

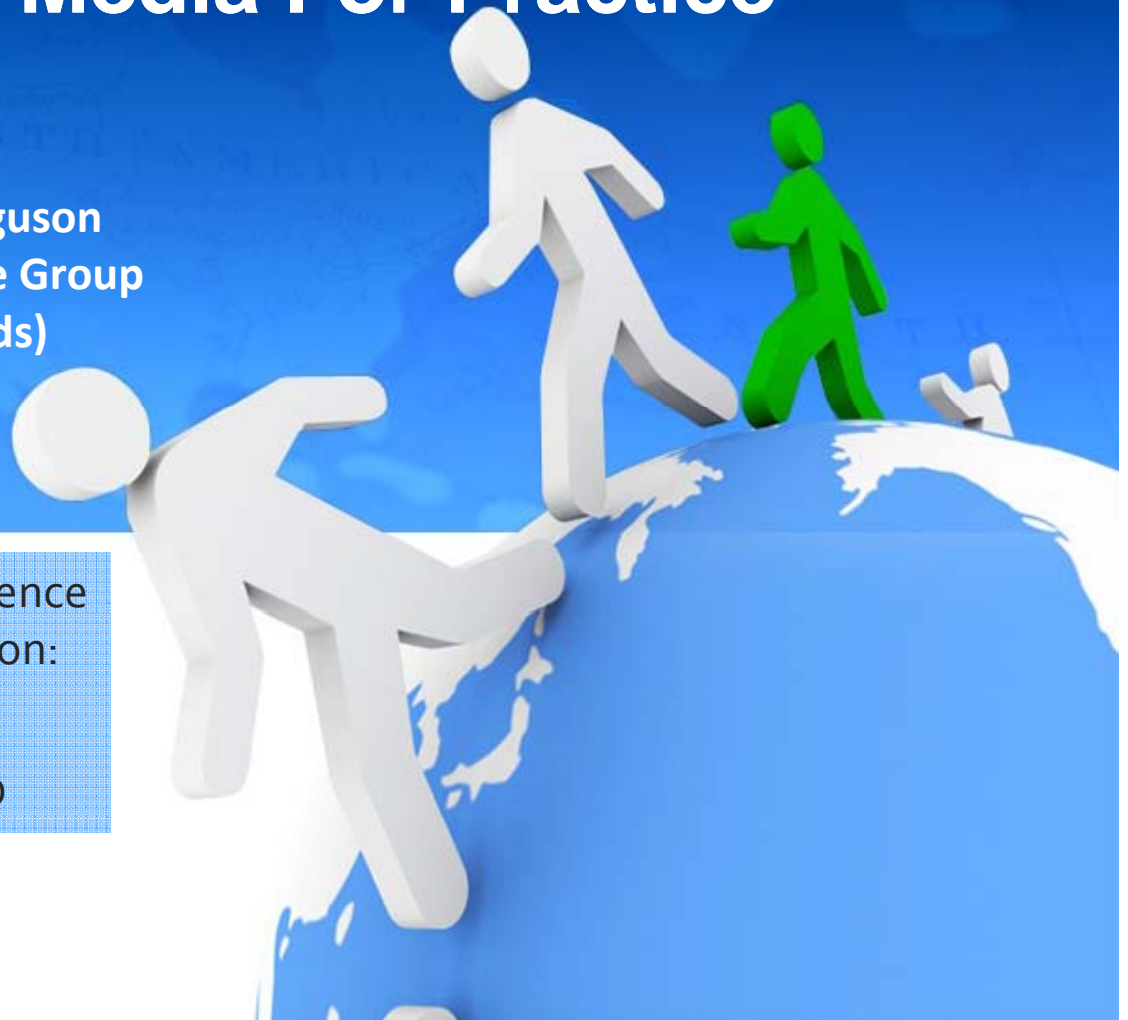
Getting to Uptake: Leveraging Social Media For Practice Change

Dr. Melanie Barwick & Dr. Bruce Ferguson
Community Health Systems Resource Group
The Hospital for Sick Children (Sickkids)

3rd Annual NIH Conference on the Science
of Dissemination and Implementation:
Methods and Measurement

March 15-16 2010 • Bethesda MD

SickKids[®]



