

Evidence-based Guidelines: Moving from Dissemination to Implementation

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Presentation Overview

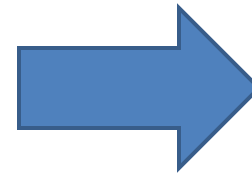
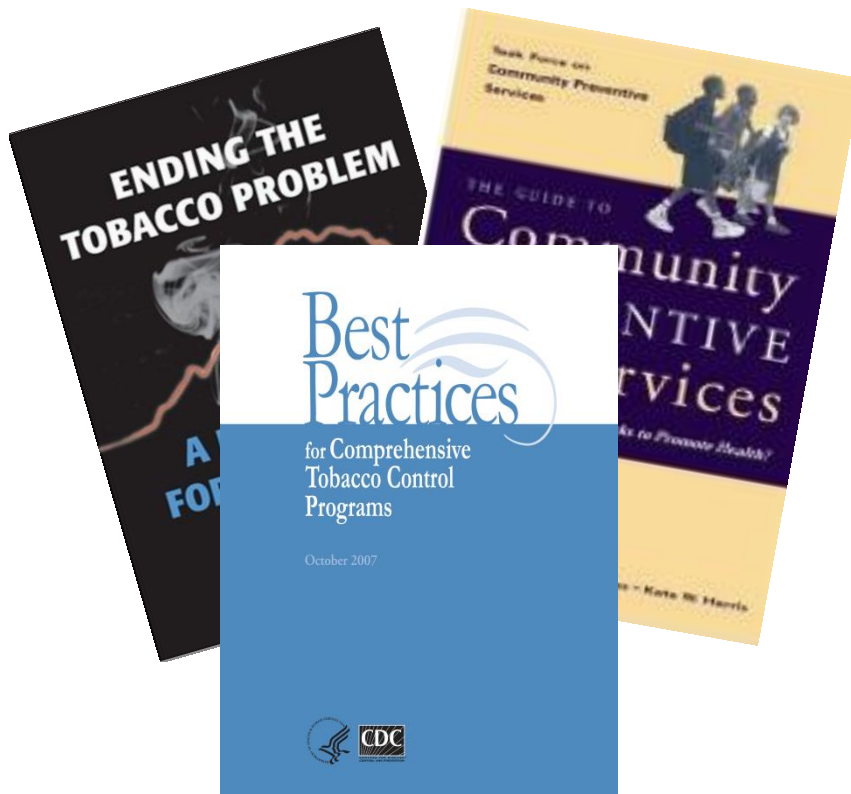
- Background on Implementation Research & Evaluation
- Overview of Multi-state Evaluation
 - ▣ Preliminary Findings
- Next Steps
- Feedback/Questions

Background

Framing the Issue

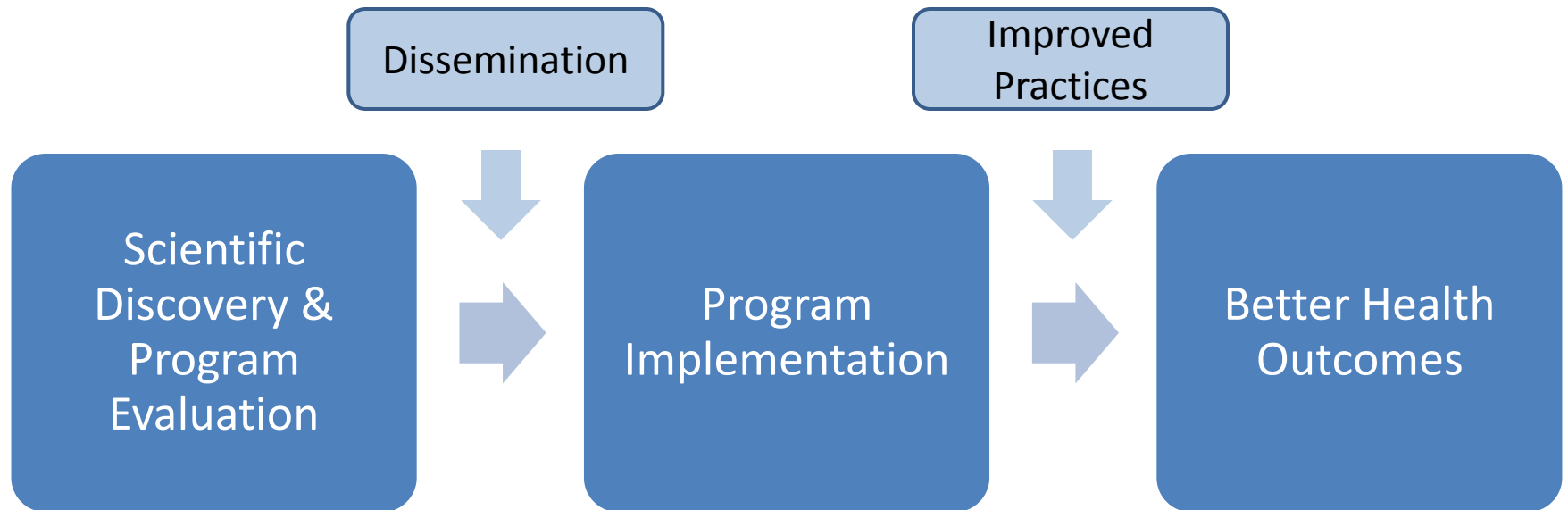
- Large amount of research on dissemination and implementation of clinical guidelines for medicine
- Implementation research for public health guidelines is an emerging science
- Consistent implementation of evidence-based guidelines (EBG) is challenging

