

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK

Bridging the gap between research and practice: Disseminating the Tobacco Control Guides series

Choose dissemination

versions

News story

methods to raise awareness:

Printed and electronic

Email announcement

Interest group listservs

Tobacco control and

Radio interview

Twitter posts

public health newsletters

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LESSONS LEARNED

The dissemination of the Tobacco Control Guides offers several lessons for

researchers seeking better ways to disseminate their work to practitioners.

Practitioners often have less expertise and time to spend interpreting research

findings. Identifying the practical implications of research is an important

first step that can guide decisions about what findings to share and how to

Partnerships enhance dissemination efforts by opening new communication

topics and developing content, they were invested in the project's success.

Tying dissemination of research to an important national news story

relevance of research products and helps reach a wider audience.

Developing a specific plan to reach local practitioners

Using a dissemination planning tool to develop a comprehensive

Using an evidence-based dissemination planning tool can identify new

approaches for disseminating products and make sure existing dissemination

Dissemination of the Tobacco Control Guides focused mainly on reaching state

public health policies and programs. Working with partners to reach this

tobacco control managers, yet local practitioners are often the ones implementing

Tying dissemination messages to current events illustrates the timeliness and

channels not accessible to researchers. By engaging partners in selecting guide

Public health researchers can enhance dissemination efforts by:

Explaining the value of the research for practitioners

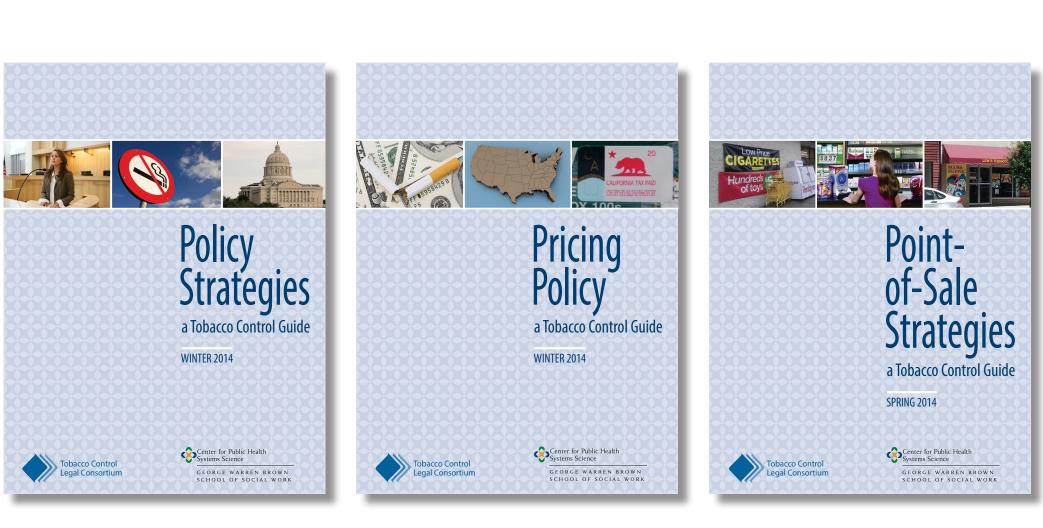
disseminate them in a way that will engage practitioners.

Leveraging partnerships for dissemination

BACKGROUND & APPROACH

The Tobacco Control Guides Series

In 2014, the Center for Public Health Systems Science at the Brown School published a series of evidence-based Tobacco Control Guides.1 The guides aim to bridge the gap between research and practice by offering practitioners



practical guidance on selecting and implementing evidence-based tobacco control strategies. Guide topics include Policy Strategies, Pricing Policy, and Pointof Sale Strategies.

The guides were developed through a three-phase process:

- Literature review to determine the breadth and depth of evidence, identify best practices, and identify gaps in implementation guidance;
- Consultation with experts to determine content direction, gather insight on practical and political aspects of the topic, and identify programs to highlight as case studies; and
- External review to gather user and expert feedback on key issues.