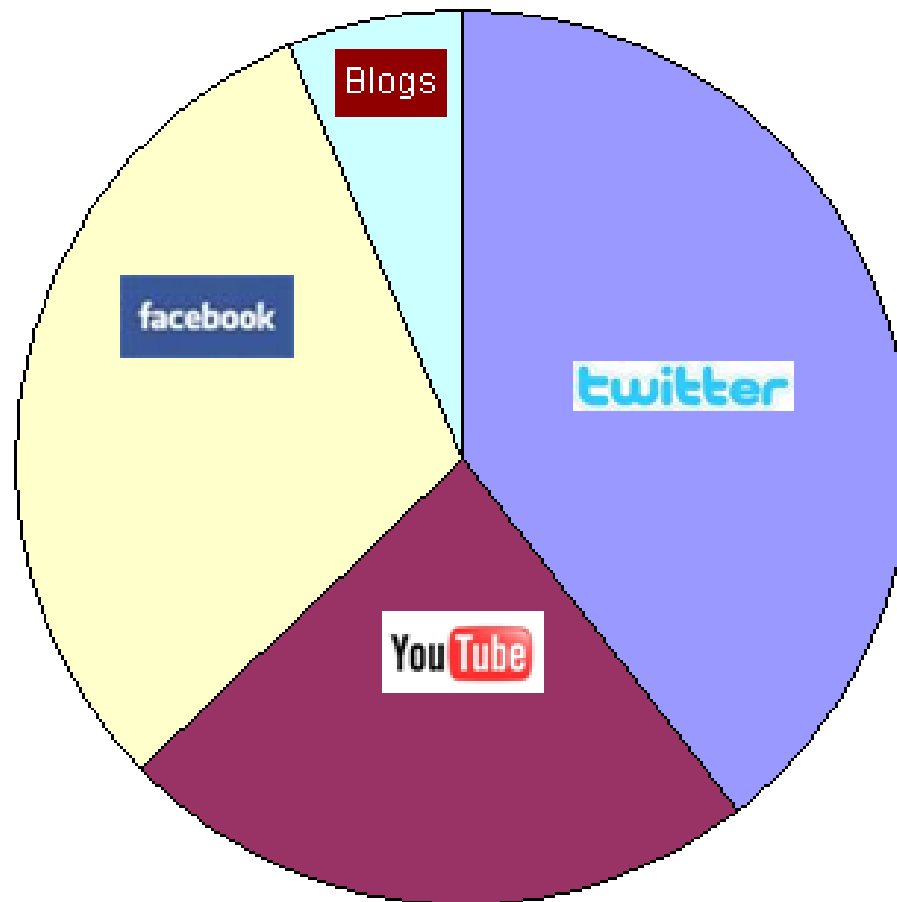
Social Media



Social media is the use of technology combined with social interaction to create or co-create knowledge.