Guideline Dilemma

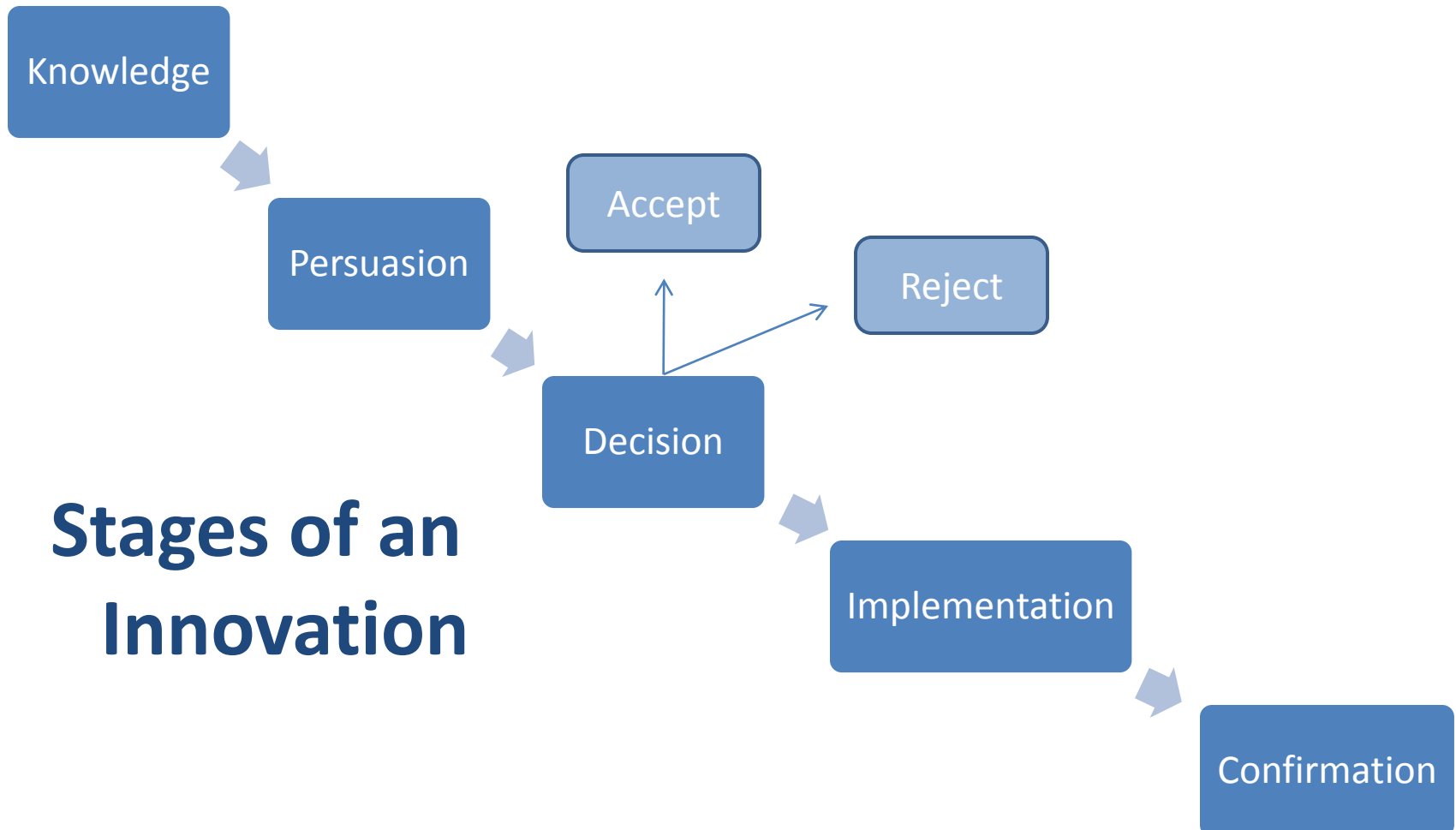


**Health
Fairs
?!?!?**

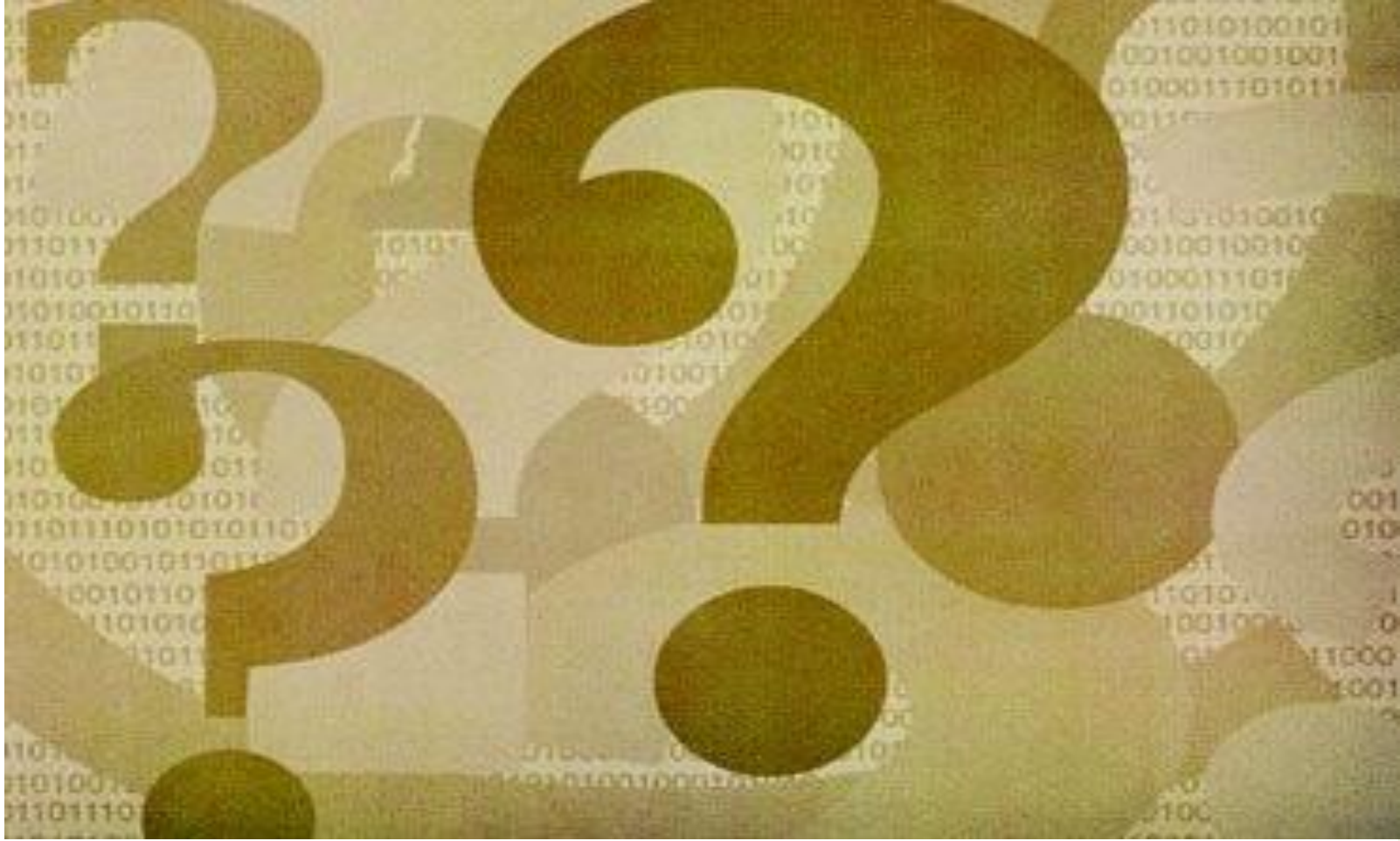
