

TAKING ON TRANSLATION

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OREGON HEALTHY
WORKFORCE CENTER

A NIOSH CENTER OF EXCELLENCE

POWER OF SCIENCE

A white upward-pointing arrow with a brown outline, containing the text 'DEVELOPMENT RESEARCH &'.

DEVELOPMENT
RESEARCH &

A white upward-pointing arrow with a brown outline, containing the text 'TREATMENTS'.

TREATMENTS

A white upward-pointing arrow with a brown outline, containing the text 'PREVENTION'.

PREVENTION

A white upward-pointing arrow with a brown outline, containing the text 'EXPECTANCY LIFETIME'.

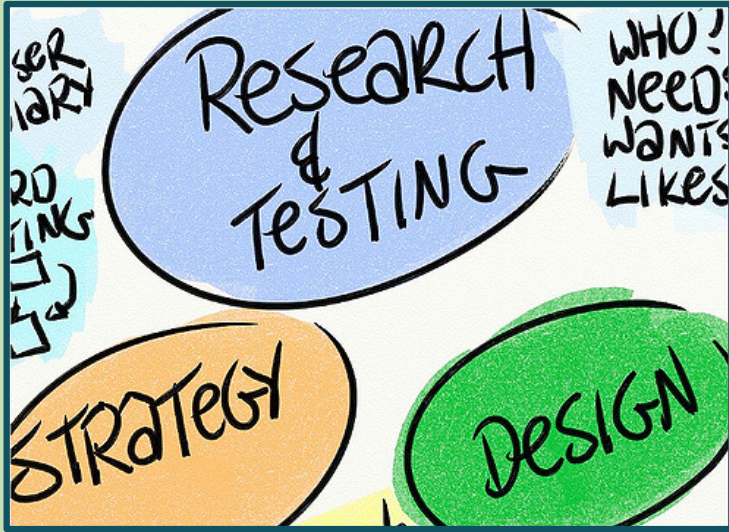
EXPECTANCY
LIFETIME

...AND YET...



*"It takes 17 years
to turn 14 % of original research
to the benefit of patient care"*

Balas & Boren, 2000



Limited time

Lack of feedback

Insufficient training

Lack of incentives

Limited resources (\$)

Too few personnel

Inadequate infrastructure and systems support



Translation Science

Systematic effort to convert research outputs into practical applications to enhance health and well-being

Emphasis on interdisciplinary collaboration

Dissemination & Implementation Science

Schulte et al. (2017); Rabin et al. (2008); Brownson et al. (2017)