Social Media in Hospitals



February 13, 2010

Hospital Social Media Accounts

540 Hospitals:

227 YouTube
419 Twitter
316 Facebook
67 Blogs

1,090 Social Media Sites

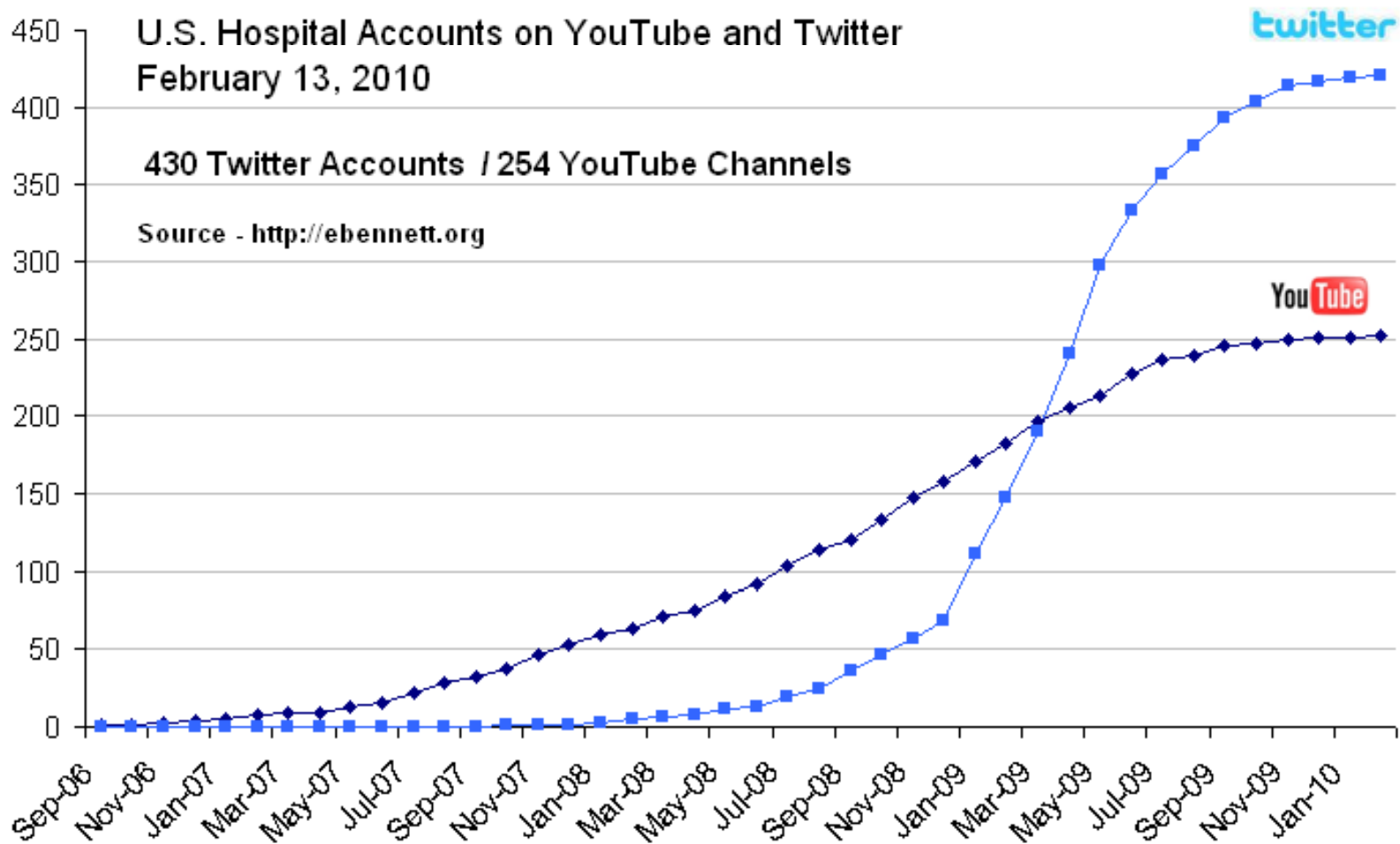
Source:

ebennett.org/hsnl



Hospitals Using Social Media

<http://ebennett.org/hsnl/data/>



Wikis at SickKids Hospital

LEVERAGING PRACTICE CHANGE

The Child and Adolescent Functional Assessment Scale (CAFAS) is used to determine whether kids improve as a result of mental health service. Clinicians in 120 service provider organizations across Ontario perform thousands of CAFAS evaluations, which makes managing the tacit knowledge and collecting and sharing best practices fairly challenging. SickKids is using wikis to help clinicians learn, share, and work more effectively together.



BUILDING COLLABORATION

Face-to-face conferences are bringing our scientists together with collaborators around the world via wikis to plan research, and to author books and research papers.



CommuniCAFAS Wiki – Purpose

To leverage clinical adoption and best practice for the province's outcome measure (CAFAS) in child and youth mental health services.

The wiki supports face-to-face communities of practice by adding a virtual meeting place.

It is also a part of our model of implementation support.



CommuniCAFAS Wiki - Development

August 2007

- Wiki working group established
- Group oriented in web 2.0 technology and relationship struck with wiki vendor, Socialtext

January 2008

- month-long trial run

March 2008

- trial results in self-contained workspace, CommuniCAFAS, on the CHSRG wiki
- Socialtext trains CAFAS in Ontario staffers

May 2008

- Training for clinicians begins and remains ongoing



CAFAS in Ontario / CAFAS in Ontario - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites RSS Mail Print WYSIWYG Links

Address http://communi-cafas.socialtext.net/admin/index.cgi?cafas_in_ontario Go Links

New search Search

HOME HELP LOG OUT SETTINGS MOBILE



Quick jump: [Dashboard](#) - [What's new](#) - [Weblogs](#)

Edit Comment

NEW PAGE PRINT EMAIL TOOLS

CAFAS in Ontario

CAFAS in Ontario



Child and Adolescent Functional Assessment Scale

The CAFAS-BCFPI [Wiki Rules of Conduct](#) sets guidelines for community collaboration and respectful, productive activity on our wiki. Before contributing to the wiki, it's essential that you make the [Wiki Rules of Conduct](#) your first step.