Ideal Information Flow



Rogers' Diffusion of Innovations



Stages of an Innovation

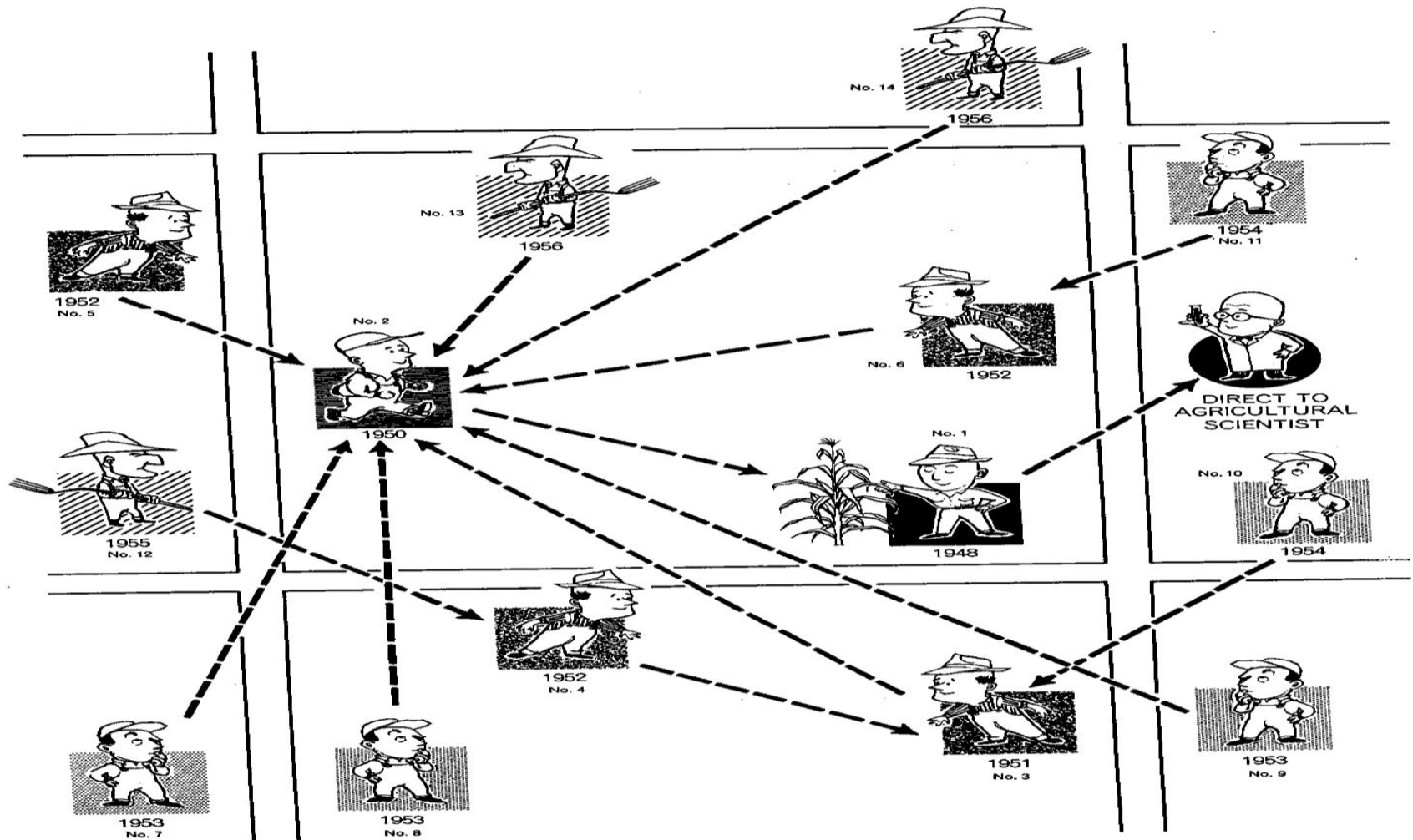


Group Discussion

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?

