

Designing for Dissemination

The Larger Challenge of Translation: An Extraordinary Opportunity for Cancer Control

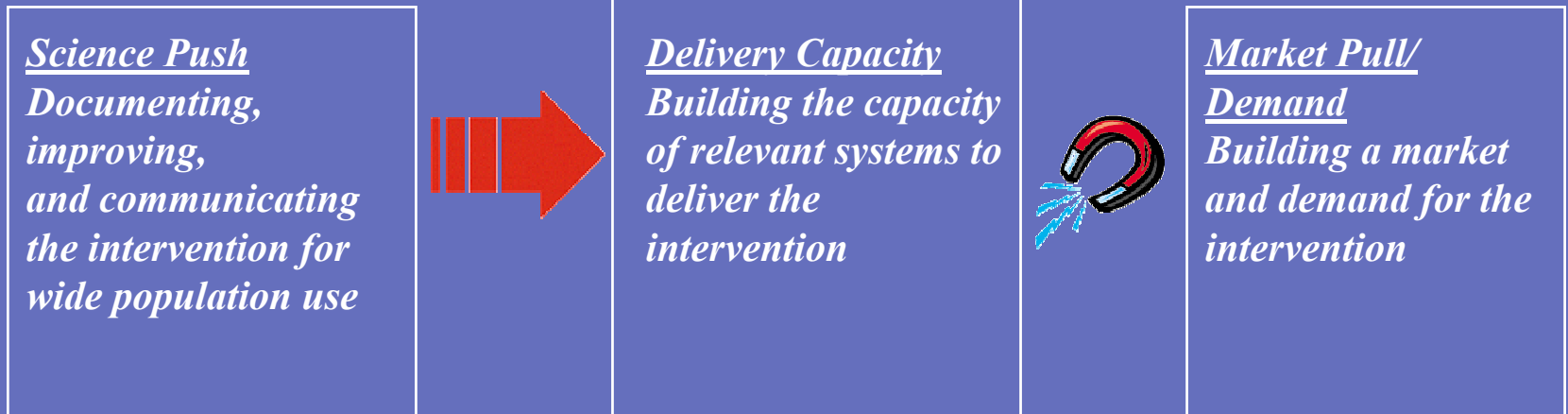
C. Tracy Orleans , Ph.D.

The Robert Wood Johnson Foundation

Bridging the Gap: A Synergistic Model

Getting Evidence-Based Cancer Control Interventions Into Practice

GOAL: To increase the adoption, reach and impact of evidence-based cancer control



Increase the number of systems providing evidence-based cancer control
Increase the number of practitioners providing evidence-based cancer control
Increase the number of individuals receiving evidence-based cancer control

ULTIMATE GOAL:
Improve population health
and well being

Bridging the Gap: A Synergistic Model

Getting Evidence-Based Tobacco Treatments Into Practice

GOAL: To increase the adoption, reach and impact of evidence-based tobacco intervention

Science Push
*Documenting,
improving,
and communicating
the intervention for
wide population use*



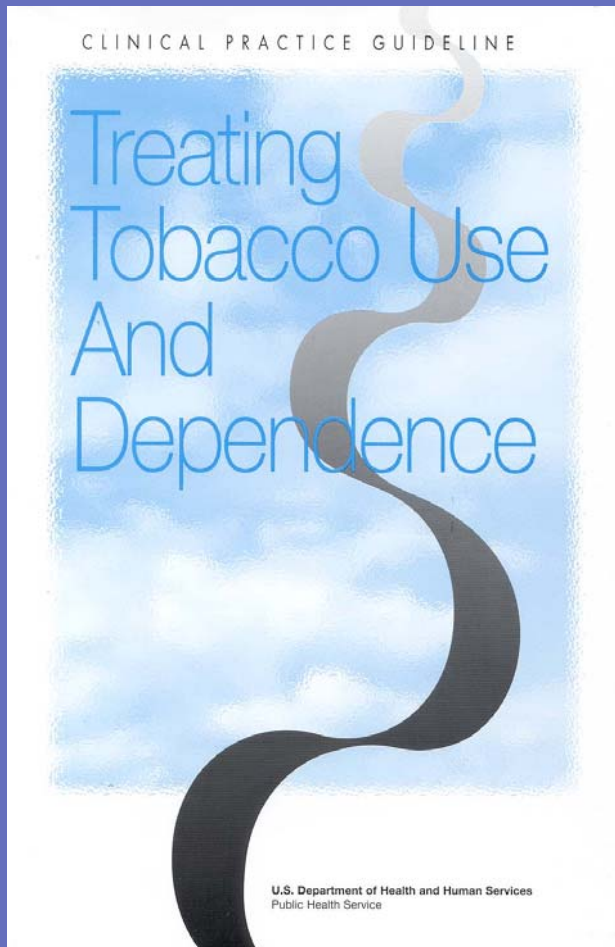
Delivery Capacity
*Building the capacity
of relevant systems to
deliver the
intervention*



