Partnering with Patients to Disseminate Research Products

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- Relationships with patient and consumer organizations create channels for disseminating results
- Establishing trust is essential to effective dissemination
Suggestions for Effective Dissemination

• Begin thinking early in the research process about the target audience for the end product
• Establish *why* the information is important for them
• Decide on a key message and make it easy to remember
• Be as direct as possible in the message
  – (e.g., “this does not work,” “this can hurt you”)
Suggestions for Effective Dissemination

• Produce information in a way that is very accessible to consumers
• Make it as easy as possible for organizations and individuals to disseminate information
• Partner with known and trusted organizations
Case Study

American Heart Association Activities

Lawrence Sadwin
2011
CAUTION

THIS SIGN HAS
SHARP EDGES

DO NOT TOUCH THE EDGES OF THIS SIGN

ALSO, THE BRIDGE IS OUT AHEAD
Now that we've got your attention, do you know the signs of a heart attack?

- Pressure in chest
- Sweating
- Lightheadedness
- Nausea
- Difficulty breathing
- Anxiety
- Spreading pain
- Fatigue

Know the signs. Call 911. Live.

Don't know the symptoms? Go to www.americanheart.org or call 1-800-AHA-USA1 and find out.
Example #1

Lifestyle Change, Primary & Secondary Prevention
Website: www.heart.org

- Choose to Move
- Heart Profilers
- MyLifeCheck
**12-Week Program Overview**

- **Week 1:** Choosing to move
- **Week 2:** Creating a plan of action
- **Week 3:** Strengthening your resolve
- **Week 4:** Accentuating the positive
- **Week 5:** Avoiding traps and trip-ups
- **Week 6:** Reaching for more
- **Week 7:** De-stressing the stressed out
- **Week 8:** Finding community resources
- **Week 9:** Lapsing and snapping back
- **Week 10:** Staying motivated
- **Week 11:** Planning for the future
- **Week 12:** Keep moving, keep choosing

**Why Choose To Move?**

You can reduce your risk of heart disease and stroke by building more physical activity into your existing routine — not new routines that are hard to fit into your day.

**What Are The Benefits?**

- A personal handbook
- Access to nutrition tips and new recipes
- Bi-monthly e-mails with physical activity tips
- E-mail reminders to keep you motivated
- Relevant facts on heart disease and stroke

**How Does It Work?**

The 12-week program takes you step-by-step through simple exercises and offers great tips for increasing your physical activity and reaching your goals. Once you register, you will receive a weekly email for each of the 12 weeks and get reminders with tips to stay motivated!
Heart Profilers
This decision-support tool will assist you in understanding your treatment options and possible side effects. It will also provide you with questions to ask your doctor and personalized reports using published medical research papers.

Sign Up Here:
E-mail: [input field]

Already have an account? [Log in here]

WHAT ARE THE HEART PROFILERS?

- Free, interactive tools designed to help patients make informed treatment decisions, once diagnosed with heart disease.
- Provide treatment options, potential side effects, and outcomes.
- Personalized reports providing pros and cons of treatment.
- Provides questions to ask your healthcare provider.
- Select published medical trials, which relate to your condition(s).
small steps to BIG changes

Take small steps toward a healthier life by getting your free heart score and custom plan today at heart.org/MyLifeCheck
Example #2

Emergency Cardiac Care
Emergency Cardiac Care

Use “Sticky Messages”

• 15:2
• Stayin’ Alive (the BeeGees)
• Push Hard and Fast in the Center
LEARN HANDS-ONLY CPR ON THE BODY YOU WANT YOUR HANDS ON
Example #3

Stroke Care
State Stroke Systems

The Gold Standard for Health Care Quality

GET WITH THE GUIDELINES℠

STROKE

POWER TO END STROKE℠
State Stroke Systems

- EMS & Pre-Hospital
- Acute Care
- Secondary Intervention
- Rehabilitation
Tell the Public

Immediately call 9-1-1 or the emergency medical services (EMS) number so an ambulance (ideally with advanced life support) can be sent for you.

Also, check the time so you'll know when the first symptoms appeared. It's very important to take immediate action. If given within 3 hours of the start of symptoms, a clot-busting drug called tissue plasminogen activator (tPA) may reduce long-term disability for the most common type of stroke.

tPA is the only FDA-approved medication for the treatment of stroke within three hours of stroke symptom onset.
## Measuring Progress

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Baseline 1999</th>
<th>Current Status</th>
<th>2010 Target</th>
<th>Change (from baseline to now)</th>
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</thead>
<tbody>
<tr>
<td>Coronary Heart Disease</td>
<td>194.6</td>
<td>144.4</td>
<td>146.7</td>
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<tr>
<td>Deaths/100,000</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Stroke</td>
<td>61.6</td>
<td>46.6</td>
<td>46.3</td>
<td>-24.4%</td>
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<tr>
<td>Deaths/100,000</td>
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</tr>
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Informing Healthcare

Two mouse clicks

- www.heart.org
- Healthcare/Researchers
Summary

• Develop ongoing relationships with Patient and Consumer organizations

• Involve patients and consumer representatives early in the process

• Disseminate information in easy-to-read formats & through multiple channels