Confidentiality

149 REVISIONS WATCHING THIS PAGE

Tags

- faq [x]
- bcfpi [x]
- bpm [x]
- training [x]
- cafas [x]
- people [x]
- home [x]
- index [x]
- contents [x]
- support [x]
- confidentiality [x]
- charter [x]
- rules of conduct [x]
- best practice [x]
- documents [x]
- expert [x]
- workshoo [x]

start Nicole Benjamin de... CAFAS in Ontario / ... Microsoft PowerPo... D:\Documents and... EN 10:04

CAFAS Wiki

http://communi-cafas.socialtext.net/nlw/login.html?redirect_to=%2F



CommuniCAFAS Wiki - Functionality

- The wiki promotes social learning by:
 - Bringing together people with a similar goal
 - Managing 'community' knowledge
 - Assisting implementation and adoption
 - Developing and nurturing of new knowledge
 - Sharing tacit knowledge







CommuniCAFAS Wiki – K-Management

CAFAS in Ontario / CAFAS in Ontario - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Wordpad Notepad Paint People

Address http://communi-cafas.socialtext.net/admin/index.cgi?cafas_in_ontario Go Links

<h2>People</h2> <p>This wiki is made of people. It's designed to help you identify and share best practices with others working with CAFAS and BCFPI throughout the province. Here's where you'll find – and create – a growing community of practical knowledge.</p> 	<h2>Best Practices</h2> <p>The raison d'etre of this wiki is to empower health professionals throughout Ontario to share their CAFAS best practices. We encourage you to read – and please, please contribute to – the Best Practices Manual (BPM) pages. Click here to see the breakdown of the BPM Outline and the BPM Taskforce.</p> 	<h2>Documents</h2> <p>Here's where you'll find presentations, publications and other resources exclusively for health professionals working with CAFAS.</p> 
<h2>FAQs</h2> <p>Answers to some of the more frequently asked questions that we receive about CAFAS are listed in FAQs!</p> 	<h2>Discussion Forum</h2> <p>Unlike the public CAFAS in Ontario web site, this private wiki exists to foster a <i>community</i> of health professionals with shared concerns. The Discussion Forum is the place to build that community. Participate in discussions on a range of issues, including:</p> <ul style="list-style-type: none">• How Do You Use CAFAS?• Guidelines for Subscales• What Research is Being Done Using CAFAS?• How To Promote CAFAS in Your Organisation• Provincial Guidelines, Expectations and	<h2>Ask the Expert!</h2> <p>Have a question for CAFAS in Ontario or Kay Hodges, CAFAS developer, FAS, LLC? Post it in Ask the Expert!</p> <hr/> <h2>Wiki Workshop</h2> <p>Self-help guides to make you a wiki expert in no time. Ask the Wiki Expert! Click here if you have comments or questions about using the wiki.</p>

start | Nicole Benjamin de Pe... | CAFAS in Ontario / C... | Microsoft PowerPoint ... | EN | 10:05


FAQs / CAFAS in Ontario - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites Print Mail Calendar Address Book Favorites

Address <http://communi-cafas.socialtext.net/admin/index.cgi?faqs> Go Links

FAQs



This is the page for Frequently Asked Questions.

Contents

- [Data](#)
- [Scoring](#)
- [Using CAFAS Software](#)
- [Help from BCFPI and CAFAS in Ontario](#)

Data

FAQ: How to make a data export
FAQ: How often will we be expected to submit data
FAQ: What if we don't have any data to submit to you?
FAQ: How will we know when to submit data?
FAQ: When do I collect and input the Background Information data?
FAQ: Do we require consent from clients to collect CAFAS data and/or to send it to your office for roll up into the annual report?
FAQ: I would like to get some data!

