Public Health and Policy Dissemination Research

Ross Brownson & Murray Ross
Objectives

1. To describe opportunities for D&I research in the public health system.
2. To explore the basis for evidence-based policy.
THE POTENTIAL:

How has public health, today, already affected your life [positively or negatively]?

Opportunities/challenges in studying?
Promise/challenges

• Focus on observational studies/natural experiments
• Public health policy is messy
• Some of the most established practices can be invisible and difficult to quantify

• “The ultimate outcome should be the health of the community.”
  – Elizabeth Cohn
Public Health Orientation

• In contrast to medical model, which focuses on treatment of illness (with prevention and control) in individuals

• Public health is focused on community-based approaches to **prevent** disease and disability in **populations**

  → ecologic view of health, such that individuals are placed within larger social and environmental context which defines the conditions that determine health

• BUT -- variation in resources, priorities and level of intervention AND growing overlap (e.g., implementation of the ACA)
A few (quick) key issues

1. Too much focus on the intervention (at the expense of the processes and agencies)
2. Focus on mis-implementation
3. Unraveling the black box of active D&I  
   - Finding the D&I strategies, adapting EB interventions
4. Do better at D4D
5. Consider the macro trends

[most of these apply to clinical studies as well]
1. Too much focus on the intervention

*The process of EB practice…*

Agency (health department)-level structures and activities that are positively associated with performance measures (e.g., achieving core public health functions, carrying out evidence-based interventions) (administrative evidence-based practices).

*Fostering More-Effective Public Health by Identifying Administrative Evidence-Based Practices*

A Review of the Literature

Ross C. Brownson, PhD, Peg Allen, MPH, Kathleen Duggan, MPH, MS,
Katherine A. Stamatakis, PhD, MPH, Paul C. Erwin, MD, DrPH
Results, 5 A-EBP domains (small p policy)

- Workforce development
  - QI (82%), EBDM (59%)
- Leadership
  - Staff participation (84%) hire w/ PH degree (36%)
- Organizational climate and culture
  - Life long learning (71%), culture supports EBDM (42%)
- Relationships and partnerships
  - Importance (92%), share resources (68%)
- Financial processes
  - Multi funding sources (96%), QI resources (55%)
2. Implementation failures are complicated
The issue of mis-implementation…

How often do program end that should not have ended?
• Often or always
  • SHDs: 31.7%; LHDs: 41.1%

How often do program continue that should have ended?
• Often or always
  • SHDs: 21.6%; LHDs: 30%

3. Unraveling the “Black Box”

"I think you should be more explicit here in step two."
Moving to active D&I, focus on strategies

A refined compilation of implementation strategies: results from the Expert Recommendations for Implementing Change (ERIC) project

Byron J Powell¹, Thomas J Waltz², Matthew J Chinman³, Laura J Damschroder⁴, Jeffrey L Smith⁵, Monica M Matthieu⁶, Enola K Proctor⁷ and JoAnn E Kirchner⁸,⁹

Unraveling adaptation

... Safe (green)
   - names of health centers, images of people

... Should be made cautiously (yellow)
   - changing the order of curriculum

... Should be avoided (red)
   - the underlying theory, deleting core elements
4. A tale of two worlds (remember to D4D)

<table>
<thead>
<tr>
<th>How local-level practitioners learn about research findings?</th>
<th>How researchers perceive they most effectively reach practitioners?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Professional associations</td>
<td>1. Journal articles</td>
</tr>
<tr>
<td>2. Seminars/workshops</td>
<td>2. Face-to-face meetings</td>
</tr>
<tr>
<td>3. Email alerts</td>
<td>3. Media interviews</td>
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</tbody>
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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 |
5. Major trends and patterns in public health (a.k.a., D&I research opportunities!)

• Accreditation of public health agencies
• Quality improvement
• Minimum set of functions (recent IOM report)
• ACA – increased integration of prevention/population health with healthcare
• BIG data
• Other relevant/important macro-trends?
Murray Ross, will now cover policy dissemination research issues…

Ten Great Public Health Achievements -- United States, 1900-1999