Slide 1: Dissemination 2.0: Closing the Gap Between Knowledge and Practice With New Media and Marketing

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Slide 2: Sources and Acknowledgements


Slide 3: What Is Web 2.0?

- Web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration.
- Users can interact or collaborate with each other in a social media dialogue as creators of user-generated content in virtual community, in contrast to Web sites where users are limited to the passive viewing of content that was created for them.

Slide 4: The “Knowledge” to “Practice” Chasm

- ≈50% of recommended clinical practices are widely implemented
- <50% of recommended community prevention practices are widely implemented
- New evidence-based recommendations take years or decades to become widespread

Slide 5: The Discovery to Delivery Process

Researchers:

- Completing studies
- Disseminating results

Who does this?

- Knowledge synthesis
- Actionable knowledge
- Transfer and distribution

Practitioners

- Adoption decision
- Practice integration
- Implementation
- Maintenance

Slide 6: Example: The Automotive Industry

- Multiple intermediary steps must be taken after a car leaves the assembly line and is delivered to a consumer:
  - Delivery
  - Packaging
  - Promotion
  - Sales
  - Marketing

Slide 7: Another Example: Coca-Cola

- Marketing alone is not enough
- Other factors to consider:
  - Distribution
  - Product placement
  - Easy access

Coca-Cola should always be “within an arm’s reach of desire.”

— Robert W. Woodruff, CEO (ca. 19302)

Slide 8: Effective Dissemination Requires Marketing and Distribution


New media, social networks, and Web 2.0 can help!

Slide 9

Dissemination 1.0:

- An active approach of spreading evidence-based interventions to the target audience via determined channels using planned strategies (Rabin et al., 2008)

Dissemination 2.0:

• An interactive approach of exchanging evidence-based intervention information among collaborative members of a research-to-practice network that leverages their user-generated knowledge and harnesses their collective intelligence for increased impact and continuous improvement

Slide 10: Closing the Gap Between Knowledge and Action

Increase Scientists’ Dissemination Efforts

• Completing studies
• Disseminating results

Assemble Inventories of Effective Programs; Build Partnerships for Dissemination

• Knowledge synthesis
• Actionable knowledge
• Transfer and distribution
• Adoption decision

Increase Demand for Evidence-Based Approaches Among Practitioners

• Practice integration
• Implementation
• Maintenance

Slide 11: Increasing Scientists’ Dissemination Efforts

• Scientists should engage practitioner networks to increase:
  o External validity and study generalizability
  o Setting-specific feasibility
  o Awareness of targeted end-users’ needs and preferences

Slide 12: Increasing Scientists’ Dissemination Efforts 2.0

• Use audio and especially video to creatively capture talks and trainings and encourage viral dissemination
• Share significant studies through multiple media
• Train investigators in relevant Web 2.0 strategies

Slide 13: Assembling Inventories of Effective Programs

• Move from passive to active approaches of dissemination
• Use marketing strategies, including intermediaries, packaging, and pricing

Slide 14: Assembling Inventories of Effective Programs 2.0

• Use multiple channels to increase awareness
• Use smart tagging and search engine optimization (SEO) to increase accessibility
• Use wiki and user-generated content (UGC) to increase relevance and leverage shared wisdom and experience

Slide 15: Building Partnerships for Dissemination

• Focus on partner “networks” instead of single-partner organizations
• Exchange information in all directions: up, down, and sideways
• Government should facilitate

Slide 16: Building Partnerships for Dissemination 2.0

• Establish electronic networks of researchers, practitioners, and translation experts
• Conduct virtual meetings, conferences, and summits
• Facilitate multidirectional information exchange

Slide 17: Increasing Practitioners’ Demand for Effective Programs

• Marketing: Consumers must value product before they will buy it
• Implementation: Practitioners must understand and value the new program before they adopt it
• Easy access is important

Slide 18: Increasing Practitioners’ Demand for Effective Programs 2.0

• Collect and scrape social media data from intended audiences to improve packaging, pricing, and promotion
• Improve access through tagging and search engine optimization
• Use social media to share success stories

Slide 19: Conclusion: Closing the Gap With Dissemination 2.0

Audio/Video; Podcasts; Tweets; 2.0 Training

• Completing studies
• Disseminating results

Tagging and SEO; Wiki and UGC

• Knowledge synthesis
• Actionable knowledge
• Transfer and distribution
• Adoption decision
• Practice integration

Collect and Scrape Data; Share Success Stories

- Implementation
- Maintenance