

Tailoring evidence dissemination to preferences of tobacco control partners: Lessons from an academic-community partnership for tobacco control

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Advancing Science & Practice in the Retail Environment

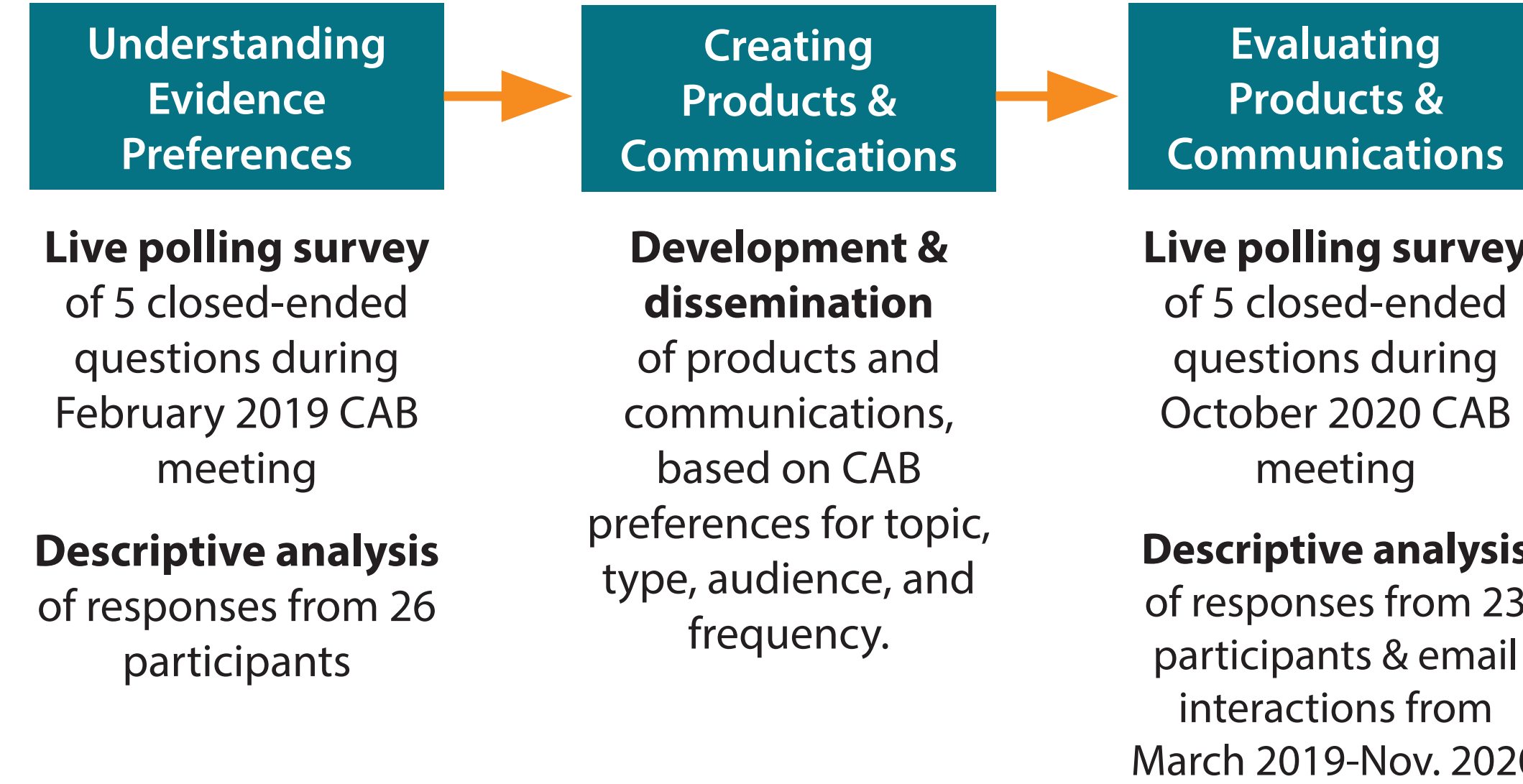
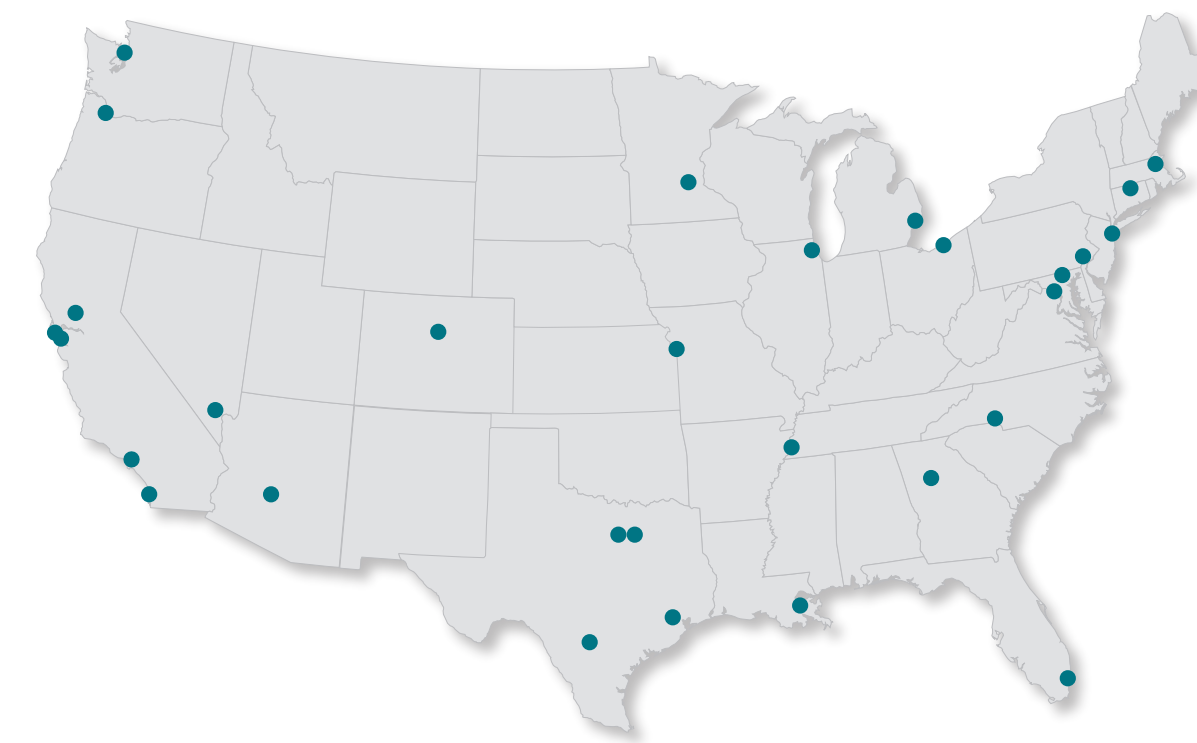
INTRODUCTION