Translation = Dissemination + Implementation

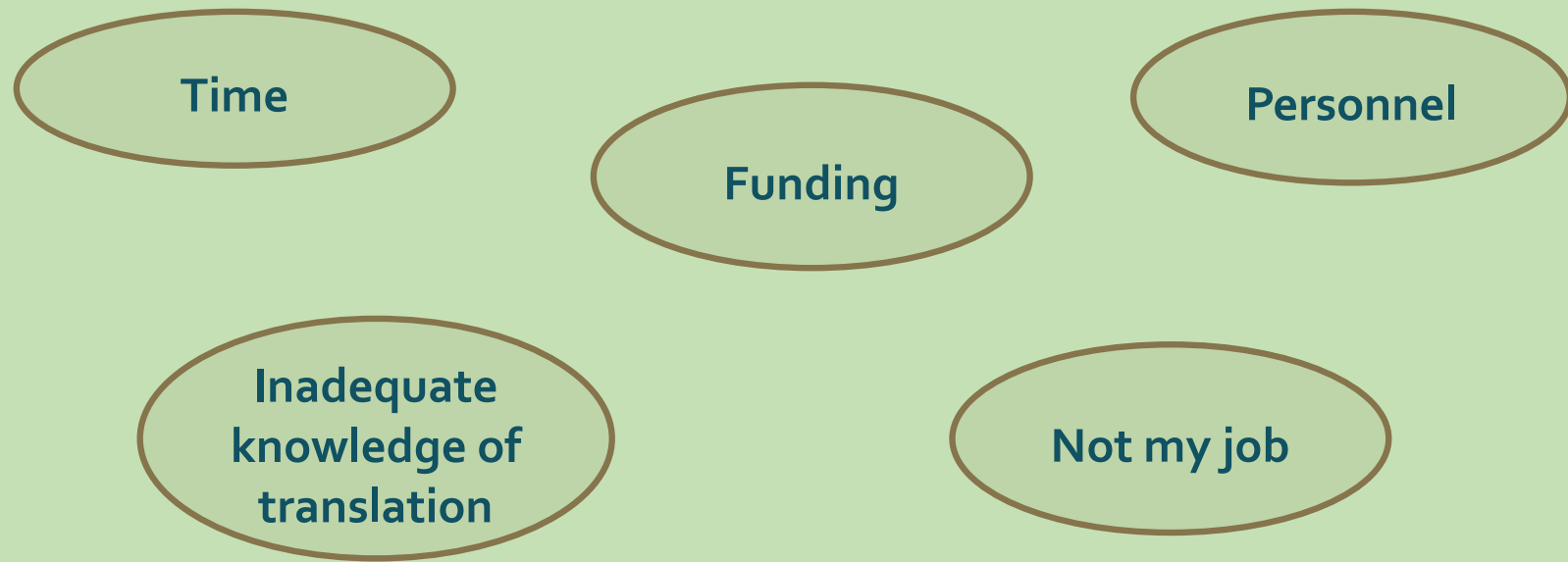
DISSEMINATION

Dissemination is an active approach of spreading evidence-based interventions to the target audience via determined channels using planned strategies.

IMPLEMENTATION

Implementation is the process of putting to use or integrating evidence-based interventions within a setting.

Engaging in Translation: Barriers



Should Researchers Take on Translation? Why?

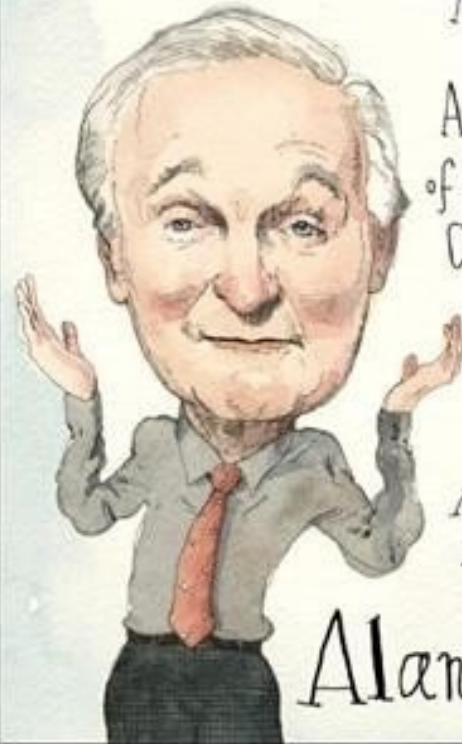
- Increase awareness of research findings
- Influence policy
- Make recommendations for practice
- Improve future funding prospects
- Promote public understanding of science
- Stimulate discussion/debate in the community

Chief Dissemination Strategy



If I Understood You, Would I Have This Look on My Face?

My Adventures
in the
Art and Science
of Relating and
Communicating



New York Times
bestselling author

Alan Alda

TAKING ON TRANSLATION



❖ Invite a translation expert to lunch, and then to the team

Translation Expertise: Collaborate with a Translation Expert

- Dissemination & Implementation research
- Health communication
- Social marketing

Schulte et al. (2017); Brownson et al.(2017)

Translation Expertise: Hire a Dissemination Liaison

- Link between scientists and potential adopters
- Meet with adopters to identify and tailor intervention needs
- Work with scientists to assist with intervention development
- Develop evaluation plan to track translation effectiveness



- BS Radio-Television-Film - The University of Texas at Austin
- Media Studies and Producing
- MPH - University of Texas Health Science Center Houston
- Community Health and Health Disparities
- Background
- Advertising and marketing, health communications, community outreach, and business development

Translation Expertise: Build a Workgroup

Our overarching goal for translation is to maximize Total Worker Health impact:

