

**Design and evaluation of
dissemination studies for
physical activity promotion:
*A two-act play in peer review***

Jon Kerner, Ph.D.

Ross Brownson, Ph.D.

Dave Buller, Ph.D.

Program Notes

- Introduction
- Act 1: A Randomized Trial of Medical Office-Based Physical Activity Intervention
- Act 2: Disseminating findings from a systematic review
- Audience Participation

Why is a Dissemination & Implementation Research Investment Needed?

<i>Intervention Approach</i>	<i>Systematic Reviews</i>	<i>D&D Original Report Search Yield</i>	<i>D&D Full Text Screen</i>	<i>D&D Data Extracted</i>
<i>Smoking Cessation</i>	16	1587	213	15 studies (19 articles)
<i>Healthy Diet</i>	7	2872	95	5 studies (7 articles)
<i>Mammography</i>	14	597	72	4 studies
<i>Pap Smear</i>	8	357	36	2 studies
<i>Control of Cancer Pain</i>	1	835	33	3 studies

This research was performed by the McMaster University Evidence-based Practice Center (McMaster EPC) under contract to the Agency for Healthcare Research and Quality (AHRQ, Contract No. 290-97-0017), Rockville, MD.

NCI Steps towards D&I Research

- Dissemination Supplements to Efficacy Studies
- AHRQ & NCI PAR-04-041: Translating Research into Primary Care Practice
- Trans-NIH Dissemination and Implementation PAR
 - **Dissemination*** is "the targeted distribution of information and intervention materials to a specific public health or clinical practice audience."
 - **Implementation*** is "the use of strategies to adopt and integrate evidence-based health interventions and change practice patterns within specific settings."

*Adapted from Lomas (1993)

Selected D&I Review Comments from D&D Supplements & First Round of Trans-NIH PAR

D&I Strengths

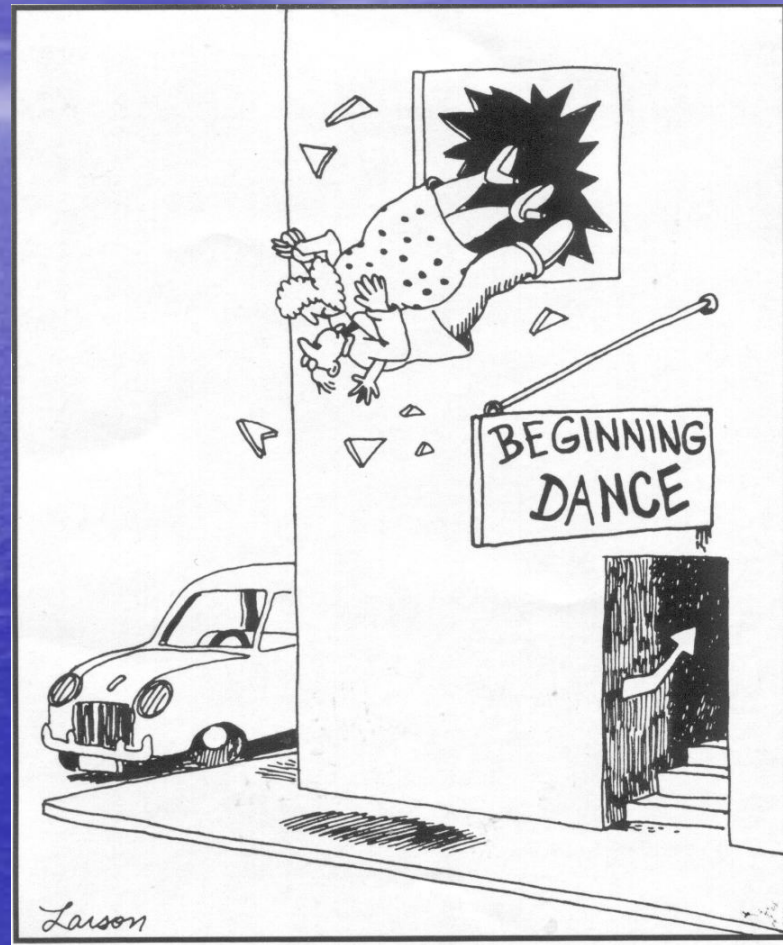
- Applicant demonstrated understanding of dissemination principles and theories.
- Principal Investigators and research team have extensive experience and are qualified in the field of research and implementation of similar programs.
- Dissemination to a new (often high risk) and highly significant target population considered a strength and source of innovation.
- Proposed dissemination approaches had potential for broad reach.
- Clear compelling data provided demonstrating intervention is efficacious and dissemination and implementation study is the appropriate next step.
- Specific dissemination products are planned.

Selected D&I Review Comments from D&D Supplements & First Round of Trans-NIH PAR

D&I Weaknesses

- Does not effectively address dissemination and implementation.
- Lacked documentation of the feasibility of ensuring execution and delivery of the intervention.
- Dissemination approaches too ambitious and scope too broad for time frame and research team.
- Limited information regarding efficacy of the intervention proposal is designed to implement/ disseminate.
- Dissemination approach non-collaborative with a “top-down” execution.
- Intervention components not evidence-based.
- Approach fails to contribute significant new knowledge.

Partnerships Integrating Research with Practice?



“Getting a new idea adopted, even when it has obvious advantages, is often very difficult.”

-- Everett Rogers, *Diffusion of Innovations*