Tobacco control program leaders and partner organizations can increase the use of research in policy and program development. Providing evidence-based information that aligns with their preferences makes research more accessible and usable. As part of the ASPiRE Center (Advancing Science and Practice in the Retail Environment) dissemination efforts, we sought to:

1. Understand tobacco control leaders' preferences for receiving evidence.
2. Create evidence-based products and shape dissemination activities based on indicated preferences.
3. Evaluate the potential impact of these efforts on evidence uptake and use.

METHODS

Participants were 30 members of the ASPiRE Community Advisory Board (CAB) representing 30 large U.S. Cities. Data were collected anonymously. Three phases included:



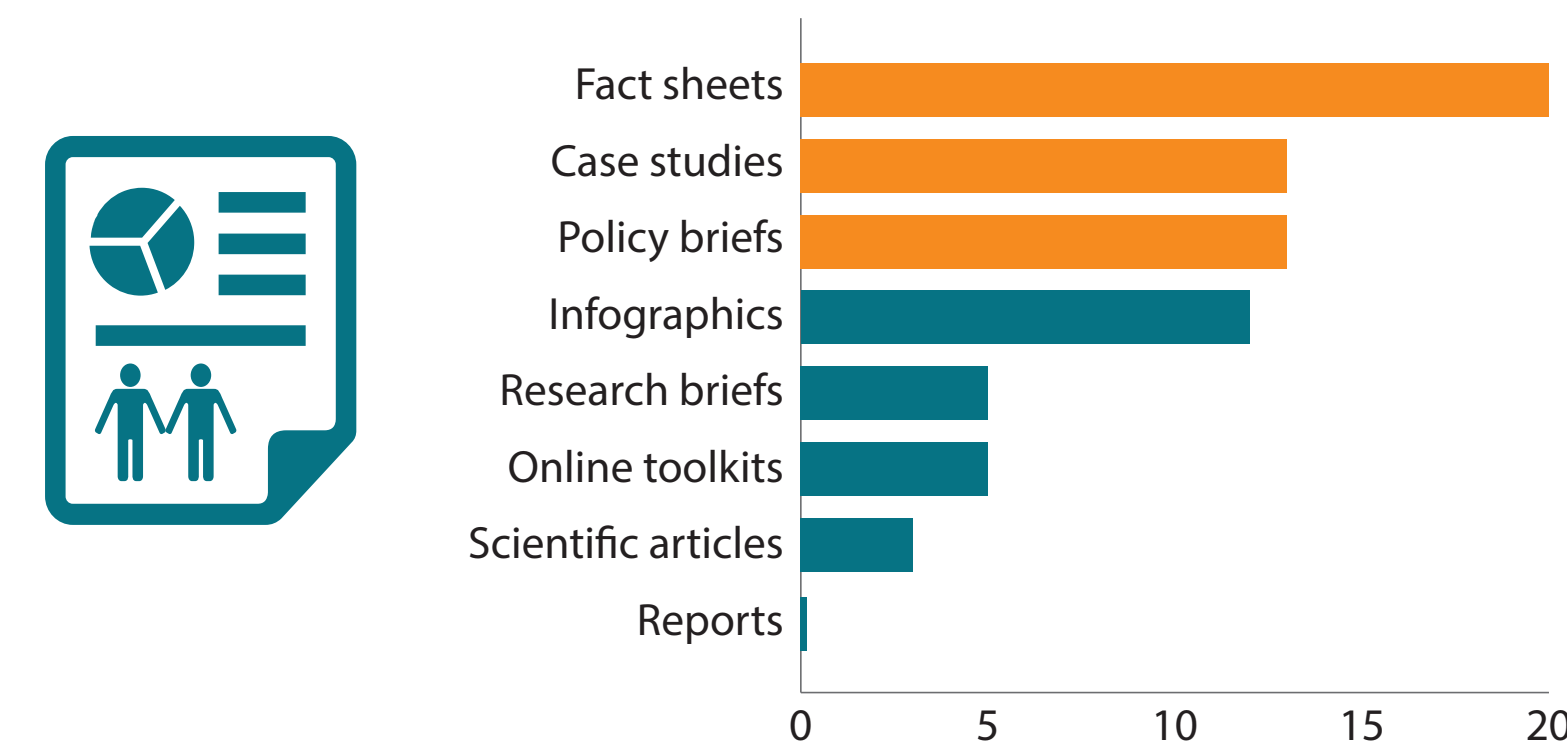
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RESULTS