- sustainable community partnerships
- identify dissemination avenues
- translate and package evidence-based tools and toolkits
- expand our regional reach and impact
- create indicators for success [reach, utilization, and effectiveness]

Some of our topics:

- Licensing & Contracting
- Best practices in translation
- Evaluation (future)
- Effective communication
 - One pagers
 - Films
 - Website
 - Podcast
 - Social media

Translation Expertise: Partner with Stakeholders Early On



*Move from source (research)-
based interventions to user-
based interventions*

Dugan & Punnett, 2017

❖ Integrate translation into intervention development

Integrate Translation: Use a Theory-based Framework

Dissemination & Implementation Models in Health Research & Practice


[Home](#)[Resources](#)[Submit Models](#)[About Us](#)

Need Help?

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[Glossary](#)[Contact Us](#)

Google™ Custom S



This interactive website was designed to help researchers and practitioners to select the D&I Model that best fits their research question or practice problem, adapt the model to the study or practice context, fully integrate the model into the research or practice process, and find existing measurement instruments for the model constructs. The term 'Models' is used to refer to both theories and frameworks that enhance dissemination and implementation of evidence-based interventions more likely.

Select

Search, view, and select D&I Models

Adapt

Read strategies for adapting D&I Models to research or practice context

Integrate

Read strategies for incorporating D&I Models into the full spectrum of your project