27 REVISIONS WATCH THIS PAGE

Tags

[FAQ \[x\]](#)

Add tag

Incoming Links

[CAFAS in Ontario](#)
[Discussion Forum](#)
[Nicole Benjamin de Perez](#)

Attachments

[faq.jpg](#)

Upload files **Manage files**

Office

Microsoft

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CommuniCAFAS Wiki – Training & Implementation

Training and Support / CAFAS in Ontario - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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Address http://communi-cafas.socialtext.net/admin/index.cgi?training_and_support Go

Training and Support

▼ HIDE

Training Calendar

Access the [Calendar](#) for dates, times and locations of upcoming training sessions in your area.

Need additional support? Request a [CAFAS In-Service!](#)

Training Materials

Downloads



Contents

- [Training Materials](#)
 - [Downloads](#)
 - [Reliability](#)
 - [Software](#)
 - [Train the Trainer](#)
 - [Flyers and Updates](#)
- [Training Calendar](#)

Tags

- [training](#) ✕
- [software](#) ✕
- [reliability](#) ✕
- [support](#) ✕
- [vignettes](#) ✕
- [booster](#) ✕
- [procedures](#) ✕
- [trainer](#) ✕
- [clinicians](#) ✕
- [guidelines](#) ✕
- [in-house trainer](#) ✕
- [instructions](#) ✕
- [materials](#) ✕
- [reminders](#) ✕
- [retraining](#) ✕
- [updated](#) ✕

Add Tag

Incoming Links

- [CAFAS in Ontario](#)
- [CAFAS In-Service](#)

Done Internet

start Nicole Be... Website ... Communi... 2 Micros... Training a... EN 11:27

February 2009

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
							1
2		3	4	5	6	7	8
9	Central West COP	10 CAFAS Team Meeting	11 Unconference Online Community Unconference East	12	13 Software Training	14	15
16		17	18 Software Training	19	20	21 Unconference PodCamp	22 Uncon PodCa
23 Psychology Education Day	24	25	26 Eastern COP	27	28		




CommuniCAFAS Wiki – Discussion Forum

Discussion Forum / CAFAS in Ontario - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://communi-cafas.socialtext.net/admin/index.cgi?discussion_forum Go



Questions & Answers

If you believe a thread has been answered, please create an FAQ and post on the [FAQs](#) page. Thanks!

Contents

- [Questions & Answers](#)
- [BCFPI](#)
- [CAFAS Rating](#)
 - [Rating morbidly obese youth](#)
 - [T2 Rating - Relevancy](#)
 - [T14 Rating with Missing Info](#)
 - [Caregiver Information for Independent Youth](#)
 - [Quarterly Reports to the Agencies](#)

BCFPI

Hi everyone, I have a question regarding exporting the BCFPI data.. It says it requires the intake and discharge dates, we haven't discharged any of our clients yet, as we have not started our services yet. Which brings me to my second question: It clearly states that the admission date is the time at which the services began and not the intake date. We did the BCFPI at our intial intake but did not begin services

Tags

- bcfpi ✕
- cafas ✕
- questions ✕
- admission date ✕
- answers ✕
- obese youth ✕

Add Tag

Incoming Links

- [CAFAS in Ontario](#)
- [FAQ: When should we expect the fiscal year report?](#)
- [Brian O'Hara](#)