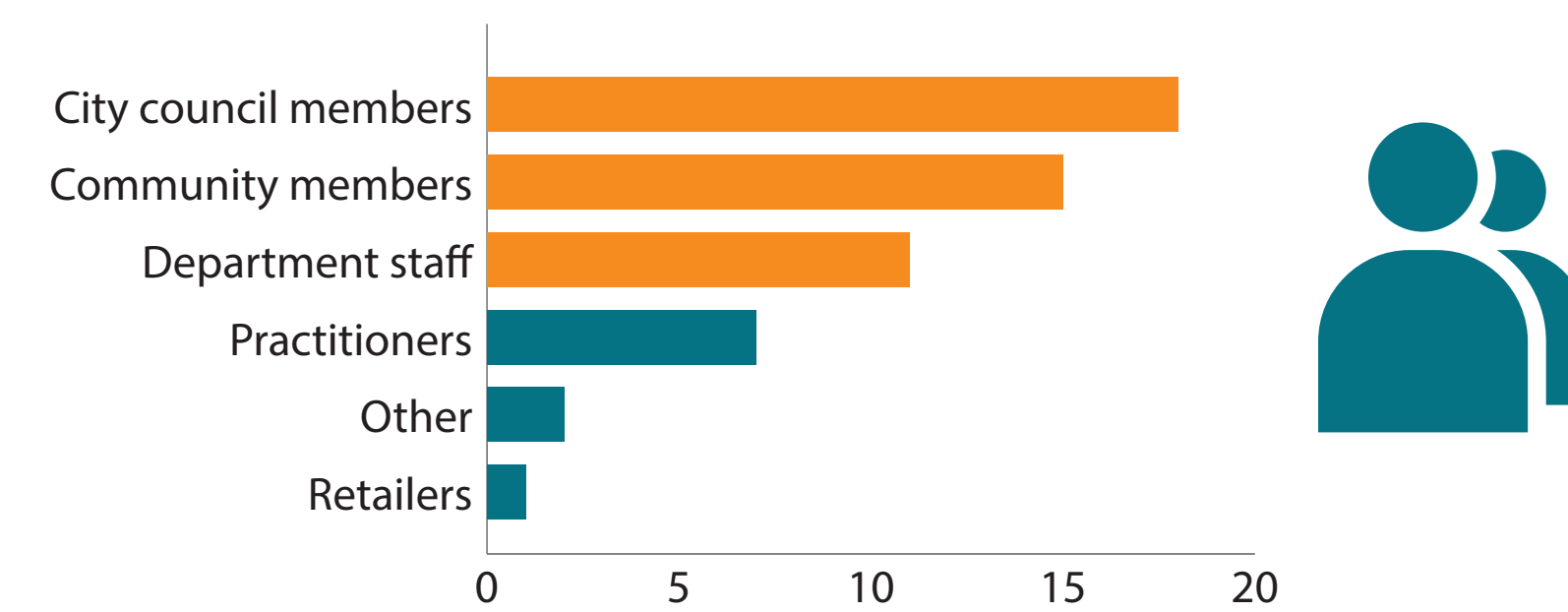
Understanding Evidence Preferences

CAB members preferred **email (33%)** or **webinars (31%)** over other channels to hear about new retail policy resources. Many (**46%**) preferred an update **once a month**.

Fact sheets, infographics, and policy briefs were the most requested formats (n=26).

