

*Knowing is not enough, we must apply. Willing is not enough, we must do!*  
Goethe

# **Designing For Dissemination**

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**July 24, 2002**  
**Planning Committee Meeting Attendees**

**Alex Allen**

**Bruce Black, Ph.D.**

**Peter Briss, M.D.**

**Steve Clauser, Ph.D.**

**Susan Curry, Ph.D.**

**Melissa Dopico, M.H.S.**

**Peter Ellis, M.B., M.S., Ph.D.**

**Karen Wolk Feinstein, Ph.D.**

**Lawrence J. Fine, M.D., Dr.P.H.**

**Chris Gibbons, M.D., M.P.H.**

**Tom Glynn, Ph.D.**

**Ted Greer**

**Jessie Gruman, Ph.D.**

**Terence Hayes, R.S.**

**Jon Kerner, Ph.D.**

**Dorothy Lane, M.D., M.P.H.**

**Deborah Loer-Martin, Ph.D.**

**Rosemarie McIntyre, R.N., M.P.H.**

**Brad Myers, B.A.**

**Bob Rehm, M.B.A.**

**Steven Schoenbaum, M.D.**

**Randy Schwartz, M.S.P.H.**

**Cynthia Vinson, M.P.A.**

**Vish Viswanath, Ph.D.**

# INTERVENTION RESEARCH ACROSS THE CANCER CONTROL CONTINUUM

low risk      high risk      transition      cancer      progression

Continuum



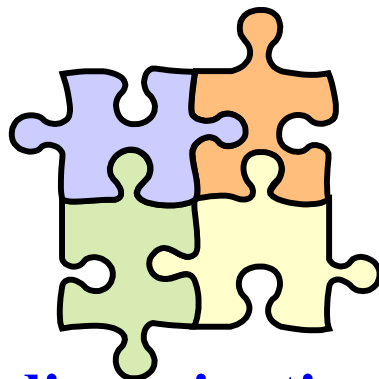
Focus

- | <u>Prevention</u>  | <u>Detection</u>   | <u>Diagnosis</u>   | <u>Treatment</u>  | <u>Survivorship</u>   |
|--|--|--|---|---|
| <ul style="list-style-type: none"><li>• Tobacco Control</li><li>• Diet</li><li>• Physical Activity</li><li>• Sun Exposure</li><li>• Virus Exposure</li><li>• Alcohol Use</li><li>• Chemoprevention</li></ul> | <ul style="list-style-type: none"><li>• Pap Test</li><li>• Mammography</li><li>• FOBT</li><li>• Sigmoidoscopy</li><li>• PSA informed decision making</li></ul> | <ul style="list-style-type: none"><li>• Informed Decision Making</li></ul> | <ul style="list-style-type: none"><li>• Health Services and Outcomes Research</li></ul> | <ul style="list-style-type: none"><li>• Coping</li><li>• Health Promotion</li></ul> |

# THE DISCOVERY-DELIVERY CONTINUUM



**How do we model Interagency partnership across the continuum?**



**How best to develop dissemination and implementation of evidence-based interventions?**

# Translating *Research* into *Improved Outcomes* (*TRIO*)

- Use and communicate cancer and behavioral surveillance data to identify needs, track progress and motivate action.
- Collaboratively develop tools for accessing, and promoting adoption of, evidence-based cancer control interventions.



- Support regional and local partnerships to identify infrastructure barriers, expand local capacity and integrate science into comprehensive cancer control planning and implementation.



# Potential Models for D and D

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- Knowledge synthesis models
- Grant support models
- Production models
- Partnership models

# APPLICATIONS OF D & D MODELS

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## □ Knowledge Synthesis Models

- Encourage academic and research organizations to seek training opportunities for people in knowledge synthesis (KS), actively encourage more KS prior to grant funding as part of grant evaluation, more aggressively promote existing KS to researchers, intermediaries and practitioners.
- Create Knowledge Transfer Teams—Support multidisciplinary staff groups whose role is to collectively assess the appropriateness of discoveries in different areas for dissemination.

