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

- Kreuter MW, Bernhardt JM. Reframing the dissemination challenge: a marketing and distribution perspective. Am J Public Health 2009;99: 2123-7.
- Centers for Disease Control and Prevention Web site. Health Marketing. Available at: http://www.cdc.gov/healthmarketing/. Accessed January 27, 2011. Last updated July 21, 2010.
- Dogan Eroğlu, Ph.D., Cathleen M. Walsh, Dr.P.H., M.S.P.H., and the Centers for Disease Control and Prevention Knowledge to Action (K2A) Work Group (2006–2008).

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

Source: Eisenberg Center Conference Series 2010, The Prospect for Web 2.0 Technologies for Engagement, Communication and Dissemination in the Era of Patient-Centered Outcomes Research, Effective Health Care Program Web site (http://www.effectivehealthcare.ahrq.gov/index.cfm)

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

"The fundamental gap in successfully disseminating and implementing evidence-based   programs is the near total absence of system infrastructure to carry out customer-centered marketing and distribution." — Kreuter MW, Bernhardt JM. Am J Public Health 2009;99:2123-7.

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:

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- An <u>interactive</u> approach of <u>exchanging</u> evidence-based intervention information among <u>collaborative members</u> of a <u>research-to-practice network</u> that leverages their <u>user-generated knowledge</u> and harnesses their <u>collective intelligence</u> 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:
    - External validity and study generalizability
    - Setting-specific feasibility
    - 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

Source: Eisenberg Center Conference Series 2010, The Prospect for Web 2.0 Technologies for Engagement, Communication and Dissemination in the Era of Patient-Centered Outcomes Research, Effective Health Care Program Web site (http://www.effectivehealthcare.ahrq.gov/index.cfm)

- 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 <u>value</u>   product before they will buy it
- Implementation: Practitioners must <u>understand</u> and <u>value</u> 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

Source: Eisenberg Center Conference Series 2010, The Prospect for Web 2.0 Technologies for Engagement, Communication and Dissemination in the Era of Patient-Centered Outcomes Research, Effective Health Care Program Web site (http://www.effectivehealthcare.ahrq.gov/index.cfm)

Collect and Scrape Data; Share Success Stories

- Implementation
- Maintenance