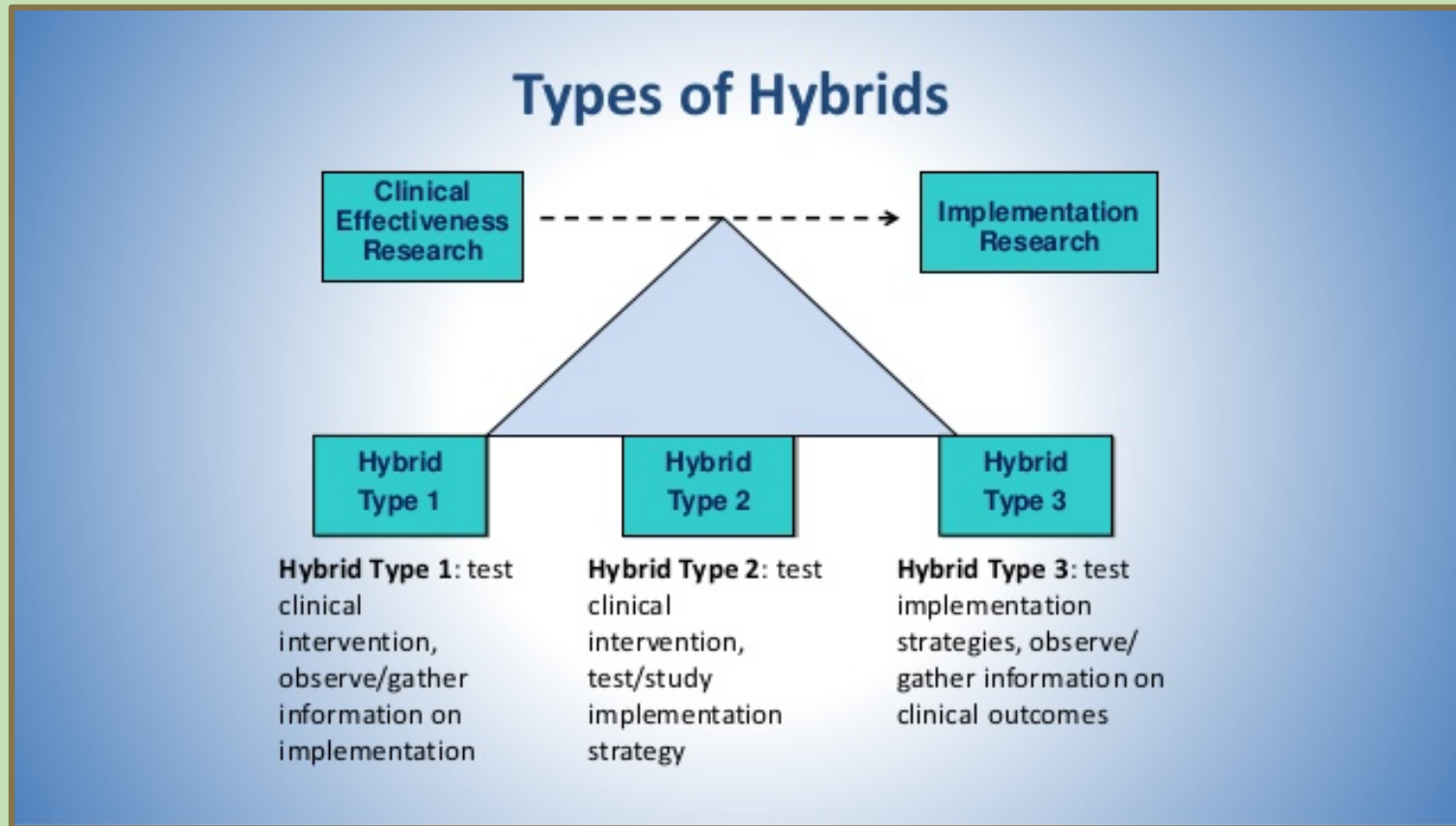
Measure constructs

Find a list of constructs and links to measurement tools associated with the D&I Models

Integrate Translation: Use a Theory-based Framework

| | |
|---|--|
| Blueprint for Dissemination (Yuan et al., 2010) | Framework for Knowledge Translation (Jacobson et al., 2003) |
| Canadian Institutes of Health Research Knowledge Translation within the Research Cycle Model or Knowledge Action Model (Armstrong et al., 2006) | Framework for Translating Evidence into Action (Swinburn et al., 2005) |
| Collaborative Model for Knowledge Translation Between Research and Practice Settings (Baumbush et al., 2008) | Joint Venture Model of Knowledge Utilization (Edgar et al., 2006) |
| Conceptual Framework for Research Knowledge and Utilization (Kramer & Cole, 2003) | Organizational Theory of Innovation Implementation (Weiner, Lewis, & Linnan, 2009) |
| Conceptualizing Dissemination Research and Activity: Canadian Heart Health (Elliott et al., 2003) | Push-Pull Capacity Model (Kerner, 2006) |
| Diffusion of Innovation (Rogers, 1962) | RE-AIM Framework (Glasgow, Vogt, & Boles, 1999) |
| Convergent Diffusion and Social Marketing Approach for Dissemination (Dearing, 1996) | Research Knowledge Infrastructure (Lavis et al., 2003) |
| Effective Dissemination Strategies (Scullion, 2002) | Health Promotion and Technology Transfer Process (Orlandi, 1996) |

