

# New Strategies for HINTS: Disseminating Information Beyond Researchers



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HINTS Conference

May 2007



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# Disclaimer

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the views of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention

Translation: Caveat Emptor



# Dissemination: Downstream (after the fact)

- Audiences, channels, strategies (active vs. passive)
- Data Users vs. Results Users (Bob Croyle, 2001)
- Potential Audiences:
  - Research community
  - Graduate students
  - Governmental organizations
  - Intermediaries, e.g., prof. or voluntary orgs or assns
  - News media
  - Public



## **Discussion: Downstream Dissemination**

- 1. Thoughts and specific recommendations for disseminating HINTS to research community, graduate students, governmental organizations, intermediaries, news media, public**
- 2. Communication strategy recommendations**

## Dissemination: Upstream (before the fact)

Consider involving others in planning, analysis, and dissemination, e.g., other parts of the federal government (NIH, CDC, other agencies) or intermediaries



# Upstream Dissemination: Benefits and Risks

- Potential benefits:
  - Financial resources
  - Broader constituency and support
  - Institutionalization
  - Activation of partners' audiences and dissemination channels
- Potential risks:
  - Some loss of control
  - Less focus on 'basic research' questions and issues; less of a cancer focus
  - Administrative and coordination challenges
  - Question quality



## **Discussion: Upstream Dissemination**

- 1. Thoughts and recommendations about broadening HINTS constituency as part of a broader approach to dissemination, etc.**
  
- 2. Strategy recommendations**