Slide 1
Partnering with Patients to Disseminate Research Products
Lawrence Sadwin
October, 13 2011

Slide 2
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

Slide 3
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”)

Slide 4
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

Slide 5
Case Study
American Heart Association Activities
Lawrence Sadwin
2011

Slide 6
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."

Slide 7
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.

Slide 8
Example #1
Lifestyle Change,
Primary & Secondary Prevention

Slide 9
Website: www.heart.org
- Choose to Move
- Heart Profilers
- MyLifeCheck

Slide 10
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.

Slide 13
Example #2

Emergency Cardiac Care

Slide 14
Emergency Cardiac Care

Use “Sticky Messages”
- 15:2
- Stayin' Alive (the BeeGees)
- Push Hard and Fast in the Center

Slide 15
Photograph: Photo of various chests with the words "Learn hands-only CPR on the body you want your hands on."

Slide 16
Example #3

Stroke Care

Slide 17
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.

Slide 18
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
<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>
</tr>
</thead>
<tbody>
<tr>
<td>Coronary Heart Disease Deaths/100,000</td>
<td>194.6</td>
<td>144.4</td>
<td>146.7</td>
<td>-25.8%</td>
</tr>
<tr>
<td>Stroke Deaths/100,000</td>
<td>61.6</td>
<td>46.6</td>
<td>46.3</td>
<td>-24.4%</td>
</tr>
</tbody>
</table>

**Slide 21**
Informing Healthcare

- www.heart.org
- Healthcare/Researchers

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

**Slide 22**
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