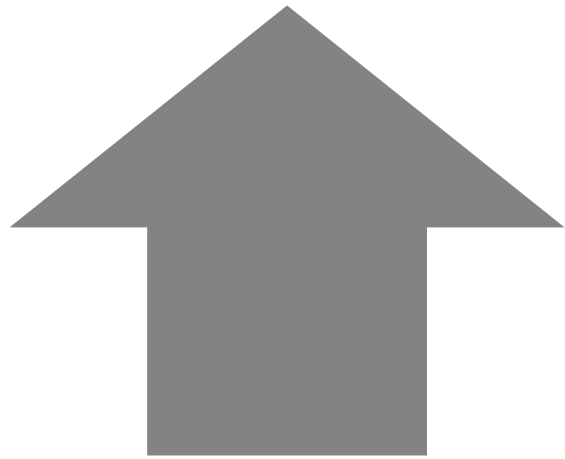
Slide courtesy of Colleen Brown



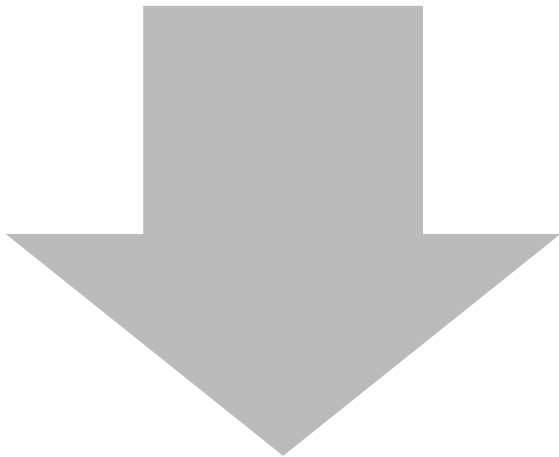
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Research Findings and Products



Relevance



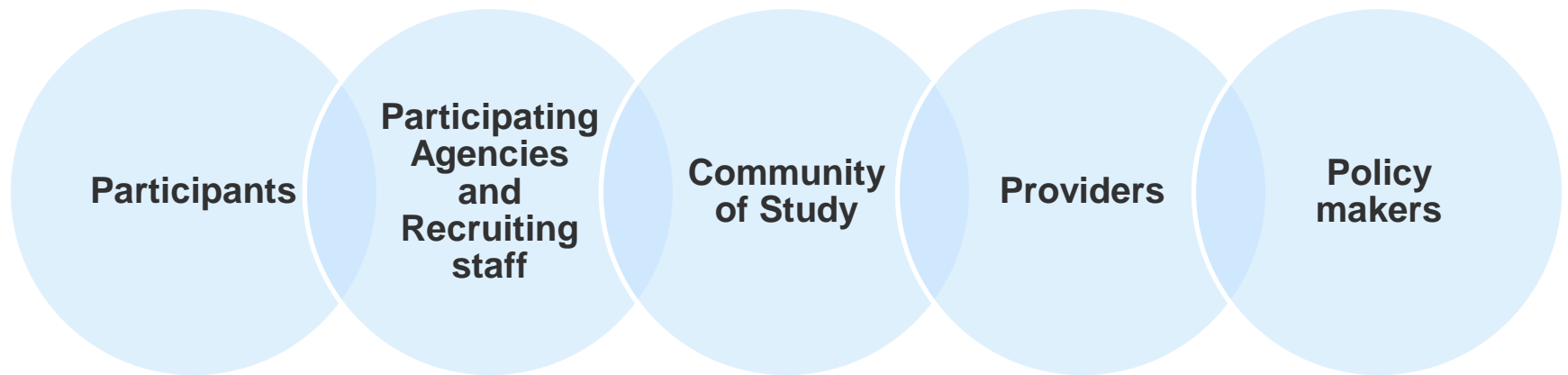
Complexity



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Target Audience(s)/ End Users



Worksheets

- Start Your Dissemination Plan
 - Worksheets 1 & 2
 - 5 minutes on your own
 - 10 minutes of group feedback



Dissemination Partners

- Individuals, organizations or networks through whom you can reach end users
 - Champions
 - Thought leaders
 - Social networks
 - Linkage mechanisms
 - Coalitions



Partners Worksheet



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Communication: How will you convey your findings?

Message

Tailoring

Framing

Values

Call to Action

Packaging

Format

Products

Channels

In-person

Print

Media



Examples of Tailoring & Targeting

Computer-generated nutritional information tailored to help individuals reduce their fat intake and increase fruit and vegetable consumption: “Mrs. Jones....”