Market Pull/
Demand
*Building a market
and demand for the
intervention*

Increase the number of systems providing evidence-based tobacco intervention
Increase the number of practitioners providing evidence-based tobacco intervention
Increase the number of individuals receiving evidence-based tobacco intervention

ULTIMATE GOAL:
Improve population health
and well being



- Formal clinical practice guidelines (5A's)
- Test/adapt interventions in new populations or settings
- Research to develop more effective and feasible interventions
- Communicate science base effectively to key audiences and “receptor sites”
- Advocacy and partnerships

Designing for Dissemination: How Well We Get Research Into Practice Depends On How Well We Get Practice Into Research

Research \dashrightarrow Practice

Diffusion Model

Research \longleftrightarrow Practice

Fusion Model

- Participatory research (e.g., Practice-Based Research Networks)
- Involve endusers, policy makers from the beginning
- Importance of external validity (e.g., Glasgow's RE-AIM)

Need for Effective Communication, Advocacy and Partnerships

New Public Health Service
Guideline on Treating Tobacco
Use and Dependence

Quick
Reference Guide

Consumer Guide
ALSO AVAILABLE IN SPANISH

Clinical Practice
Guideline

Health Systems Guide

Clinician Tear Sheet
ALSO AVAILABLE IN SPANISH

Posters
ALSO AVAILABLE IN SPANISH



For free copies:

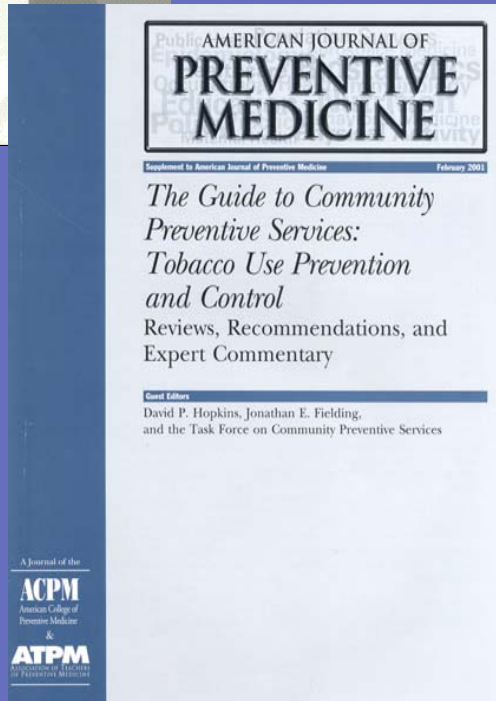
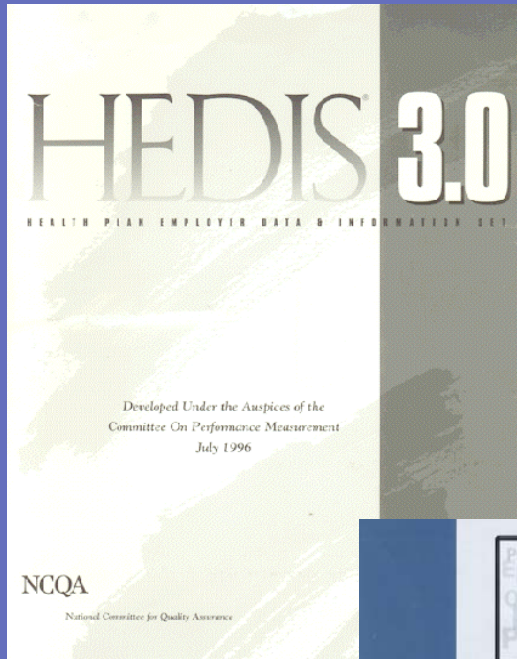
Agency for Healthcare Research and Quality, 800-358-9295
Centers for Disease Control and Prevention, 800-CDC-1311
or National Cancer Institute, 800-4-CANCER