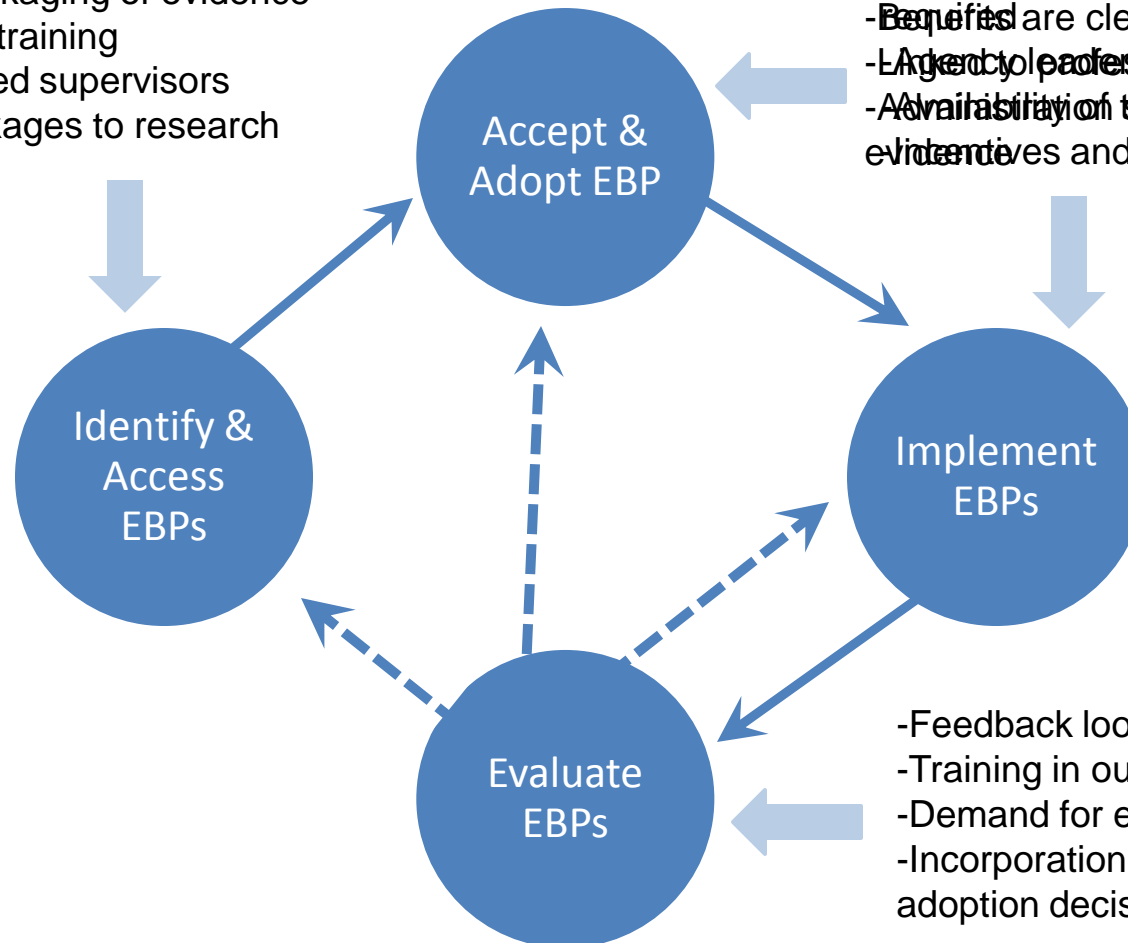
Early Example from the Midwest



Framework for Implementation of Evidence-based Practice

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

- Interventions are detailed in guidelines
- Training addresses specific skills
- Benefits are clear
- Agency professional standards and norms
- Availability of training manuals
- Availability of supports such as incentives and rewards



- Feedback loops established
- Training in outcome evaluation
- Demand for evaluation
- Incorporation of evaluation into future adoption decisions