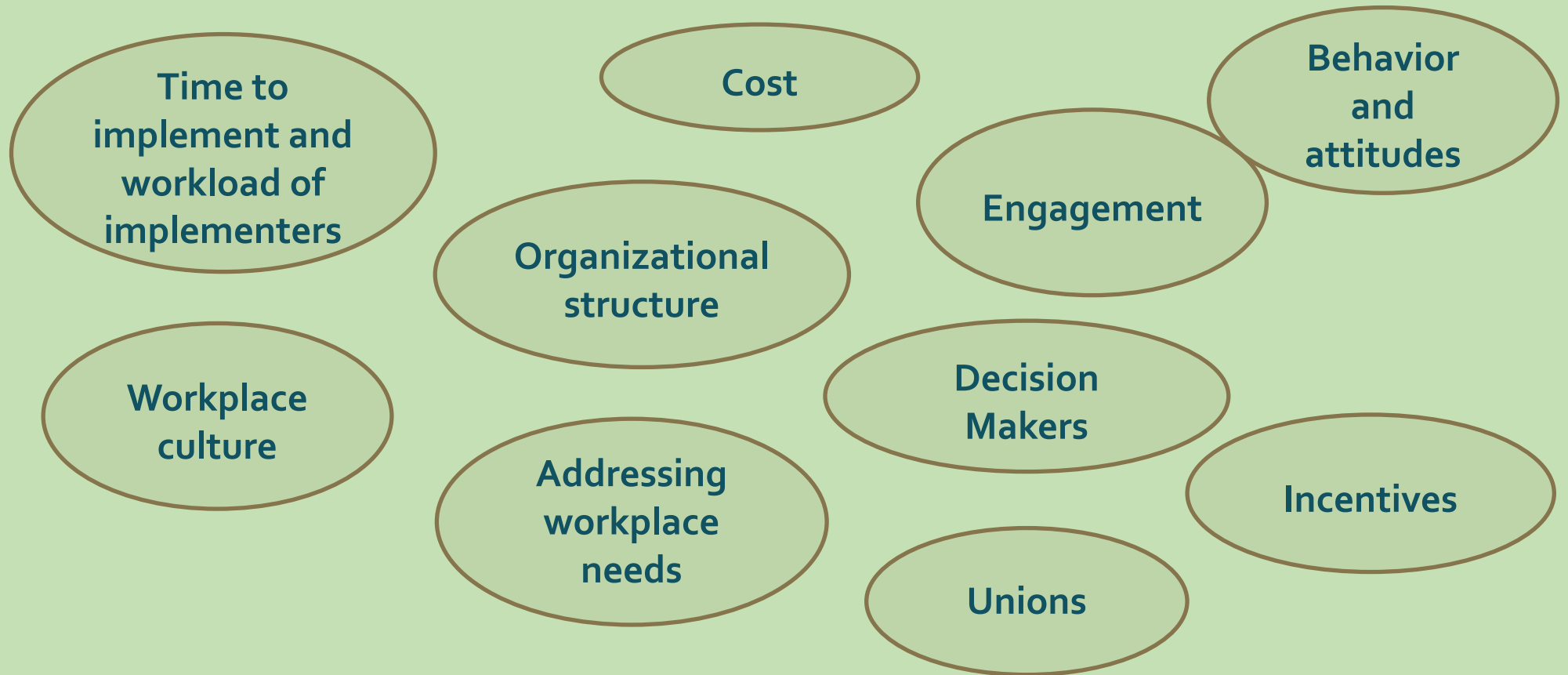
Integrate Translation: Use Hybrid Designs



Curran et al. (2012); Brownson et al.(2018)

❖ Prepare for Challenges

Prepare for End-User Challenges



Prepare for End-User Challenges: Friendly Interventions

Addresses a need

Clear expected
benefits

Reasonably priced

Not resource
intensive

Scalable

Logistically sound

Amenable to
tailoring

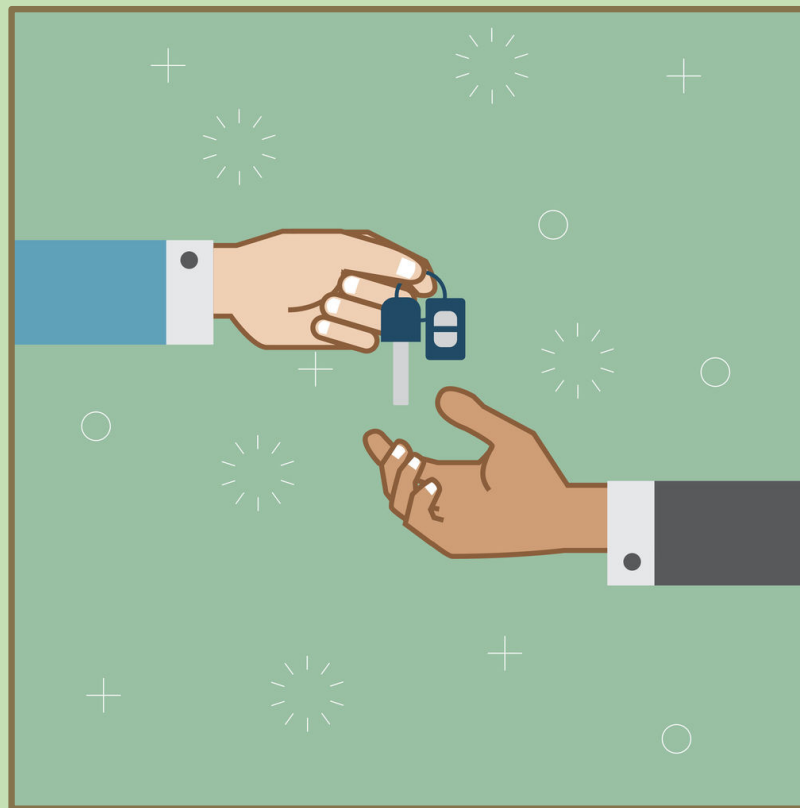
Self-guided
(detailed, easy-to-
follow-guides)