The National Partnership To Help Pregnant Smokers Quit

ACTION PLAN

May 2002



- Broad policies that build demand (e.g., tobacco price increases, anti-tobacco median, smoking restrictions)
- Accreditation and performance measures
- Increase coverage/reimbursement
- Making the business case
- Direct-to-consumer marketing/marketing research

Dramatic Progress In Public and Private Coverage

Medicaid coverage (1998-2000)

Number of states providing any tobacco dependence treatment reimbursement rose from 24 to 33.

(MMWR, 2001)

American Association of Health Plan Surveys (1997-2000)

Percent of health plans offering full coverage for at least one behavioral or pharmacologic treatment rose from 75% to 94%.

(AAHP, 1998, 2001)

Much to be Gained From Social Marketing



Winning the Fight Against Tobacco.

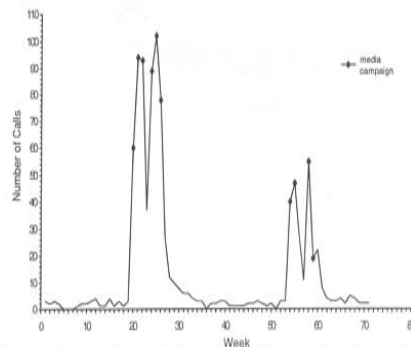
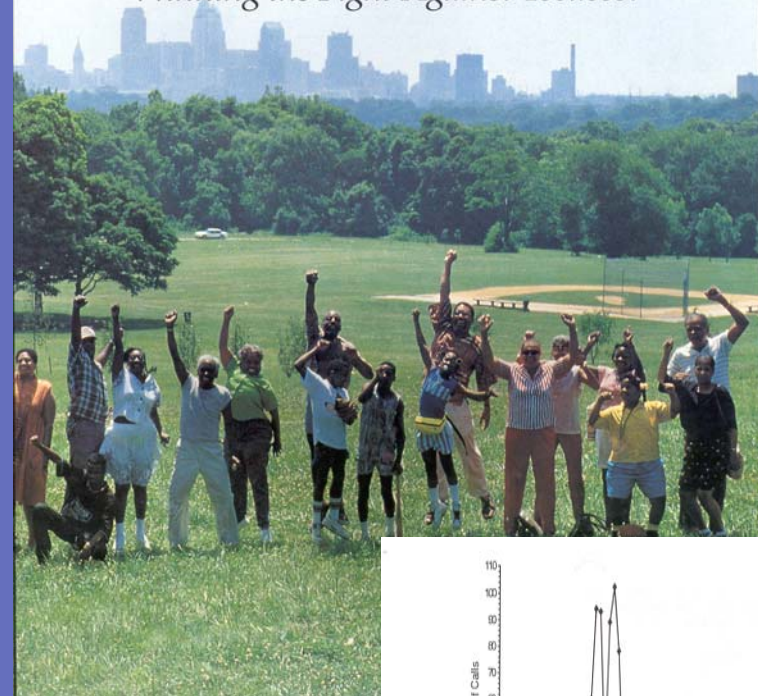


FIG. 1. Distribution of smoker calls from African Americans by week. Refer to Table 2 for dates corresponding to week number.

To my family,
Smoking is taking years off my life. Years I should be spending with you. I'm leaving. My love for you will not go with me, it will grow inside you all.