Attachments

- conference.jpg ✕

Upload Files

Done Internet

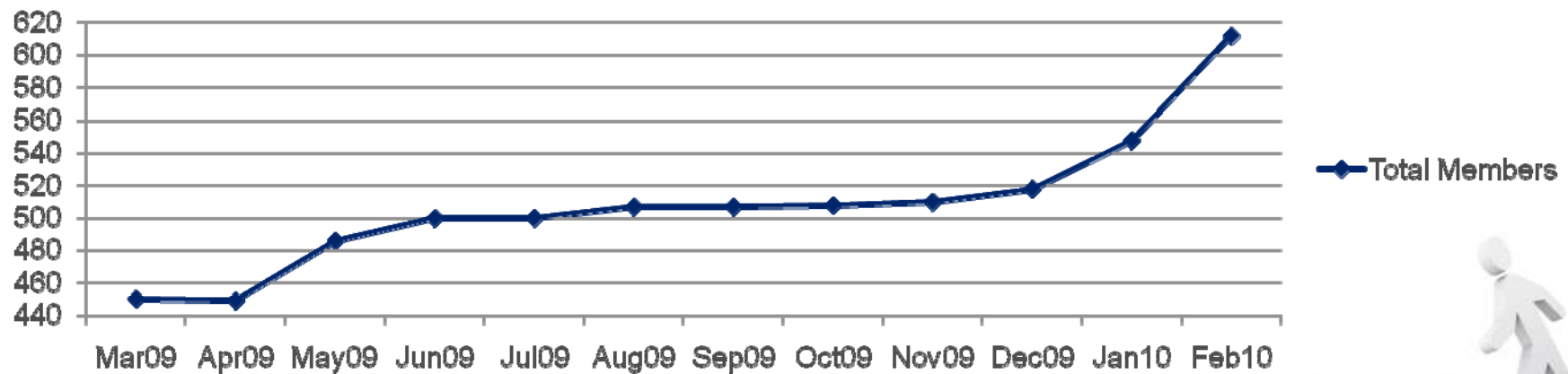
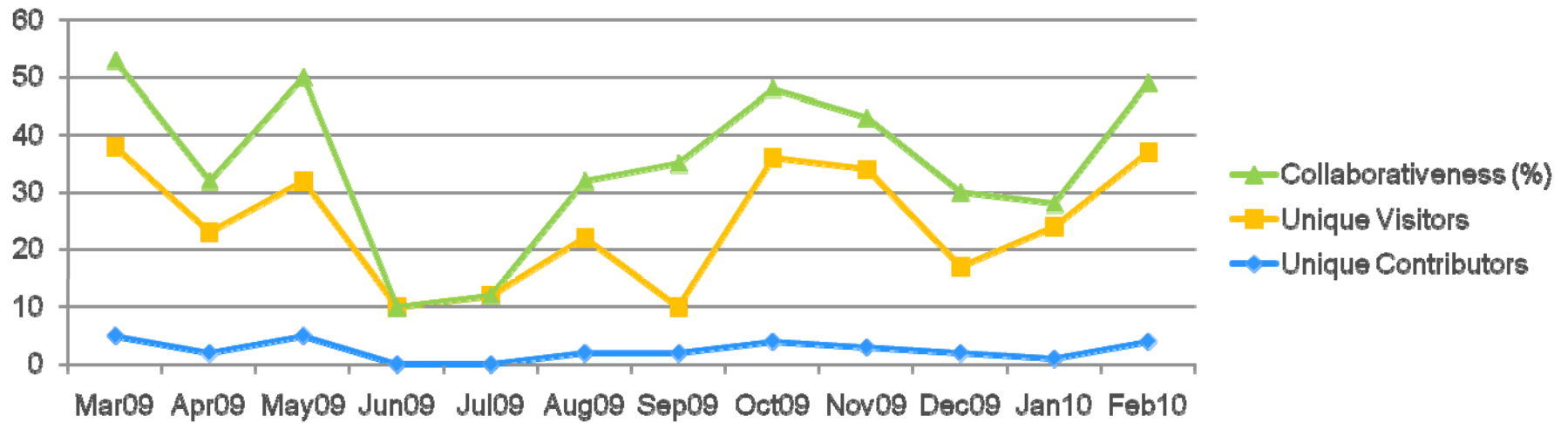
start Nicole Be... Website ... Communi... 2 Micros... Discussio... EN 12:07

CommuniCAFAS Wiki - Aims

- Best practices for use of the tool that are 'evergreen' and relevant
- Training manual that is continually evolving
- Sharing of lessons learned from others
- Building an integrated community of child and youth mental health workers in Ontario
- Sharing and managing tacit knowledge from the frontline



CommuniCAFAS Wiki – Activity



CommuniCAFAS Wiki - Performance

Web 2.0 research suggests:

- 10% of overall users will visit a wiki site in the first 30 days
- 10% will participate in the overall usage of the wiki
 - 90% of these will browse or lurk
 - 9% of these will participate
 - 1% will participate to a great extent

Communi-CAFAS wiki: - **2010-03-01** Data for one week

- Total unique contributors: 2
- Total unique visitors: 22
- Total members (current): 621
- Collaborativeness: 9 - Unique contributors as a percent of unique visitors



CommuniCAFAS Wiki – Next Steps

- Continue to promote the wiki and increase membership
- Increase training and familiarity for current users
- Increase traffic via multiple means to promote usage



Wiki nnovation

“Creating International Collaborative Research”



SickKids[®]

Wikinnovation

- In October 2007, The Community Health Systems Resource Group (CHSRG) launched a series of symposia focused on
 - “collaborative community research as a systemic approach to change front-line practice”*
- The series concluded in December 2009. Between 2007 and 2009 CHSRG hosted a total of seven symposia on the topics of health, mental health and education.