Targeted use of mass media messages for adolescent girls at increased risk of smoking

Message Framing

“Smoking harms nearly every organ of the body, causing many diseases and reducing the health of smokers in general.”

“Quitting smoking has immediate as well as long-term benefits, reducing risks for diseases caused by smoking and improving health in general.”

TRUTH#finishIT: Low-Income neighborhoods are more likely to have tobacco retailers near schools than other neighborhoods: It's not a coincidence

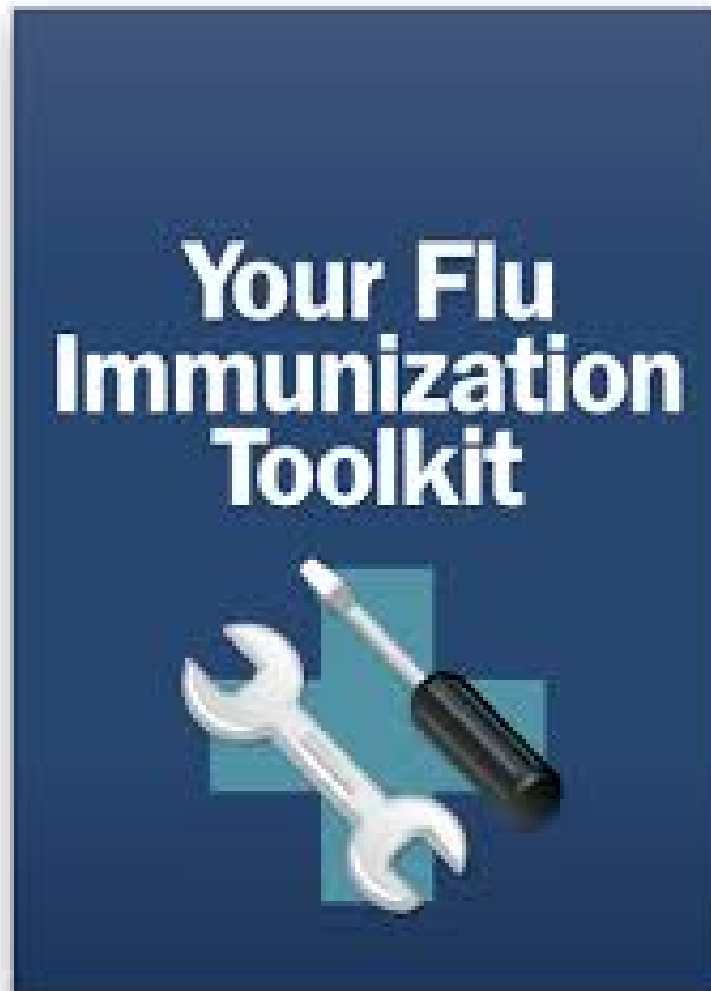
[Psychol Addict Behav. 2007 Dec; 21\(4\): 534–544.](#)



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Packaging



MEN'S HEALTH FACTS

4.4

Men live 4.4 years less than Women.

11

The last 11 years will be in poor health.



Men are more likely to die from heart disease at earlier ages.



Men are at a significantly higher risk of dying from liver disease.



80% of spinal cord injuries occur in young Men.



70% of developmental and learning disabilities affect Boys.



Men have an increased risk of dying from diabetes.



Men make up 56% of the workforce.



Yet 94% of all workplace fatalities are Men.



The top 3 reasons for reduced lifespan in Men are cardiovascular disease, suicide, and motor vehicle accidents.



Globally, alcohol kills almost 6 times more Men than Women.

Only 30% of a Man's overall health is determined by his genetics:

Having a Y chromosome is not an excuse for unhealthy lifestyle choices.

Child Car Restraint Check List

Brought to you by
Safety 1st

**Unsure if your child had outgrown their child restraint?
The following checklist will give you the confidence that you
are taking the right steps to keep your family safe on the road.**

- ☐ Ensure the harness straps or seatbelt is at the correct height for your growing child*.
- ☐ If you have an adjustable headrest, check it is at the correct height to support your child's head.
- ☐ Check the child restraint straps are not slack or twisted.
- ☐ Look for obvious signs of wear on the straps, buckles and adjusters. If it is worn, contact the manufacturer for replacement parts.
- ☐ Check your car's seatbelt is correctly tensioned and secured.
- ☐ Ensure the upper tether strap is secured to the correct anchorage point for your car type and is firm, and free of unnecessary twists.
- ☐ When using a lap sash seat belt with a booster seat, the sash must cross your child's shoulder and must not come into contact with their neck or face*.
- ☐ When your booster seat is in your car without your child, always ensure that the tether strap is attached and the vehicle belts are used to hold the seat in place.
- ☐ Secure any loose objects in the car that may become a dangerous projectile in a crash.
- ☐ Do not wrap your child in blankets or other swaddling before putting them in the child restraint. This could reduce the restraint's ability to save your child in an accident.