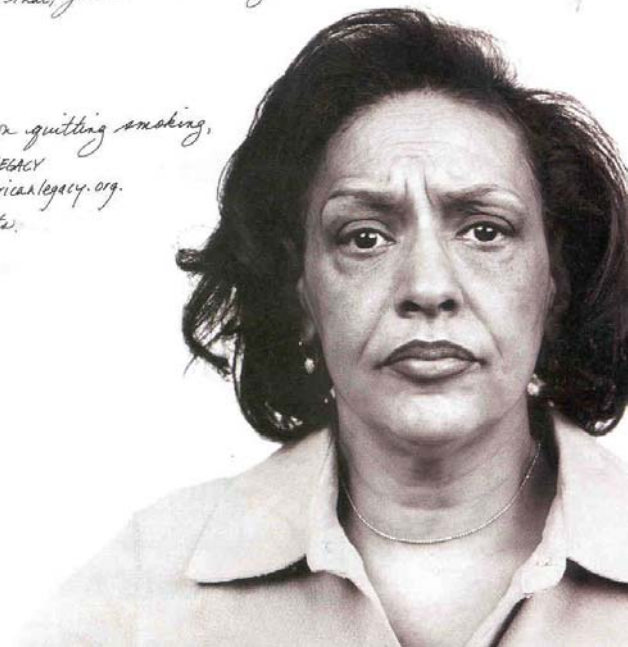
To my children,
I don't want you to be sad! Remember me, and forgive me for leaving you so soon. When it's over, mom will just be sleeping.

To the tobacco companies,
My name is Deamonda. I have emphysema from smoking. You stole my dignity. You killed the spirit of a beautiful young woman. And the worst is yet to come. For that, you should be sorry.

For information on quitting smoking,
call 1-800-4-A-LEGACY
or visit www.americanlegacy.org.
Every breath counts.

Legacy

American Legacy Foundation



Tailored And eHealth Strategies Hold Great Promise

QUITNET
QUIT ALL TOGETHER

Welcome to the Q

QuitNet brings proven scientific methods to the Web to deliver support to smokers whenever they need it.

Whether you're thinking of quitting, actively trying to quit, or want to help a friend, **QuitNet can help!**

and it's free

To learn more, take a [tour](#) of the "Q."

Smokers helping smokers quit.

Quit Tip of the Day

People Are Different

Personalized Services

To use these advanced services, please [register](#).

- Peer-to-peer Support means you are not alone.
- Quitting Tools track your progress and recommend strategies to stop smoking.
- Quit Date Wizard helps you set a Quit Date.
- Q Gadget tracks lifetime and money saved.
- Quit Tips and Anniversary Emails provide long-term support.
- Personal Profile puts you in control of what's public, what's private.
- Expert Counselors make sure you have the latest information.

Resources for Everyone

- Quitting Guides help you plan your quit.
- Quitting Calendar details the day-to-day steps to quit smoking.
- National Directory connects you to local smoking cessation programs.
- Pharmaceutical Product Overview helps you sort out your options to end your addiction.
- Daily Tobacco News and Web Links give you easy access to valuable content.

In the News

- Fla. Jury Sets Damages at \$145 Billion in Tobacco Case

Who's online right now?
237 users
47 signed in

New Users, join the Q!!

Member Sign In
user name:
password:
GO
forget your password?

HAPPY ANNIVERSARY!
There are 505 QuitNet members with anniversaries today.

