Evidence-based Guidelines: Moving from Dissemination to Implementation

Stephanie Herbers
Max Bryant
Douglas Luke

Center for Tobacco Policy Research
Washington University in St. Louis
Presentation Overview

- Background on Implementation Research & Evaluation
- Overview of Multi-state Evaluation
  - Preliminary Findings
- Next Steps
- Feedback/Questions
Framing the Issue

- Large amount of research on dissemination and implementation of clinical guidelines for medicine
- Implementation research for public health guidelines is an emerging science
- Consistent implementation of evidence-based guidelines (EBG) is challenging
Guideline Dilemma

Health Fairs ?!?!?
Ideal Information Flow

- Scientific Discovery & Program Evaluation
- Dissemination
- Program Implementation
- Improved Practices
- Better Health Outcomes
Rogers’ Diffusion of Innovations

Stages of an Innovation

Knowledge → Persuasion → Decision

Accept → Implementation → Confirmation

Reject → Implementation → Confirmation
Group Discussion
Group Discussion

- What do you take into consideration when you are making decisions about your tobacco control efforts?

- What characteristics of your organization/program facilitate or hinder use of evidence-based practices?
Early Example from the Midwest

Framework for Implementation of Evidence-based Practice

Accept & Adopt EBP

- Interventions are detailed in guidelines
- Training addresses specific skills
- Benefits are clear
- Linked to professional values and norms
- Availability of training manuals on evidence-based practices and rewards

Identify & Access EBPs

- User-friendly packaging of evidence
- Evidence-based training
- Evidence-informed supervisors
- Interpersonal linkages to research

Implement EBPs

- Agency leaders' commitment
- Availability of training manuals
- Incentives and rewards
- Feedback loops established
- Training in outcome evaluation
- Demand for evaluation
- Incorporation of evaluation into future adoption decisions

Evaluate EBPs

Multi-State Evaluation

Discovering keys to successful implementation of evidence-based guidelines
Best Practices Timeline

1999
Best Practices for Comprehensive Tobacco Control Released

2002
CTPR first BP evaluation

2007
Updated Best Practices is released

January 2008
Assessing the Impact of CDC Best Practices
TFK Training

November 2008
Preparing for Budget Battles in the Face of State Deficits
TFK Training

July 2008
Best Practices User Guide Series development begins

December 2008
Planning for CTPR evaluation of revised BP begins
TFK Training

June 2009
REACH Matrix shared at NCTOH Program Managers Meeting
First User Guide released- Coalitions

August 2009
CTPR visit to first state
Evaluation Framework

EBG Dissemination → States access EBG → EBG Adoption → Perceive as beneficial → EBG Implementation

Tobacco Control Program Characteristics and Activities

EBG= Evidence-based Guideline
Evaluation Highlights

- Rich data collection
- Social network analysis to determine contact and relationships of tobacco control partners
- Multi-Component
  - Decision making factors
  - Evidence-based guidelines
  - Communication with policymakers
  - Populations with tobacco-related disparities
Evaluation Highlights

- Evaluating 8 to 10 states
- Criteria for Selection:
  - Tobacco control funding
  - Usage of Best Practices
  - Lead agency structure
- Timeframe
  - Data collection from August 2009 to October 2010
Findings from the Field
Decision Making Factors

- Recommendations from EBG
- Direction from inside the organization
- Organizational capacity
- Input from partners
- Mandates or input from policy makers
- Cost
- Info obtained from trainings or conferences
Critical Guidelines

- Best Practices in Comprehensive Tobacco Control Programs
- ENDING THE TOBACCO PROBLEM
- Treating Tobacco Use and Dependence
- Evaluating ASSIST
- Quitlines

Critical to their work

- Not Critical, but Useful

- Not useful to their work
Talking About Best Practices
Themes- Focus on Evidence

- Oregon’s lead tobacco agency’s programs and policies rely heavily on the evidence base

...all of our decisions about programs, projects, policies, et cetera, are based on Best Practices
Themes- Support of Leadership

- Support from leadership within the lead agency and state government is very important
  - Facilitates use of evidence-based guidelines and strategies (e.g., policy change)
  - Without support, partners are often restricted on what can be accomplished
Themes- Strengths and Challenges

- Strengths
  - Credibility
  - Guidance
  - Greater chance of succeeding

- Challenges
  - Lag time between new science and guideline release
  - Resistance to change among partners
  - Resources to implement
Group Discussion
Group Discussion

- How do you promote the use of evidence-based guidelines among your contractors and/or partners?
  - How do you monitor the implementation of guidelines?

- How do you support innovation while still implementing evidence-based practices?
Next Steps

- The evaluation team will be in Texas, our second state, next week to conduct interviews
- A case report of our findings will be sent to Oregon and CDC
- Site visits to 6-8 more states will be conducted in the coming year
Feedback? Questions?
Contact Information

Stephanie Herbers  Max Bryant
sherbers@wustl.edu  mbryant@wustl.edu
314.935.3721  314.935.3734