* If in doubt, refer to manufacturer's instructions or have the seat installed by an authorised safety restraint fitting station. If you've lost your instruction manual, contact the manufacturer or an authorised safety restraint fitting station. You can also search online for the manual.

■ Refer to the height markers on your car seat for guidance.

dorel.com.au



Channels & Tactics

- Multiple delivery messages & channels are more effective than single-source messages in reaching your target audience
- Repetition is good

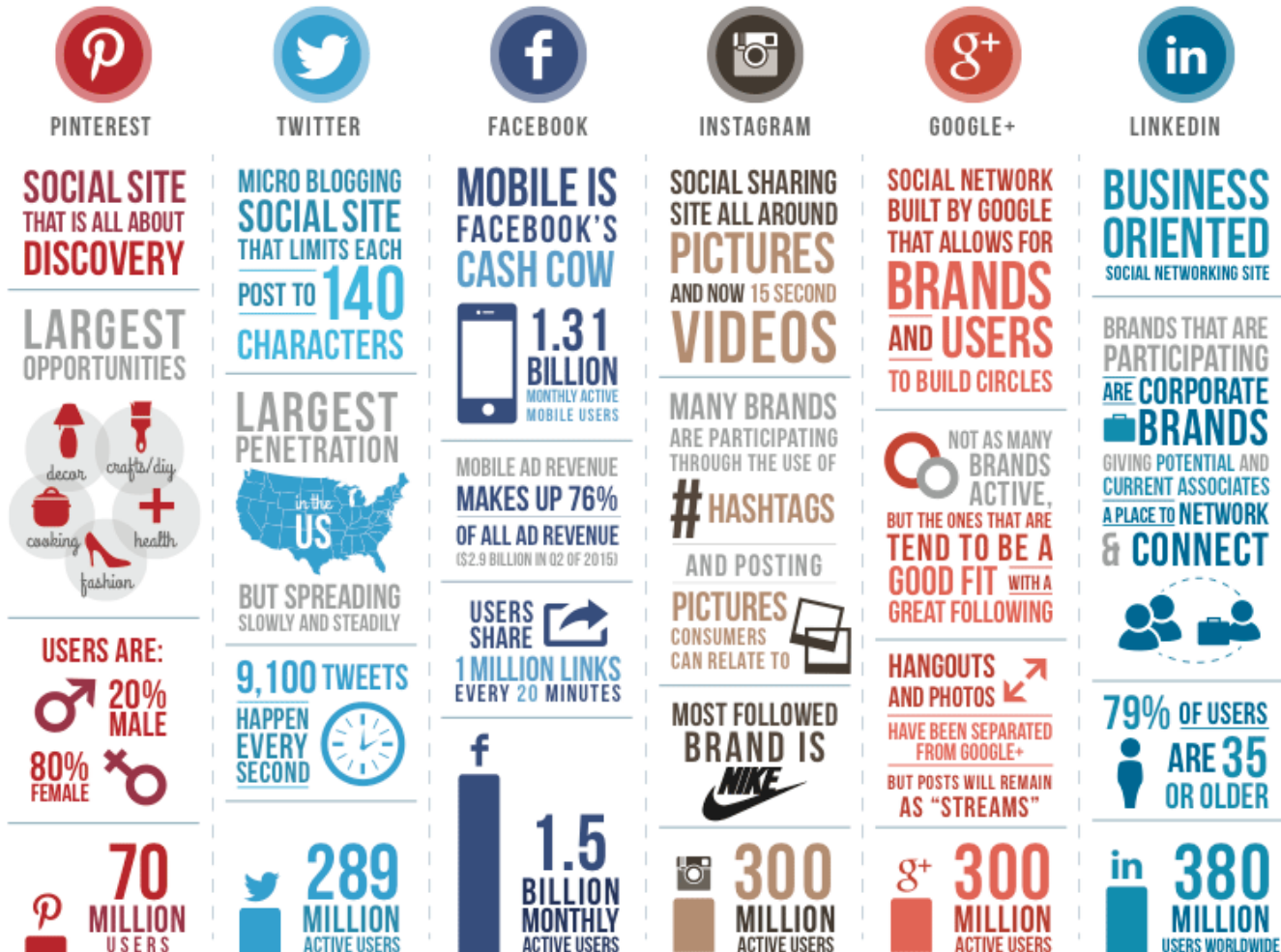
How does your target audience communicate?