Get Support!
Quit Date Wizard
GO
Helpful Resources
Quitting Guides
GO

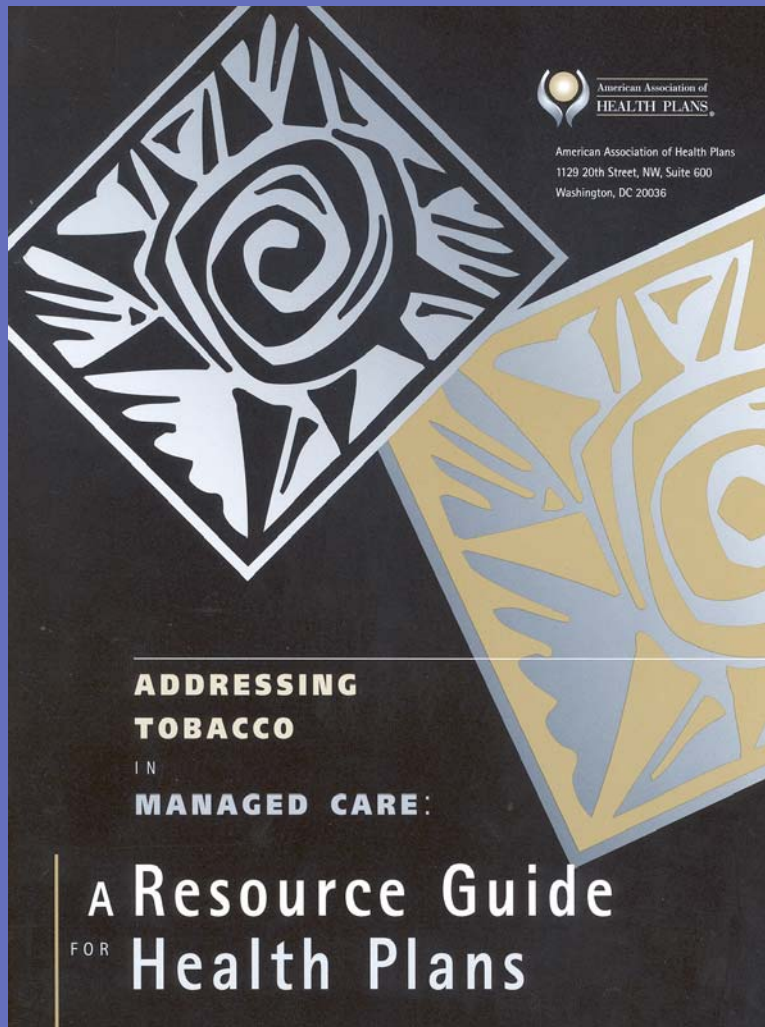
SUPPORT QUITNET
drugstore.com
amazon.com
Purchases you make with these companies help support our efforts.
[Click for details.](#)