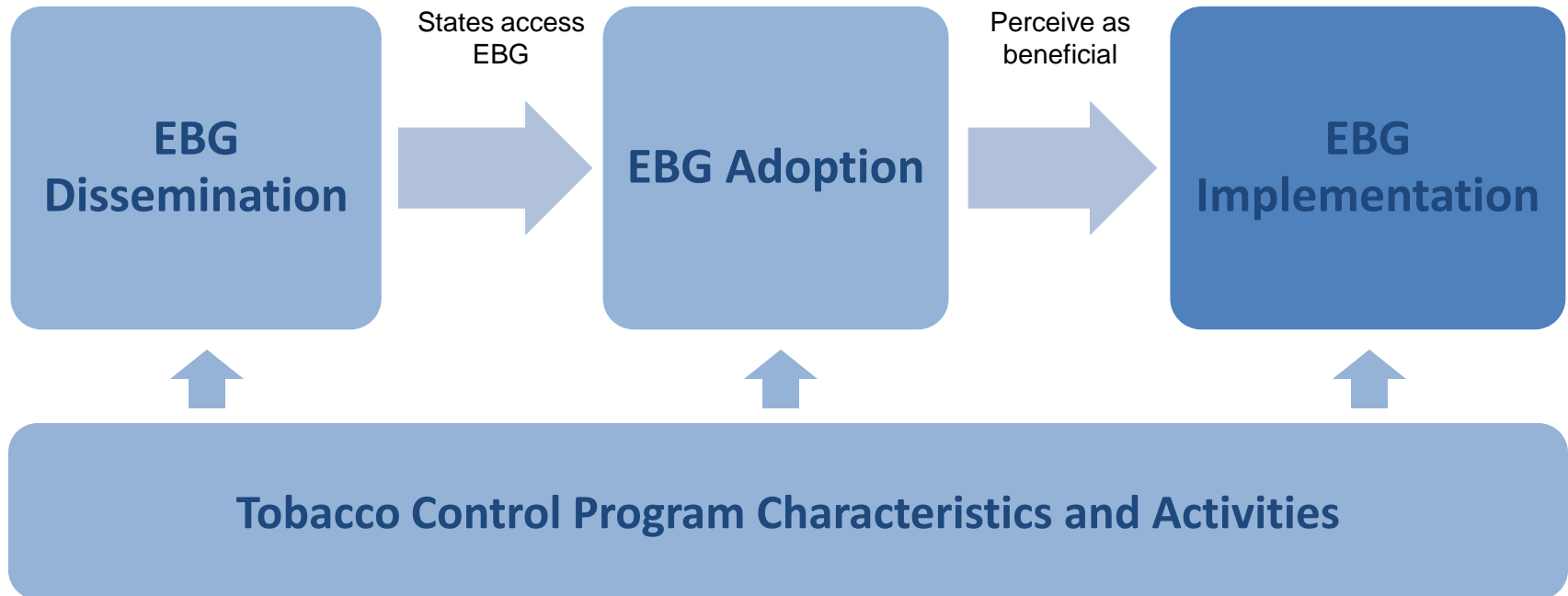
Multi-State Evaluation

Discovering keys to successful implementation
of evidence-based guidelines

Best Practices Timeline



Evaluation Framework



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

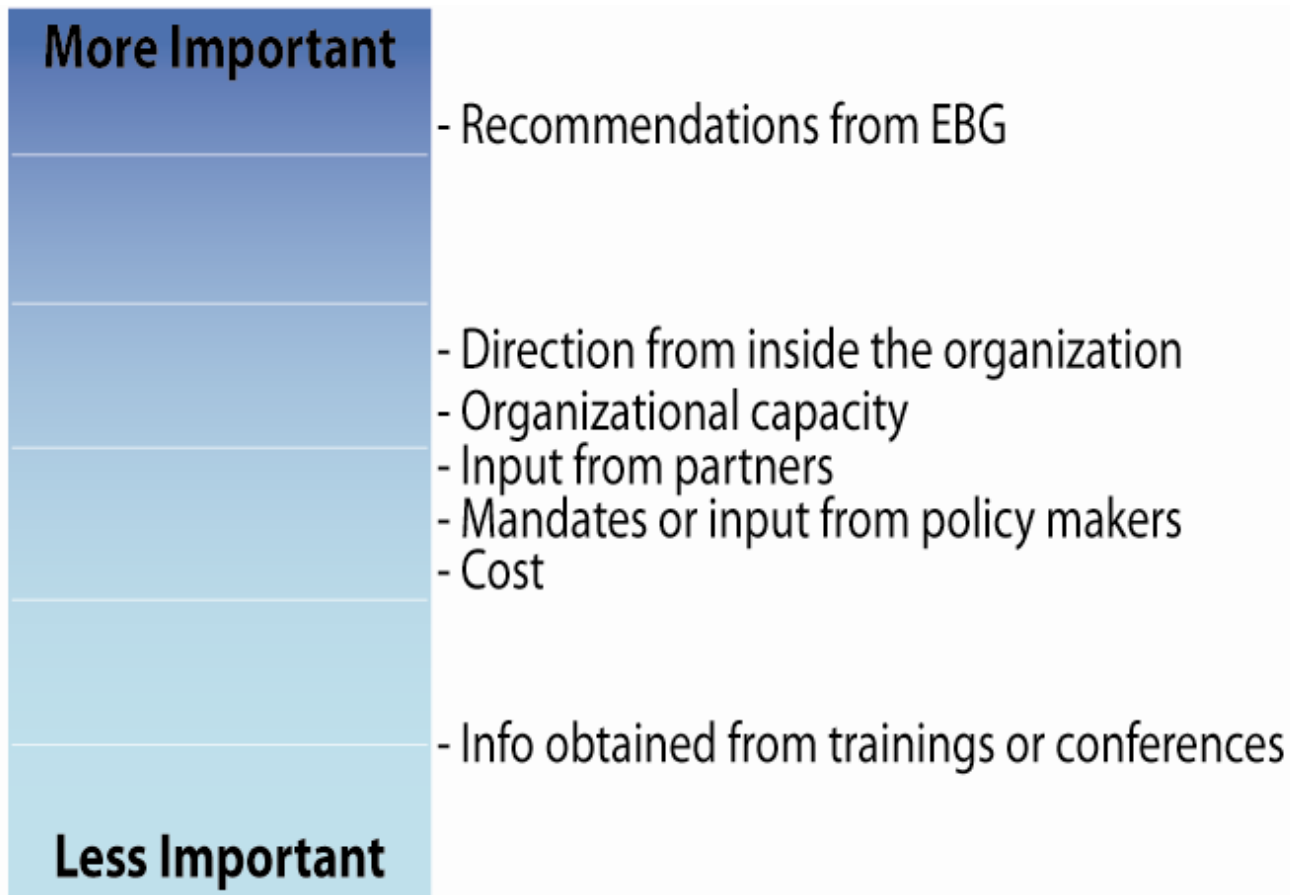
Evaluation Highlights

- 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