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Is Social Media the Right Tool?



Statistics as of 7.8.2015 Designed by: Leverage - leveragenewagemedia.com



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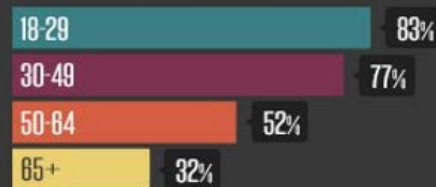
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WHICH DEMOGRAPHICS USE SOCIAL MEDIA?

BY SEX



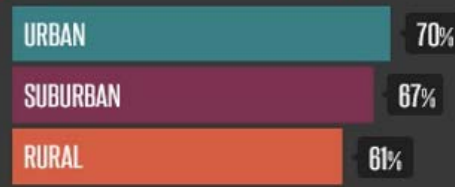
BY AGE



BY HOUSEHOLD INCOME



BY POPULATION DENSITY



BY EDUCATION LEVEL



BY RACE



WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?



PINTEREST: Rural residents, women, whites, some level of college education or higher, middle to higher income



INSTAGRAM: African-Americans, Hispanics, urban residents, 18-29 year olds, women

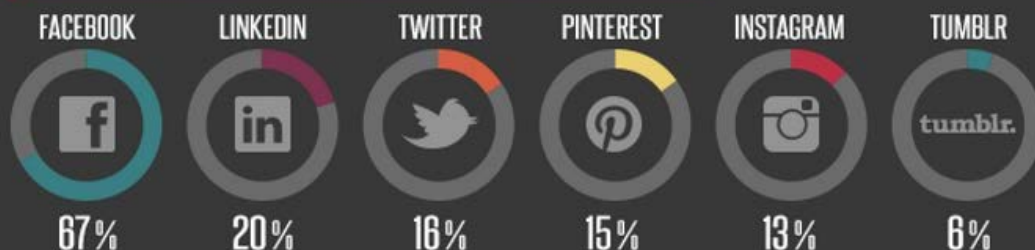


FACEBOOK: Women, 18-29 year olds



TWITTER: 18-29 year olds, African-Americans, urban residents

WHICH SOCIAL MEDIA SITES DO ONLINE ADULTS USE?



INTERESTING FACTS ABOUT AGE AND SOCIAL MEDIA

- Unsurprisingly, stratification of age in social media use has remained the same since 2005: there has consistently been higher social networking usage amongst the youngest demographic (18-29 year olds), and less usage as age increases
- Although 18-29 year olds have always maintained the highest percentage of social media usage, their overall usage dropped for the first recorded time in December 2012, from 92% to 83%—their lowest recorded usage in over two years.
- While every demographic dropped its social media usage in December 2012, the only age demographic that increased its usage during that period was 30-49 year olds, who increased from 73% to 77%

UW-Madison Retweeted



Wisconsin Alumni @WisAlumni · May 26

Meet the 22-year-old @UWMadison scientist who is leading the fight to wipe out colon cancer #STEM uproxx.it/2rKwlgA #OnWisconsin



Meet The 22-Year-Old Who Is Leading The Fight To Wipe Out Colon...

How did a teen from Chicago's infamous South Side end up becoming a world-renowned cancer researcher? It all started with a microscope.

uproxx.com

1 36 115



APHA @PublicHealth · May 24

Access to nutritious food prevents chronic health conditions. Find out how #Plan4Health provides info: bit.ly/2p5GnqS

9 13



CC for Health Equity @UWCCHE · May 26

Can't wait for the Engaging Patients & Stakeholders in Translational Research Short Course coming up next week! #EngageUW2017 @UWICTR_Dandi

6 3



PCORI @PCORI · May 11

A3 What do we mean by engagement? bit.ly/2IYNV0B #IMFARChat

Engagement in research is the involvement of patients, caregivers, clinicians, and other healthcare stakeholders throughout the research process—from topic selection through design and conduct of research to dissemination of results.



pcori.org/engagement

7 11



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Language learning in the Primary school