# **Mammography Interventions for Diverse Populations (Estimated Intervention Effects – Legler et al., CEBP, January 2002)**

<b>Intervention Type</b>	<b>Number of Studies</b>	<b>Combined Estimate Difference Unadjusted (95% confidence interval)</b>
<b>Access-Enhancing</b>	<b>14</b>	<b>18.9 (10.4, 27.4)</b>
<b>Individual-Directed associated with a Health Care Setting</b>	<b>15</b>	<b>17.6 (11.6, 24.0)</b>
<b>Individual-Directed associated with a Community Setting</b>	<b>13</b>	<b>6.8 (1.8, 11.8)</b>
<b>Community Education</b>	<b>14</b>	<b>9.7 (3.9, 15.6)</b>
<b>Media Campaigns</b>	<b>6</b>	<b>5.9 (0.3, 11.5)</b>
<b>Social Network</b>	<b>7</b>	<b>5.8 (-0.2, 11.9)</b>

# SUPPORT FOR D & D MODELS

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- **Grant Support Models—Provide grant and contract support for D and D.**
  - **Expand supplements for D and D.**
  - **Support D and D PAs and RFAs.**
  - **Encourage Center & Program Project Cores to support the infrastructure for D and D.**
  - **Develop a P50 and/or U01 RFA for D and D.**
  - **Encourage expanded support for D and D by other funding agencies, e.g. CDC, ACS, RWJF.**



# APPLICATIONS OF D & D MODELS

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## □ Production Models

- Make it easier for people to use evidence-based tools.
- Alternatively, set a higher bar for support of new tools without adequate demonstration of need.

Cancer Progress Report 2001 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**cancer.gov**

**NATIONAL CANCER INSTITUTE**

## 2001 CANCER PROGRESS REPORT



[Home](#) [Contact Us](#)

The *Cancer Progress Report* helps track our Nation's progress against cancer. Although the *Report* is filled with data, it is not just about the numbers. Behind every number are people. This report is about cancer patients and survivors, their families, communities, and those at risk of getting cancer.

### Quick Summaries of Progress

- ♦ Major Conclusions
- ♦ Summary tables on all topics



#### Prevention

- ♦ Tobacco & alcohol use
- ♦ Diet & nutrition, weight
- ♦ Sun protection
- ♦ Environment



#### Treatment

- ♦ Clinical trials
- ♦ Outcomes research



#### Early Detection

- ♦ Breast cancer screening
- ♦ Cervical cancer screening
- ♦ Colorectal cancer screening



#### Life After Cancer

- ♦ Survival
- ♦ Costs of Cancer care



#### End of Life

- ♦ Mortality
- ♦ Person-Years of Life Lost



#### Diagnosis

- ♦ Incidence
- ♦ Stage at diagnosis

### Additional Contents

- Director's Message
- Introduction
- Appendixes

### Related Resources

- Ordering Instructions
- PDF
- Downloadable data & charts
- FAQs
- Links
- Dictionary



# Translating (Intervention) Research into Improved Outcomes

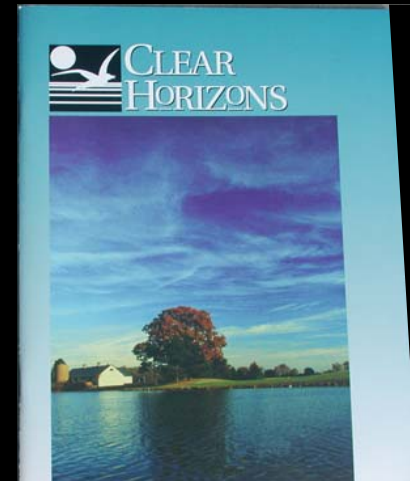
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## □ Partnership Models

- Collaborate with government and non-government organizations to disseminate evidence-based interventions and products, e.g. *Guija Par non Fumar, Clear Horizons*



Medicare Stop Smoking Program



# Translating (Intervention) Research into Improved Outcomes

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## □ Partnership Models (Cont.)

- Co-sponsor *Designing for Dissemination*, a conference designed to overcome barriers to dissemination by convening practitioners, researchers and Intermediaries
- State Cancer Plans (ACS, CDC & the National Dialogue on Cancer)
- Encourage partnerships within research centers, across universities and within the private sector to improve D and D—e.g. with experts in communications and marketing.
- Collaborate with partners to launch the Cancer Control PLANET

## Prevention

- Tobacco Cessation
- Dietary Change
- Physical Activity
- Sun Safety

## Early Detection

- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Prostate Cancer

## Survivorship

Coming Spring 2003

## About the PLANET



[more..](#)

**Helping** cancer control planners, program staff, and researchers design and implement evidence-based prevention and intervention programs

### Cancer Prevention and Control Framework

To be most effective in implementing cancer prevention and control programs, you should consider these questions.