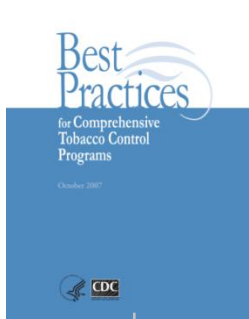


Findings from the Field

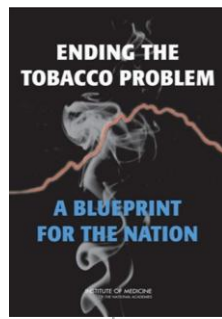
Decision Making Factors



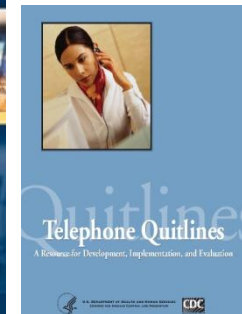
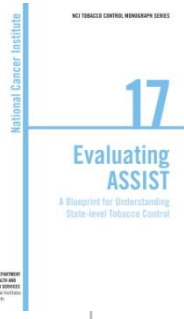
Critical Guidelines



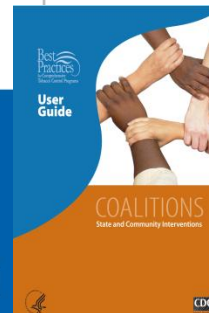
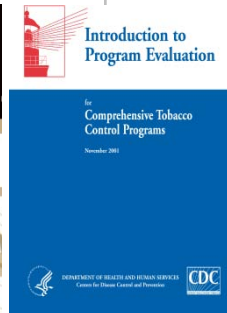
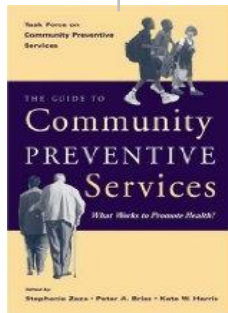
Critical to their work