Virtual Graduate School

Subscribe

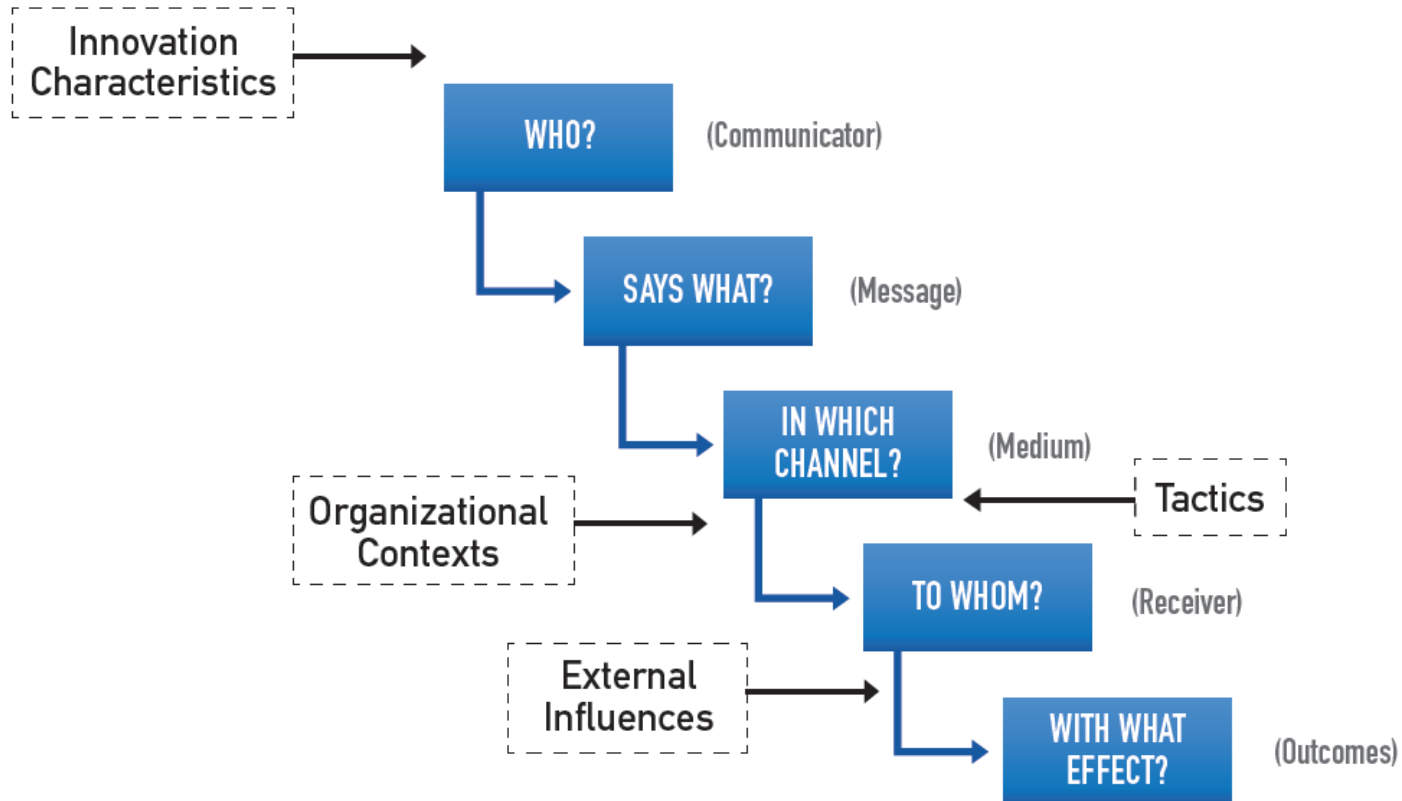
3,021 views

Maria Jesus Inostroza, PhD candidate at the University of Sheffield
Published May 1, 2015

<https://youtu.be/lbLkEaqplvk>

Communication Worksheet

The Classic Communication Model, Plus Dissemination Elements



Evaluation

- What are you trying to achieve?
- How will you know you are successful?
- What is important to your stakeholders?
- Indicators
 - Reach
 - Utilization

RE-AIM Framework www.re-aim.org

Metric	Measure
Reach	Do you reach your intended audience? What channels were effective in reaching your target audience?
Effectiveness	Did knowledge, attitudes, behaviors, or policies change?
Adoption	Do target settings/institutions adopt the information? How well and what are the barriers?
Implementation	How was information used or not used?
Maintenance	Are changes maintained in people and settings over time?