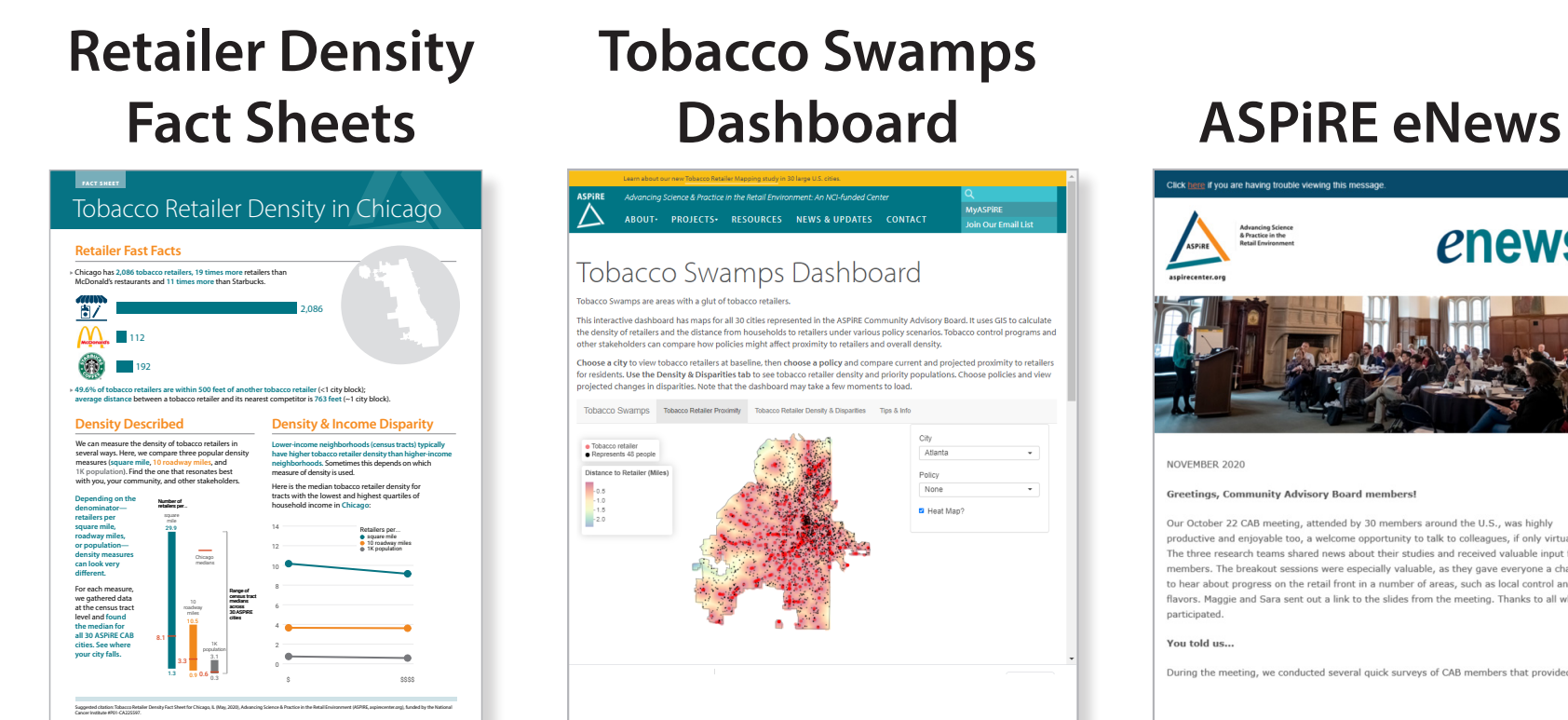
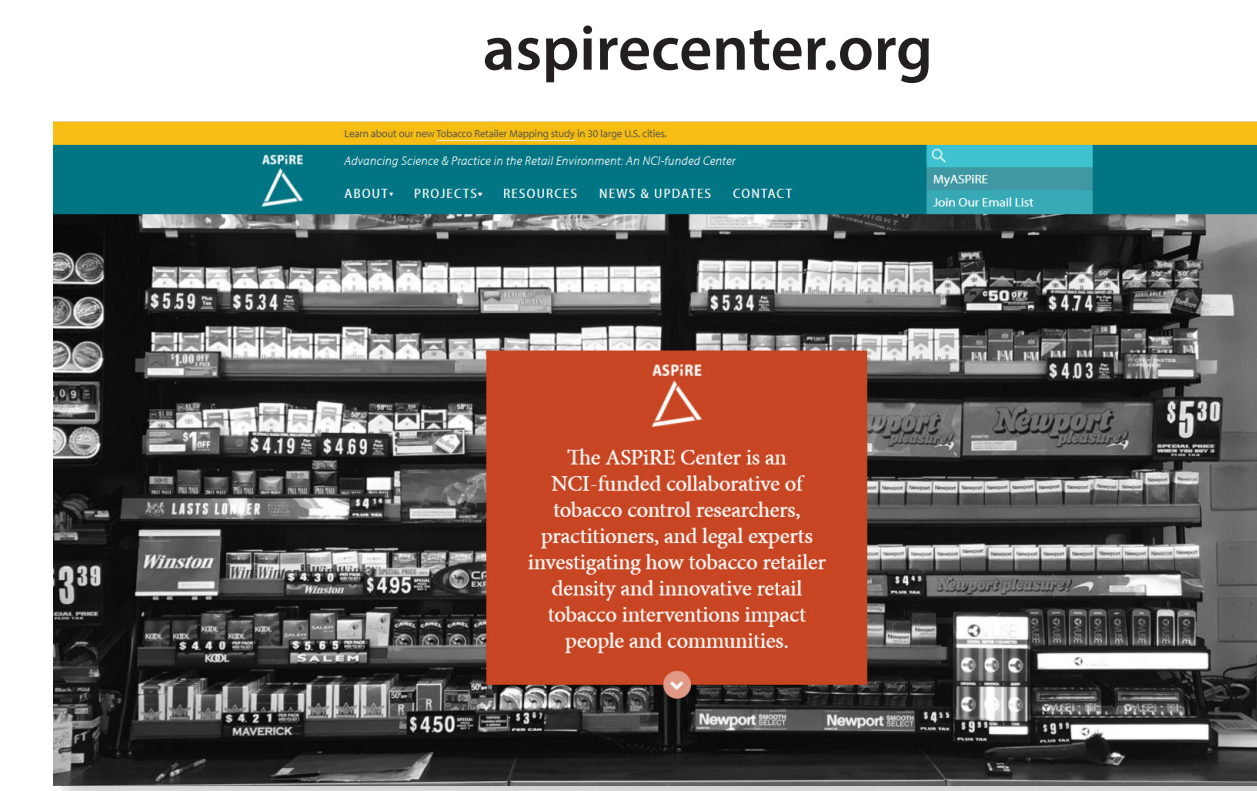


