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← Training Institute for
← Dissemination and
← Implementation
← Research in Health

Westin Pasadena | Pasadena, California

Context: Why worry?

Anne Sales, PhD RN
VA Ann Arbor Healthcare System
University of Michigan



Context matters...

- But what does that mean?
 - Difficulty transferring innovation/successful implementation from one setting to another
 - Context may be the macro analogue to the genome/phenome
 - Lots of things matter
 - We don't know what those things are
 - Social construct
 - Perception is reality



What does context mean?

- Different language in different frameworks
 - Unclear if it means the same thing
 - Unclear if the same words mean the same thing



Examples

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dissemination-implementation.org/measures.aspx

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Compatibility Description	The degree of tangible fit between meaning and values attached to the intervention by involved individuals, how those align with individuals' own norms, values, and perceived risks and needs, and how the intervention fits with existing workflows and systems.	3	GEM D&I link: Compatibility
Complexity Description	Perceived difficulty of implementation, reflected by duration, scope, radicalness, disruptiveness, centrality, and intricacy and number of steps required to implement	5	GEM D&I link: Complexity
Context Description	Contextual factors may include the political, social, and organizational setting for the implementation of the intervention and include social support, legislations and regulations, social networks, and norms and culture. Understanding the delivery context for the intervention is essential for the success of the D&I and closely linked to the concepts of fidelity and adaptation.	6	
Context - Inner setting Description	Inner setting includes features of structural, political, and cultural contexts through which the implementation process will proceed.	29	
Context - Outer setting Description	Outer setting includes the economic, political, and social context within which an implementing organization resides.	23	
Cost Description	Cost can refer to multiple aspects of the development, testing, and implementation of an intervention including the intervention's cost-effectiveness, the cost around intervention development, implementation of the intervention, and recruitment of subjects into a trial. Cost information can inform adoption decisions and contribute to comparative effectiveness considerations.	4	GEM D&I link: Cost
Development of an intervention Description		12	
Dissemination Description	Active and planned efforts to persuade target groups to adopt an innovation.	15	GEM D&I link: Dissemination
Dose Description	The amount of the intervention/program delivered.	1	
Engagement Description	Involving appropriate individuals in the implementation and use of the intervention through a combined strategy of social marketing, education,	6	

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CFIR

- <http://cfirguide.org/constructs.html>
- Outer Setting
 - Patient needs and resources
 - Cosmopolitanism
 - Peer pressure
 - External policy and incentives



CFIR: Inner Setting

- Structural characteristics
- Networks and communication
- Culture
- Implementation climate
- Tension for change
- Compatibility
- Relative priority
- Organizational incentives and rewards
- Goals and feedback
- Learning climate
- Readiness for implementation
- Leadership engagement
- Available resources
- Access to knowledge and information



Ongoing questions in context

- How much detail do we need?
- How much detail will respondents give us?
 - Are there other ways to get context data?
- Who and how many people do we need to talk to?



Contact information

- salesann@umich.edu