Evaluation Worksheet



Reflections and Questions



Frameworks & Resources

- Frameworks
 - AHRQ Dissemination Planning Tool
 - The Value Added Dissemination Framework
 - KT Canada
 - And many more...



ICTR-CAP D&I Program Resources

- Consultations:
 - Linkages to Community Partners
 - Communications
 - D&I Research
 - Evaluation
 - Implementation Support
- Dissemination Supplement RFA
- D&I Research Grants
- Web site resources

<https://ictr.wisc.edu/dissemination-implementation/>



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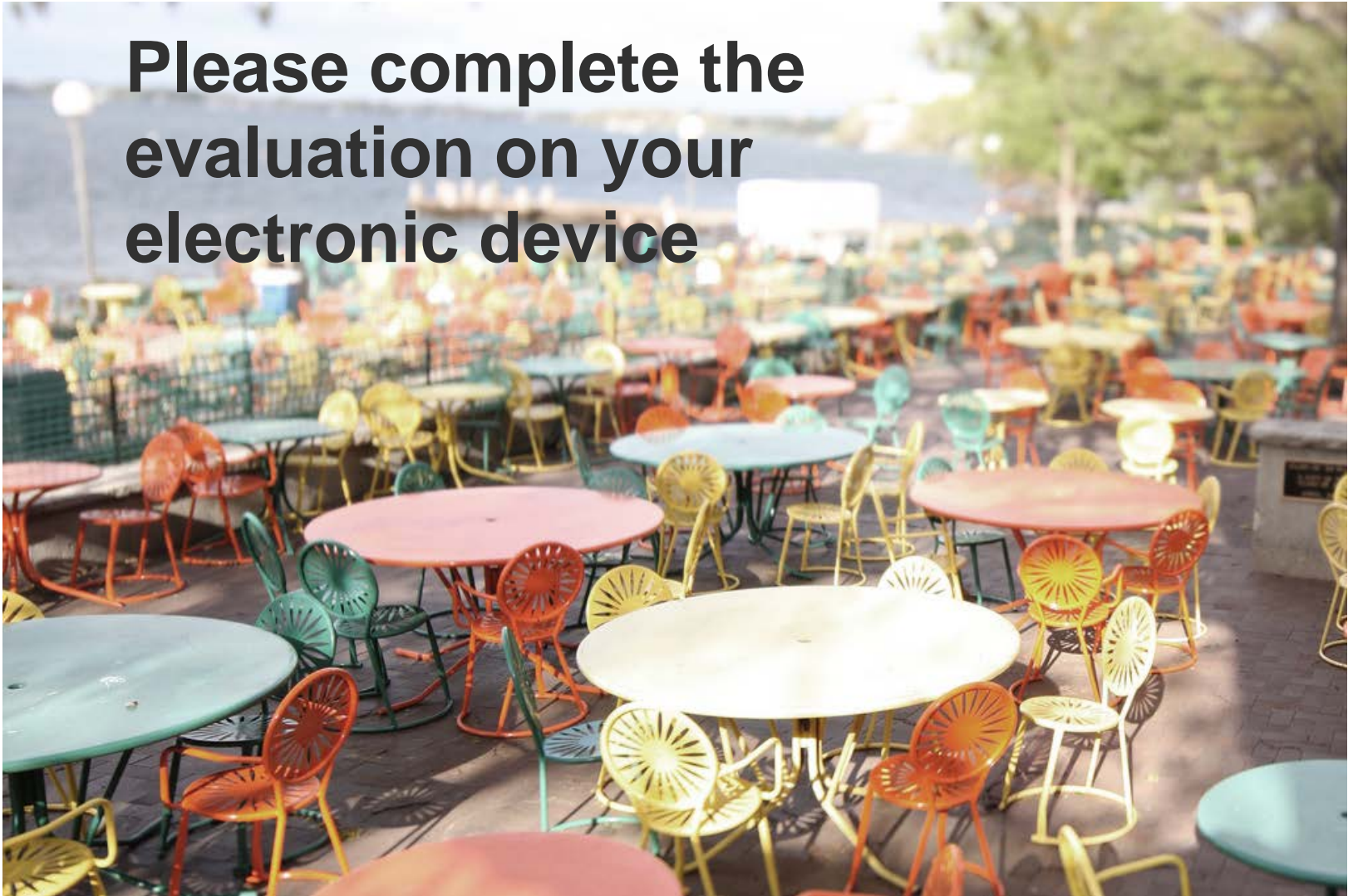
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Thank You!

**Please complete the
evaluation on your
electronic device**



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