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Training Institute for
Dissemination and
Implementation
Research in Health

Westin Pasadena | Pasadena, California

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%)

The issue of mis-implementation...

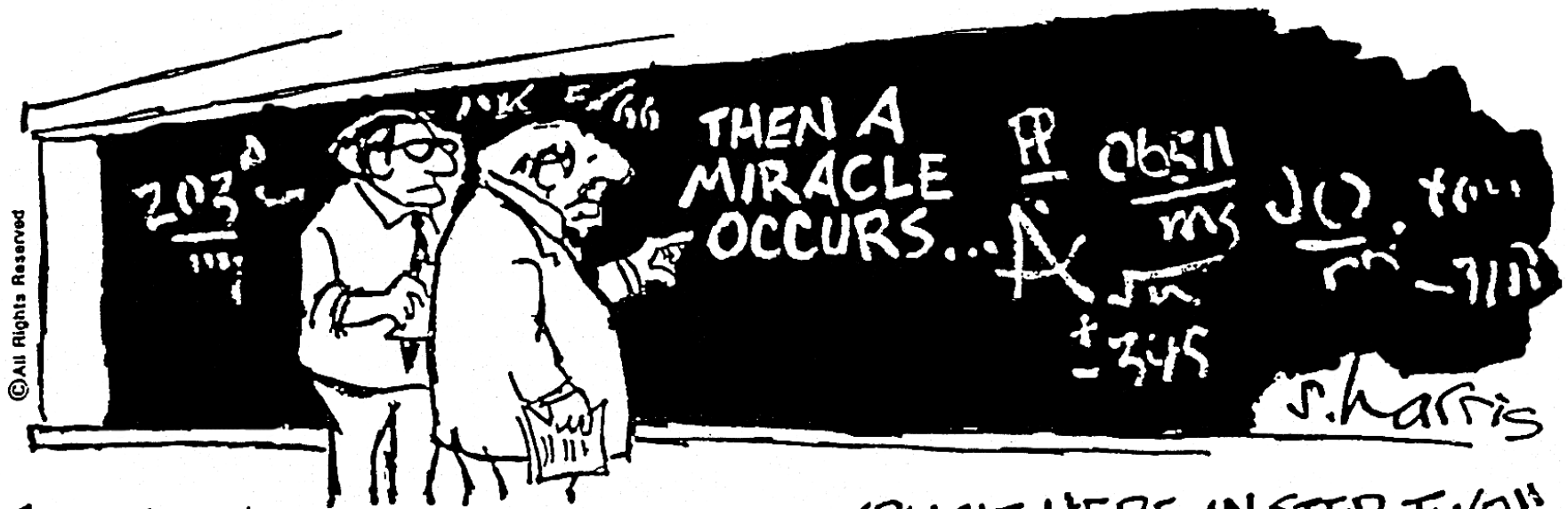
How often do program end that should not have ended?

- 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

RESEARCH

Open Access

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

Byron J Powell^{1*}, Thomas J Waltz², Matthew J Chinman^{3,4}, Laura J Damschroder⁵, Jeffrey L Smith⁶, Monica M Matthieu^{6,7}, Enola K Proctor⁸ and JoAnn E Kirchner^{6,9}

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)

How local-level practitioners learn about research findings?

1. Professional associations

2. Seminars/workshops

3. Email alerts

4. Journal articles

How researchers perceive they most effectively reach practitioners?

1. Journal articles

2. Face-to-face meetings

3. Media interviews

4. Press releases

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

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?.

From the American College of Epidemiology

Charting a future for epidemiologic training

Ross C. Brownson PhD^{a,b,*}, Jonathan M. Samet MD, MS^c, Gilbert F. Chavez MD, MPH^d, Megan M. Davies MD^{e,f}, Sandro Galea MD, MPH, DrPH^g, Robert A. Hiatt MD, PhD^h, Carlton A. Hornung PhD, MPHⁱ, Muin J. Khoury MD, PhD^{j,k}, Denise Koo MD, MPH^l, Vickie M. Mays PhD, MSPH^{m,n}, Patrick Remington MD, MPH^o, Laura Yarber MPH^p



Murray Ross, will now cover policy dissemination
research issues...



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Weekly

April 02, 1999 / 48(12);241-243

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