CAB members intended to share the materials with **city council members, community members, and department staff** (n=26).



Creating Products & Communications

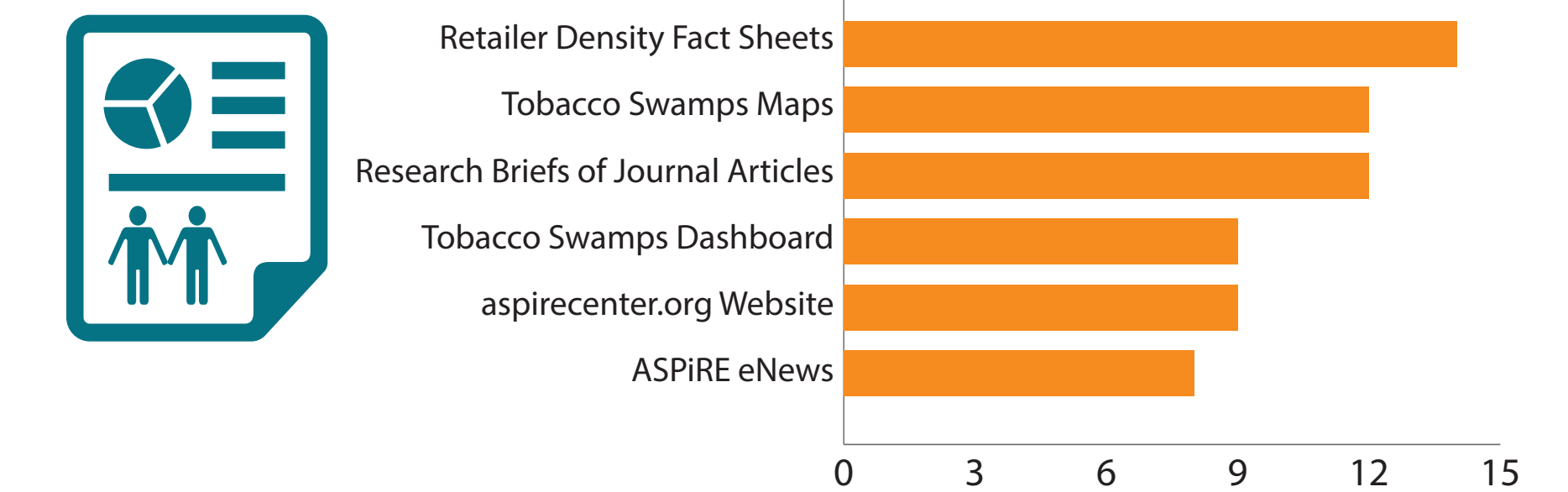
The team created a new website for sharing evidence-based translational products about retail tobacco control policy at both national and city-specific levels. An e-newsletter delivered every 2 months alerts CAB members to emergent science and resources that can support their retail policy efforts.



