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## Partnering with Patients to Disseminate Research Products

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October, 13 2011

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## Partnering with Patients to Disseminate Research Products

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

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## 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")

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## 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

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## Case Study

### American Heart Association Activities

Lawrence Sadwin

2011

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Photograph of a sign: The sign says: "Caution, this sign has sharp edges. Do not touch the edges of this sign. Also, the bridge is out ahead."

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Photograph: Photograph of a woman with a bypass scar. Words next to the image say "Now that we've got your attention, do you know the signs of a heart attack."

American Heart Association.

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## Example #1

Lifestyle Change,

Primary & Secondary Prevention

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Website: [www.heart.org](http://www.heart.org)

- Choose to Move
- Heart Profilers
- MyLifeCheck

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Image: Screenshot of Choose to Move website.

#### Slide 11

Image: Screenshot of Heart Profilers website.

#### Slide 12

Image: Screenshot of 'small steps to BIG changes' of the My Life Check website.

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Example #2

Emergency Cardiac Care

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Emergency Cardiac Care

Use "Sticky Messages"

- 15:2
- Stayin' Alive (the BeeGees)
- Push Hard and Fast in the Center

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Photograph: Photo of various chests with the words "Learn hands-only CPR on the body you want your hands on."

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Example #3

Stroke Care

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Photos and logos for the Get with the Guidelines program. Photos include an ambulance and a map of the U.S. Images include logos for Get With the Guidelines, the Joint Commission Quality Approval, and Power to End Stroke.

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State Stroke Systems

- EMS & Pre-Hospital
- Acute Care
- Secondary Intervention
- Rehabilitation

#### Slide 19

Tell the Public

Image: Screenshot of the Warning Signs website.

#### Slide 20

Measuring Progress

Indicator	Baseline 1999	Current Status	2010 Target	Change (from baseline to now )
Coronary Heart Disease Deaths/100,000	194.6	144.4	146.7	-25.8%
Stroke Deaths/100,000	61.6	46.6	46.3	-24.4%

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#### Informing Healthcare

Two mouse clicks

- [www.heart.org](http://www.heart.org)
- Healthcare/Researchers

Photograph: Image of 5 health care professionals, with the words 'Focus on Quality, Learn More'

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#### 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