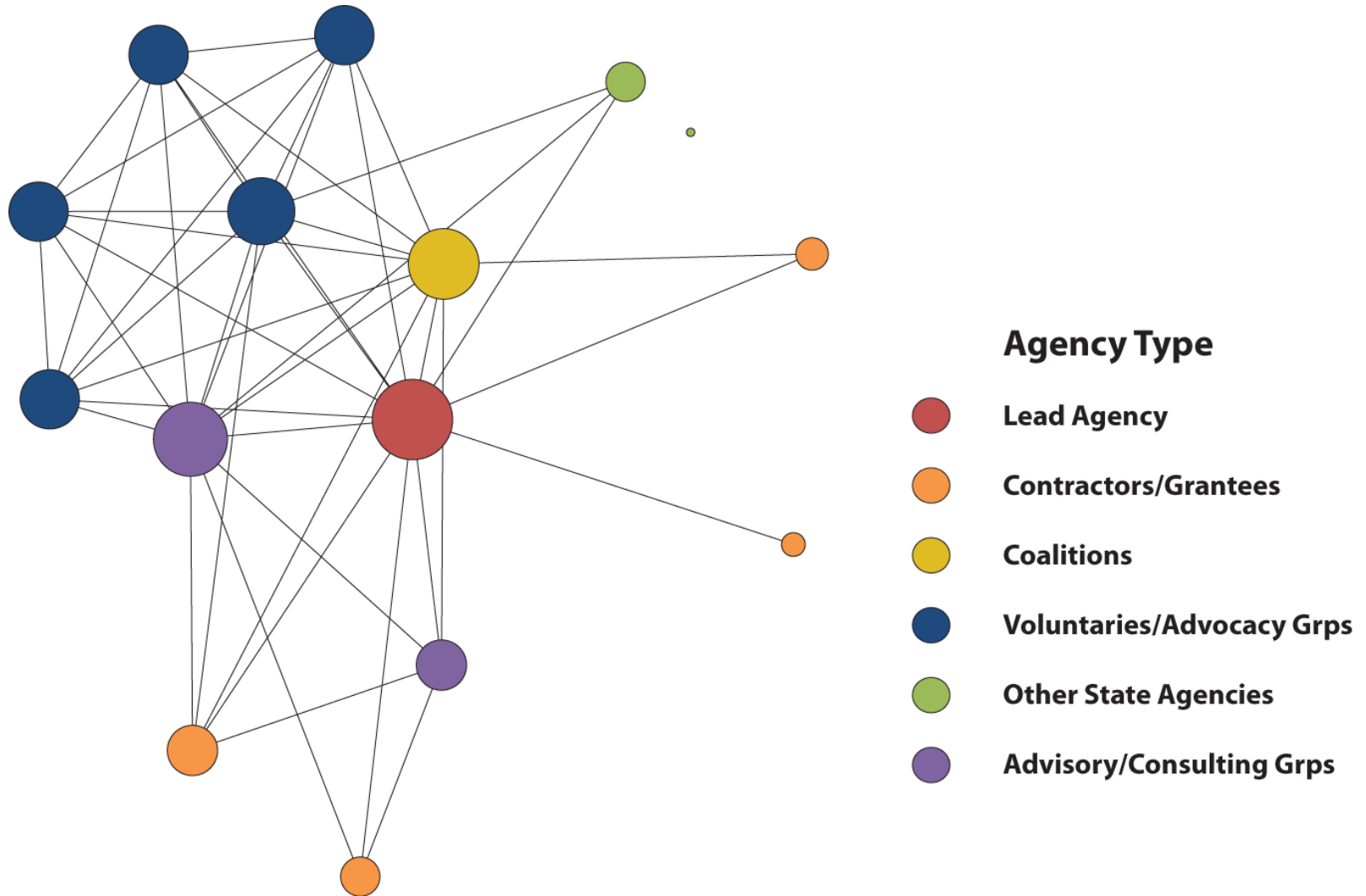
Not Critical, but Useful



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?

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