Document Done

COMMITTED
Quitters

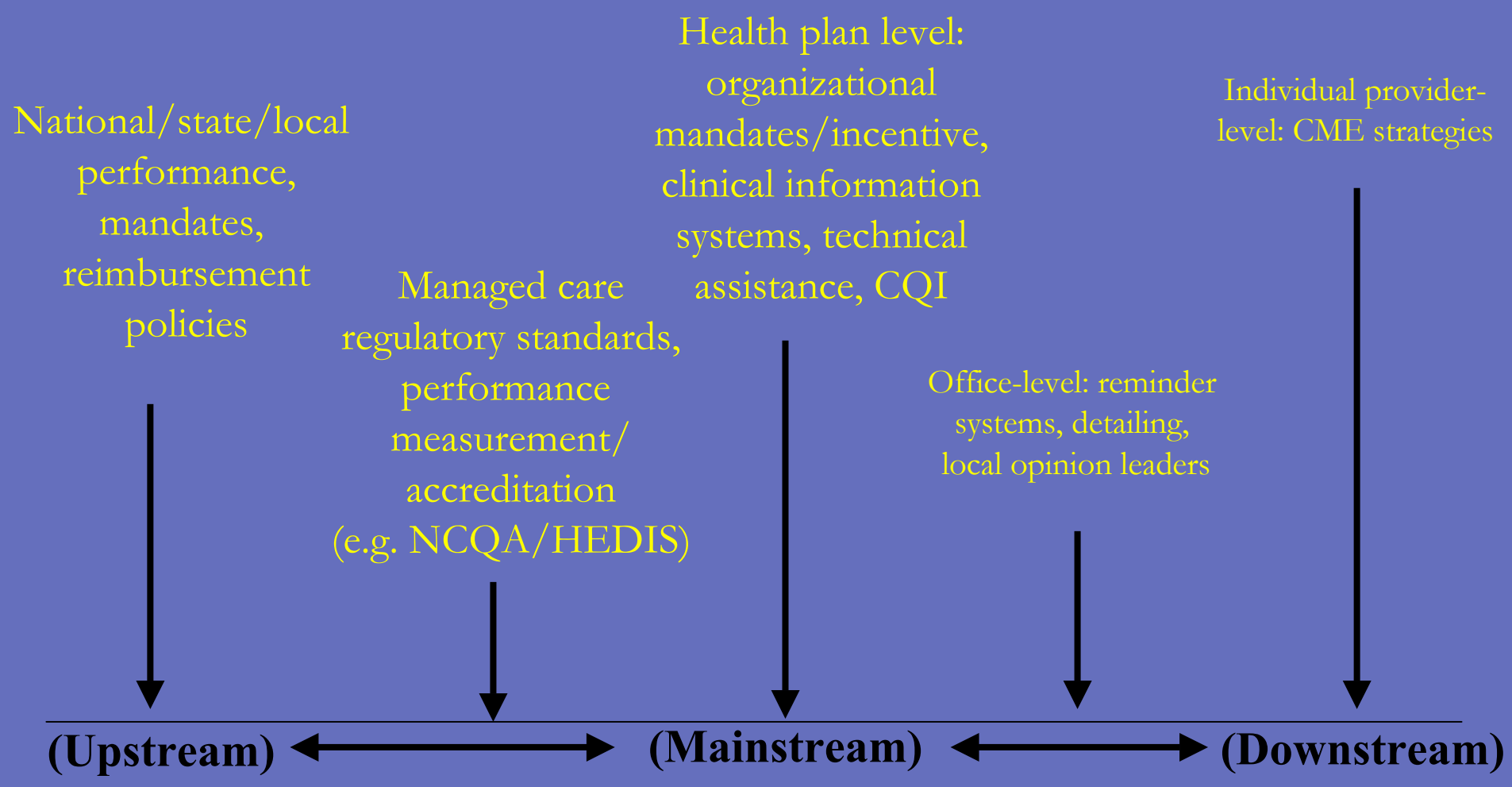
FREE Personalized Stop Smoking Plan

Building Capacity

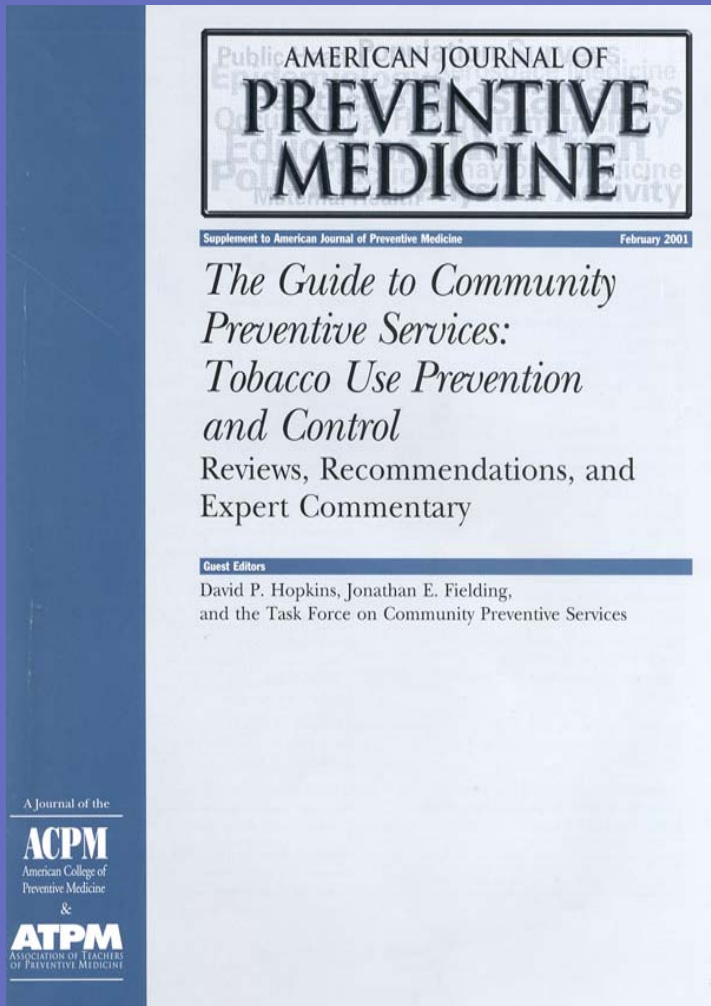


- Technical assistance for “real world” practice settings
- Provider training and implementation tools
- Systems-level changes (e.g., information/reminder systems to identify smokers, cue providers, performance feedback and incentives)
- Delivery system redesign (e.g., team approaches, phone counseling, self-help guides/videos/tailored mailings)
- Active quality improvement strategies

New Paradigm For Changing Provider Practice: “Knowing is not enough...” Goethe



Multi-Level, Broad-Spectrum Strategies Are Needed



Strongly recommended

- Multi-component program including provider reminder system plus provider education (with or without patient education)