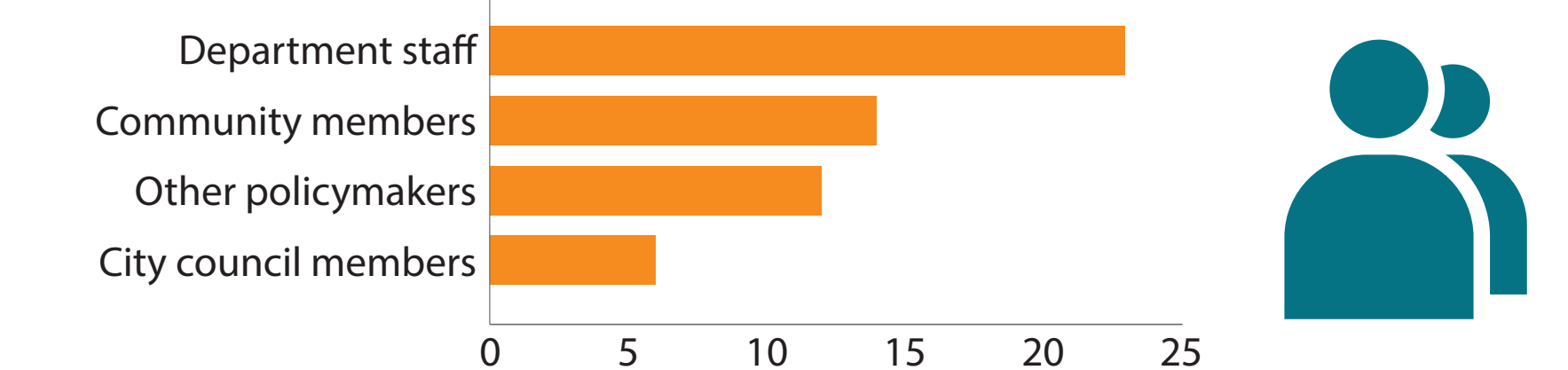
Evaluating Products & Communications

On average, **61%** of CAB members **opened the newsletter** and **21% clicked on a resource link** within the newsletter. Almost all (**95%**) CAB participants felt the **eNews was useful or very useful** and was delivered at the right frequency. **95% visited aspirecenter.org** at least once in the first six months.

CAB members used a **variety of ASPiRE products** (n=20).



CAB members shared materials with **department staff, community members, and policymakers**. (n=23).



IMPLICATIONS

- Tobacco control program leaders and partners preferred to receive evidence-based information via brief, electronic communications.
- Leaders were then able to share this information with other stakeholders involved in tobacco control policy and programming.
- Public health researchers working with community partners could take similar steps to understand their stakeholders' preferences, develop translational products, and improve uptake of scientific evidence.

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