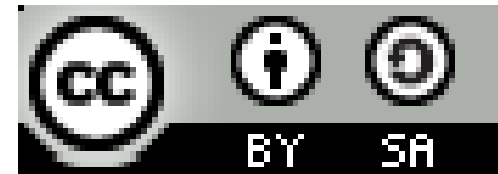
Wikinnovation

- For each of the symposia, one wiki was developed to produce collaborative international research.
- For the first conferences a second wiki was developed to help facilitate the production of an edited book or webpage.
- For the last three conferences the collaborative wiki and knowledge translation wiki were combined as the users were the same.



Wikinnovation

- The sites are restricted to the members by invitation only and are password protected.
- The sites are licensed using a Creative Commons Share Alike license

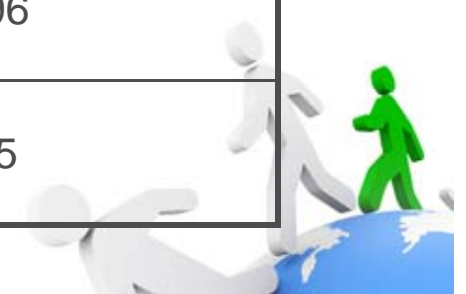


- The license allows the users to work with the information as long as they credit the producers and license it under the same terms.



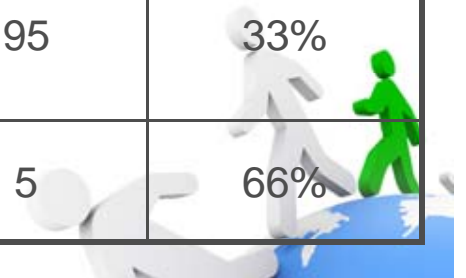
Wikinnovation – as of March 2010

Symposia	Number of Wiki Sites	Number of Members Per Site
Hearing Voices	2	28 – collaborative Wiki 19 – book Wiki
Understanding Aggressive Behaviours	2	27 - collaborative Wiki 25 – book Wiki
Improving the Prevention of Eating Disorders	2	42- collaborative Wiki 18 – book Wiki
Mechanisms of Change in Developmental Psychopathology	1	23
Marginalized Youth in Education	1	20
Getting to Uptake	1	13
Major Collaborative Research Initiative Grant Proposal	1	96
Migratory Status of the Child and Limited Access to Health Care	1	5



Wikinnovation – usage for active months

Symposia	Month of Activity	Number of Unique Contributors	Number of Unique Visitors	Total Members	Collaborative ness
Hearing Voices – Book	April 2009	0-1	1-3	19	33%-100%
Understanding Aggressive Behaviours – Book	August 2009	0-1	1-5	26	0-20%
Prevention of Eating Disorders - Book	March 2009	0-1	2-3	18	0-50%
Developmental Psychopathology	December 2008	0-2	2-8	23	0-25%
Marginalized Youth in Education	May 2009	0-3	3-9	20	0%-42%
Getting to Uptake	August 2009	1-4	2-6	11-13	25%-60%
Major Collaborative Research Initiative Grant Proposal	April 2009	1	3	95	33%
Migratory Status of the Child	March 2010	2	3	5	66%



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[42 Revisions](#) [Watch](#) [Print](#) [Email](#) [Tools](#)

Marginalized Youth in Education

▼ [HIDE](#)

Welcome to the Marginalized Youth in Contemporary Educational Contexts Workspace

This workspace will be used to help plan the symposium Marginalized Youth in Contemporary Educational Contexts and the associated workshops. Following the event, this site will be used to continue collaboration and to help create any initiatives developed at the event.

<p><u>MEMBERS</u></p>  <p>Contains a listing of all keynote speakers and participant biographies</p>	<p><u>SYMPOSIUM CONTENT</u></p>  <p>Abstracts and agenda for May 13th Agendas for May 12 & 14th workshops</p>	<p><u>The Meaning of Marginality, Education and Narrative</u></p> <p>This page is a blank slate to brainstorm around the meaning of the symposium</p>
<p><u>YOUTH NARRATIVES</u></p>  <p>Youth are being invited to submit</p>	<p><u>SYMPOSIUM INFORMATION</u></p> <p>This page has a link to our Symposia Series webpage, information about travel and accommodation for the speakers, locations for the 3 days of meetings and the save-the-date.</p>	<p><u>Education Research Database</u></p>  <p>Please upload any research reports or articles that will be of interest to this group.</p>

Tags

There are no tags for this page.