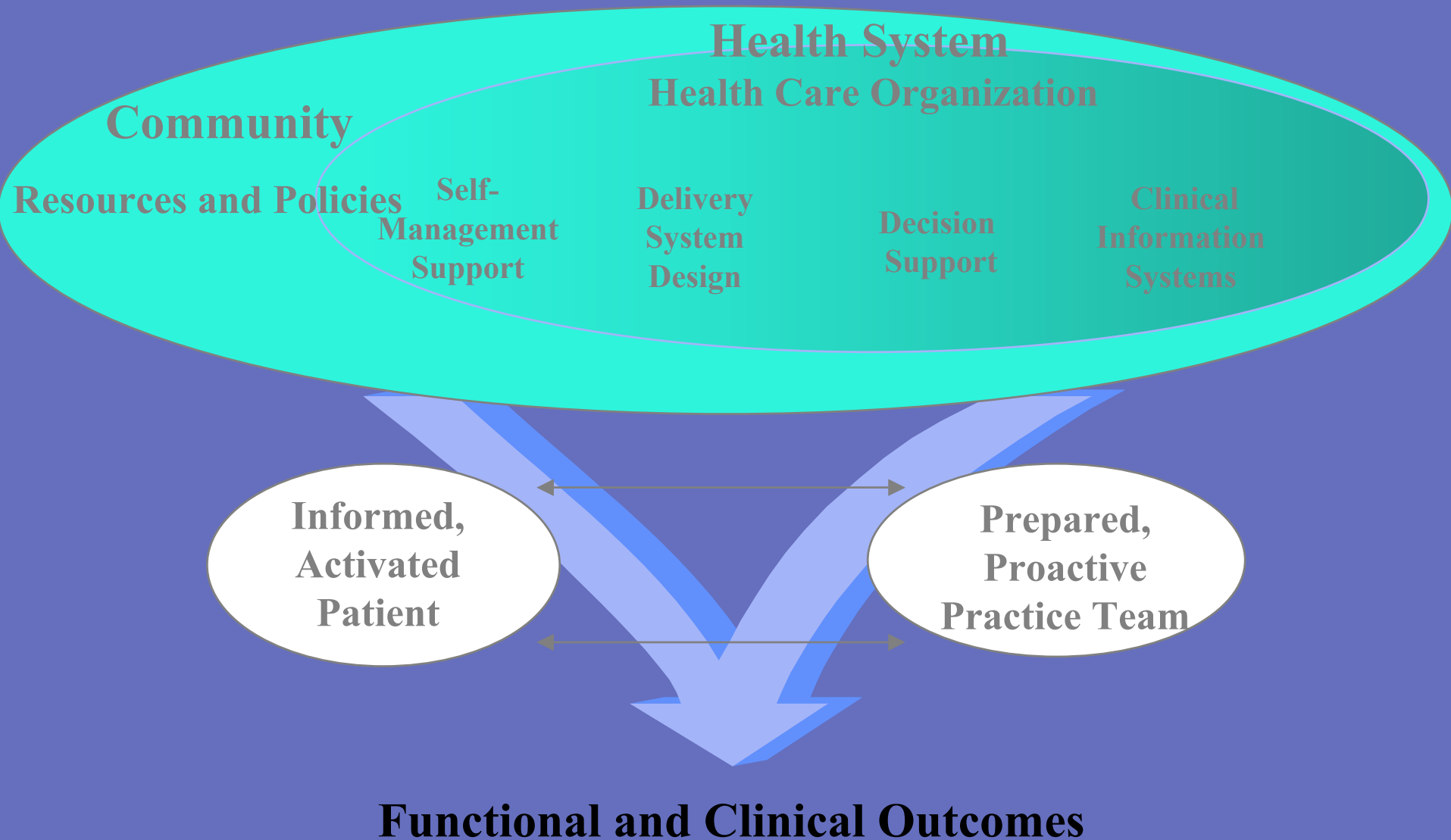
Recommended

- Provider reminder systems

Insufficient evidence

- Provider education only
- Provider feedback

Lesson Learned: "An Ounce Of Prevention Takes A Ton Of Office System Change." Tom Kottke