OHSU and Dr. Anger have a significant financial interest in Northwest Education Training and Assessment [or NwETA], a company that may have a commercial interest in the results of this research and technology. This potential individual and institutional conflict of interest has been reviewed and managed by OHSU.

Prepare for Challenges: Who takes over and how?

Tailoring

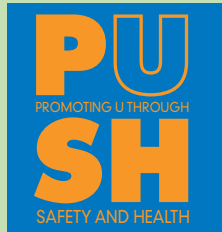


**Implementation
agents**

Glasgow et al.(2003)

Prepare for Research Challenges: Who takes over?

Early Adopters



Champion Organizations



Be Super!



Prepare for Research Translation: Find out how

Research-Practice Funding Partnerships

- Government Funding Agencies
NIH, NSF, HRSA, CMMS
- Non-Government/Foundations
RWJF

Translation Research

- Dissemination & Implementation
Science
- Training grants

❖ Plan for Feedback

Feedback Mechanisms and Evaluation

**Research
Phase:**

**Process
Evaluation**

**Translation
Phase:**

D&I Study

**Post
Adoption
Phase:**

**Outcome
Evaluation**

Feedback Mechanisms: Include Feasibility Questions

| What factors are important as you consider whether to adopt the intervention? | This XYZ intervention.... | Yes | Not Sure | No |
|--|---|-----|----------|----|
| Factors within the organization that will influence decision to adopt | Is simple to understand | | | |
| Factors outside the organization that will influence decision to adopt | Is simple to implement | | | |
| Factors regarding the intervention itself that will influence decision to adopt | Can be tried out first before adopting | | | |
| Factors regarding the person delivering the intervention that will influence decision to adopt | Will be visible to people | | | |
| Factors relating to you and your colleagues that will influence decision to adopt | Is better compared to our existing intervention | | | |
| | Fits with beliefs and values of this organization | | | |
| | Can be carried out feasibly | | | |
| | Can be adapted to suit our needs | | | |
| | Is a cost-effective intervention | | | |
| | Will be effective in achieving our goals | | | |
| | Is grounded in science | | | |

Dugan & Punnett (2017)

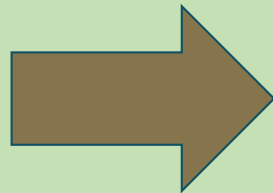
Taking on Translation: Takeaways

Collaborate with a translation expert

Integrate translation into intervention development

Prepare and plan ahead for translation challenges

Plan for feedback



In
the
End
...



TAKING ON TRANSLATION

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www.ohsu.edu/ohwc

It always
seems impossible
until
it's done.



Resources

- Dissemination and implementation models in health research and practice [<http://dissemination-implementation.org/index.aspx>].
- CFIR Technical Assistance Website [<http://www.cfirguide.org/>].
- Implementation Science. Research Tools [<https://cancercontrol.cancer.gov/IS/tools/research.html>].
- Dissemination & Implementation (D&I) Toolkits [<https://sites.wustl.edu/wudandi/di-toolkits/>].
- Dissemination & Implementation Research Core (DIRC) [<https://icts.wustl.edu/icts-researchers/icts-cores/find-services/by-core-name/dissemination-implementation-research-core>]
- Implementation Research Toolkit [http://www.who.int/tdr/publications/year/2014/9789241506960_workbook_eng.pdf].
- PCORI Dissemination and Implementation Toolkit [<http://www.pcori.org/sites/default/files/PCORI-DI-Toolkit-February-2015.pdf>].
- Implementation Science Exchange [<https://impsci.tracs.unc.edu/>]
- NCI Research-Tested Intervention Programs [<https://rtips.cancer.gov/rtips/index.do>]

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