#### 1 Who do you want to reach?

Find high-risk and at-risk populations based on cancer rates and behavioral characteristics

#### 2 Who else is working on it?

Look for partnership opportunities, or discover service gaps.

#### 3 What approaches have been shown to be effective?

Review what works and what doesn't (and what remains uncertain)

#### 4 Which intervention programs are best for your situation?

Browse research-tested programs to find solutions for your situation, and download the materials you need to implement them.

#### 5 How effective was the program?

Learn how to monitor and evaluate programs and progress.

#### Just type in your question and click "Ask."

For Example: What information is there about clinical trials?

How many people die of lung cancer on average in the US?



[Tips on Asking](#)

Powered by [Jeeves Solutions™](#)

#### What other people are asking the Cancer Control PLANET:

What dietary intervention programs target African Americans?



## Increase Tobacco Cessation

"Tobacco use is the single largest cause of preventable premature mortality in the United States. It also represents an enormous cost burden to the nation."

-- CDC Community Guide

### New programs on the PLANET

- Guia de Fumar
- Clear Horizons



### Who to reach

**Percent of population who are smokers (BRFSS)** - how does my state compare with others? (select "Lung & Bronchus" under Cancer and "Current Smokers Pct" under Data for entire US)

**Peer counties** - which counties in my state or the U.S. are most like mine demographically?

**Nationwide trends for lung and bronchus cancers** - how are we doing?

**County-level statistics** - which counties in my state have the greatest cancer burden and highest rate?

**Healthy People 2010 report** - which counties in my state are meeting the goal?

**Rate and trend comparison** - which cancers present the greatest problems in my area?



### What Approach

Read **the findings on tobacco use prevention and control** -- includes one-page summaries of general science and individual intervention strategies, full reports, and commentaries

Or skip to the summaries of **overall recommendations** and **cost effectiveness**



### Which Interventions

Choose from **32 smoking and tobacco cessation programs** -- includes ratings for research quality and level of effectiveness, downloadable materials, and implementation overviews. Select from these programs based on age, setting, socio-economic status or ethnicity of the intended population and other factors, and create a personalized list for comparison purposes.

**!** I am a smoker wanting to quit. Please link me to **Smokefree.gov**.

## Networking

• Meetings and Conferences

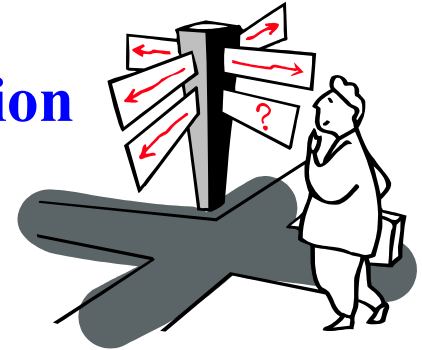
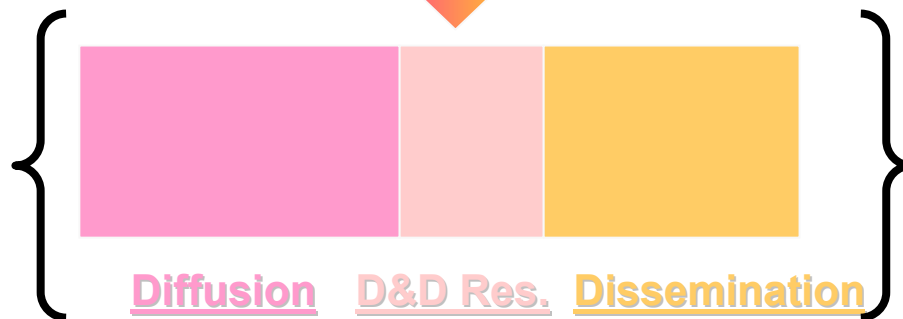
• Email Listserves

• New Web Sites and Initiatives

# THE DISCOVERY-DELIVERY CONTINUUM



How best to develop dissemination and implementation of evidence-based interventions?



# What We See Depends on Where We Stand