Functional and Clinical Outcomes

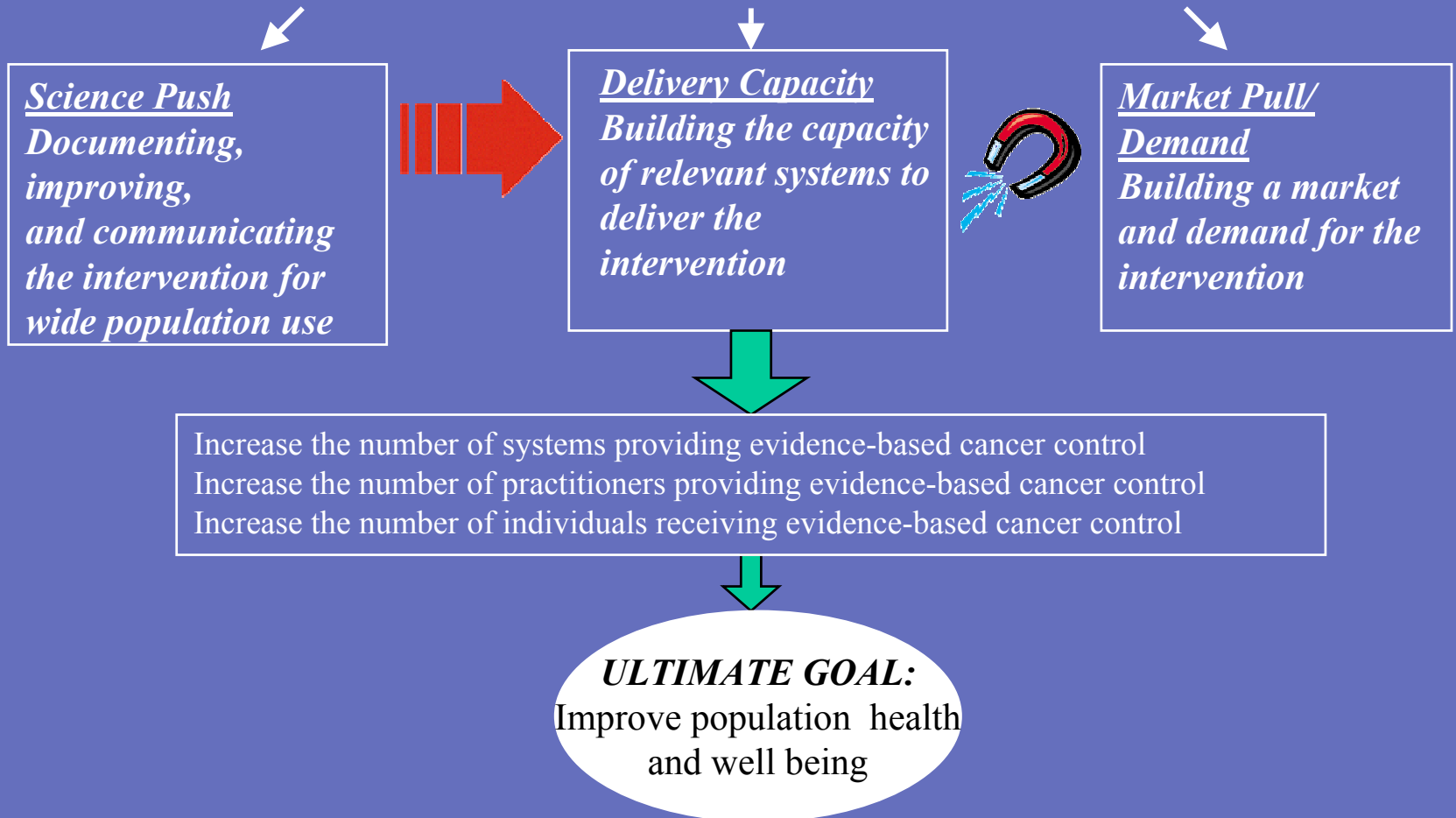
Chronic Care Model - Applied to Prevention

Glasgow, Orleans, Wagner, Curry and Solberg, Milbank Quarterly

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You must be the change you wish to see in the world.

Mahatma Gandhi