[Add Tag](#)

Incoming Links

There are no pages that link to this page yet.

Attachments

- [wiki.gif](#) ✕
- [Marginalized Youth - crayons.JPG](#) ✕
- [People.JPG](#) ✕
- [Youth.JPG](#) ✕
- [research report.jpg](#) ✕

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16 Revisions [Watch](#) [Print](#) [Email](#) [Tools](#)

Getting to Uptake

▼ HIDE

Getting to Uptake: Leveraging Social Innovation for Practice Change

This workspace will be used to help plan the symposium **Getting to Uptake: Leveraging Social Innovation for Practice Change** and the associated workshop. Following the event, this site will be used to continue collaboration and to help create any initiatives developed at the event.

Tags

There are no tags for this page.

[Add Tag](#)

Incoming Links

There are no pages that link to this page yet.

Attachments

[video_60seconds.png](#) ✕

[Innovation Chairs Small.jpg](#) ✕

[Getting to Uptake Header.JPG](#) ✕

[collaboration robots small.jpg](#) ✕

[computers small.jpg](#) ✕

[Upload Files](#)

MEMBERS



Contains a listing of all keynote speakers and participant biographies

SYMPOSIUM CONTENT



The section contains all the information

SYMPOSIUM INFORMATION

This page has a link to our Symposia Series webpage, information about travel and accommodation for the speakers, locations for the 2 days of meetings and the save-the-date.

Wikinnovation

- The pre-conference wiki was used to plan and develop material and establish connections between keynote speakers.
 - Members posted biographies and presentation abstracts
 - Logistical information was posted (times & locations)
 - Questions from the planning committee regarding the workshops were posted on the wiki for members to comment and contribute
 - Discussion boards were created to explore themes of the symposium
 - Database of reading material of interest to the members and articles produced by the keynote speakers were posted



Wikinnovation

- Post symposium, the wiki is used in ongoing collaboration and to develop future research projects:
 - A summary of the two day workshops posted on the respective wiki sites
 - Discussions about future collaborations and research grants housed on the wiki
 - Other approved members are added by invitation
- Examples of outcomes:
 - Business case for Prevention of Eating Disorders,
 - development of International MST Research Study
 - communication tool for the production of an interactive website with video footage



Wikinnovation

- The book wiki is used for the ongoing production of an edited book.
 - The themes and goals of the book discussed at the workshop were posted on the wiki
 - Chapter outlines by each of the authors were posted on the wiki within a month of the workshop
 - Authors can either write their chapters on the wiki or post on the site when their first draft is complete
 - The authors can view the other chapters which help creates cohesion between the chapters
 - Editors post comments/edits on the site



Wikinnovation

- The aim is to produce a collaborative summary chapter for the book on the wiki
 - All authors will have a chance to contribute to this collective piece
 - The editor will create an outline for the concluding chapter and it will be posted on the site for all members to contribute to
 - We expect varying levels of participation but will be credited as a collective work of the group





Edit



Comment



15 Revisions



Watch



Print



Email



Tools

Hearing Voices Edited Book

▼ HIDE

Welcome to the Hearing Voices: Edited Book Workspace

Over the next few days, we will be uploading the edits to your first drafts completed by Katherine and Bruce. The edits will be updated in both the Wiki page and to the word attachment. They are the same thing, just two different ways for you to view them.

Please submit your final drafts by Friday, January 9th.

[Individual Chapters](#)

[Jean Addington](#) (Introduction) - *edits updated*

[Katherine Boydell, Siona Jackson, John Strauss](#)

[Cheryl Corcoran, Ruth Gerson](#) - *edits updated*

[Helen Lester](#) - *edits updated*

[Joann McIlwrick](#) - *edits updated*

[Alan Rosen](#) - *edits updated*

[Sue Estroff](#)

Tags

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Incoming Links

There are no pages that link to this page yet.

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Thank you !



SickKids[®]