Dissemination Planning Tool

The dissemination of the Tobacco Control Guides series is described using a six-part dissemination framework developed for patient safety research by the Association for Healthcare Research and Quality. The framework is a practical planning tool designed to help researchers translate and disseminate public health research to the practitioner. The evidence-based tool draws from a review of dissemination theories, expert input from dissemination and health research fields, and pilot testing with health researchers. The tool guides researchers through six steps to build a dissemination plan, illustrated in the figure below:



1 Funding for the publication of the Tobacco Control Guides series was provided by the Tobacco Control Legal Consortium, a program of the Public Health Law Center in St. Paul, Minnesota.

SIX-STEP DISSEMINATION PROCESS

Define unique features:

Define the Product

- Evidence-based
- Practical
- Readable

Highlight key uses:

- Address the gap between research and practice
- Select and implement evidence-based strategies
- Gain support for tobacco control efforts
- Share information
- Plan future research

Identify End Users

programs

Foundations

DISSEMINATION RESULTS

Mass Diffusion to Generate Awareness

2 unique mentions in national special interest newsletters

500 pageviews of news stories about Tobacco Control Guides

75 new users to cphss.wustl.edu through partner

OK touches through Tobacco Control Legal Consortium

295 printed guides to all 50 states and national partners

500 reprints by the Minnesota Health Department

37% of email recipients clicked links to Guides

548 email announcements sent

and listservs

State tobacco control

Advocacy groups

Other researchers

Link release to current

Identify end users:

- Modular
- Make a plan to engage them: Use new dissemination methods

CVSHealth

events in tobacco control

Work with Partners

Work with dissemination partners who:

- Are viewed as credible experts by end users
- Communicate directly with end users
- Reach a variety of audiences inside and outside tobacco control







Choose dissemination methods to motivate action: Professional conferences

National tobacco control

conference calls Webinars

Use Multiple Methods Evaluate Success

Define measures of success:

- Number disseminated via print, email, and e-newsletters
- Requests for reprints Opens and clicks from
- email announcement Web analytics
- Social media mentions
- User feedback Survey of all 50 state

tobacco control

programs

Create a Work Plan

Action items

Develop a work plan:

- Timeline Budget

Resources

Refine dissemination process:

- Identify action steps
- Reveal gaps in project resources and staff skills
- Prioritize essential activities

8 professional conferences targeting:

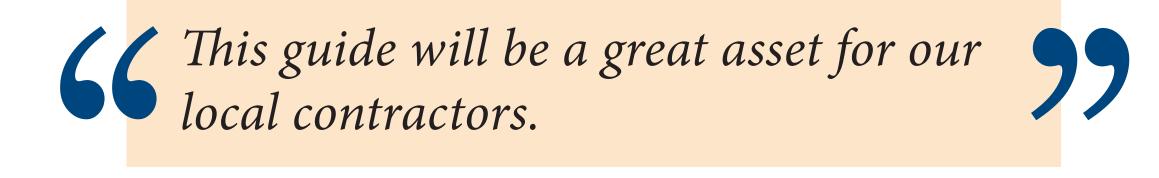
- General public health practitioners and researchers Tobacco control practitioners and researchers
- Public health practitioners focused on disparities
- 2 CDC-sponsored national tobacco control conference calls
- CDC-sponsored point-of-sale webinar with national partners

Targeted Dissemination to Motivate Action

Most viewed PDF on cphss.wustl.edu in 2014

What Practitioners are Saying

We are planning to use them to talk about proles and responsibilities as we prepare for point-of-sale work.





audience could help bridge the gap between research and practice.

Next Steps

dissemination plan

opportunities are not missed.

In fall 2014, the National Cancer Institute and the State and Community Tobacco Control Research Initiative began surveying state tobacco control managers. The survey asked how often the manager uses the Point-of-Sale Strategies Tobacco Control Guide. As of September 2014, 38 states had completed the survey. Over 80% of state managers surveyed said their staff used the guide at least occasionally, and over 40% said they used it frequently. Continuing to track use of the Tobacco Control Guides will help improve future dissemination efforts.

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