

Achieving Solutions for Change that Overcome Obstacles and Get to Impact

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Virtual.



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Your questions

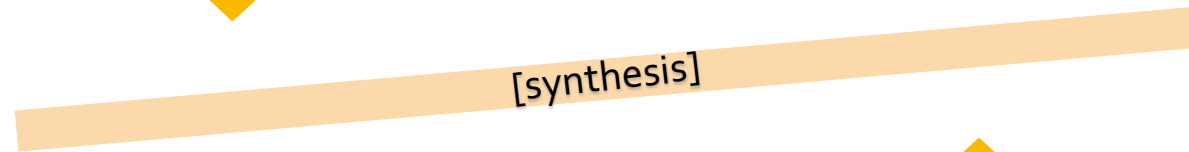
- 1) How to make choices with respect to knowledge translation activities that target healthcare professionals and consumers.
 - [Follow a methodology for effective dissemination](#) – [KT Planning Template](#).
- 2) How to create a story that brings meaning to complex ideas, making them feel palpable and connect with our audiences, especially policymakers.
 - Know your audience; [learn how to tell a story](#).
- 3) Ways to identify and secure collaborations across divergent fields that would enhance the knowledge gained.
 - Dissemination and implementation planning methods are universal.
- 4) We need politicians and other policymakers to hear about our research, to really listen, and to act.
 - [Disseminate and share implementation how-to](#).
- 5) Some of our work has direct relevance for the general public, and so we want our trainees to learn about engaging with the public in an accessible way with the hope of impacting their thinking and, ultimately, their behaviour.
 - [Disseminate and share implementation how-to](#).

Knowledge Translation is Dissemination & Implementation

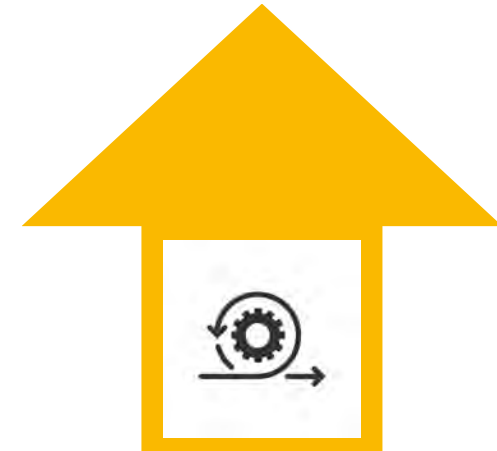
Science and Practice



Dissemination involves process and strategies that *make evidence accessible and understandable* to benefit the knowledge user.



Implementation involves a DIFFERENT process and strategies that *promote the adoption and delivery of evidence-based innovations* within specific settings.



Know what you are doing, why you are doing it, how you are doing it, and how you will know you were effective.

Dissemination requires:

- Recognize who could benefit (not just use) using standardized dissemination practices and with a clear communication goal (know your why).
- Track and evaluate how knowledge users benefit from disseminated evidence (important for academic promotion, performance evaluation and accountability).

Implementation requires:

- **Sufficient evidence** that the innovation is ready for application (caveat*).
- That implementers understand **WHAT** is being implemented (the innovation's core components).
- An understanding that **organizational functions** enable individuals to deliver the innovation; [training is only one component].
- Planning and engaging in an intentional, explicit and structured implementation **process** informed by implementation science.
- Implementers **evaluate** the quality of the implementation, intervention, policy and system outcomes as appropriate and plan on sustainment.

Despite established implementation methods, 30-70% of health discoveries fail to take hold and have an impact.

Complex change initiatives often have moderate to poor success rates: 33% median success rate (much lower in some sectors and for some initiatives).

Implementation science can ensure we focus on quality from the start, but we must look beyond discovery.

Helfrich et al. 2011; Smith, 2002



Image credit: Nuthawut Somsuk, iStock

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Measurement & Evaluation

The Promise of Impact Science

Imagine if nonprofit leaders, philanthropists, and policy makers no longer had to guess what works but could predict success with scientific certainty. Enter the field of impact science.

SHARE COMMENT PRINT ORDER REPRINTS

By Jason Saul, Heather King & Liz Noble | Nov. 7, 2022



(Illustration by Hugo Herrera)

How do you realize the promise of innovations?

According to Google Scholar, there are 5.7 million published studies on “behaviour change.”

The Social Science Research Network includes 1.7 million studies.

Yet publishing articles doesn’t necessarily translate to accessible knowledge or changes in practice.

Nor do other forms of dissemination.

Implementation processes are required.

https://ssir.org/articles/entry/the_promise_of_impact_science#

COVID-19 has shown the world that knowing what to do does not ensure doing what we know.

It showed us that discovery is only the start of the scientific journey, and not the end.

Proctor & Geng 2021,
<https://www.science.org/doi/full/10.1126/science.abno184>



Dissemination gets us part way through the journey. It provides access to the evidence and communicates what the innovation is, why it's important or relevant, who it's for, and it's intended or proven benefits.

Knowledge Translation Planning Template[®]



INSTRUCTIONS: This template was designed to assist with the development of Knowledge Translation (KT) plans for dissemination of research evidence. It is universally applicable to health and other disciplines. Begin with page one and work through subsequent columns to address the essential components of the KT dissemination planning process. Feel free to work through the components in a non-linear fashion. Two e-learning modules are available for additional support, as well as the latest version of the template for download at: <https://bit.ly/2RHf3UJ>. Links to implementation planning support are found on page 2 of this template.

(1) Project Partners	(2) Partner Engagement	(3) Partner Roles	(4) KT Expertise
<p>Which partners will help you plan and execute your KT activities? Some partners may be targeted knowledge users.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Researchers <input type="checkbox"/> Practitioners/service providers <input type="checkbox"/> Public <input type="checkbox"/> Media <input type="checkbox"/> Patients/consumers <input type="checkbox"/> Decision makers <input type="checkbox"/> Policy makers/government <input type="checkbox"/> Private sector/industry <input type="checkbox"/> Research funders <input type="checkbox"/> Volunteer health sector/NGO <input type="checkbox"/> Other: _____ 	<p>When will partner(s) be engaged?</p> <ul style="list-style-type: none"> <input type="checkbox"/> From idea formulation straight through. <input type="checkbox"/> After idea formulation & straight through. <input type="checkbox"/> At point of dissemination & project end. <input type="checkbox"/> Beyond the term of the active project or grant. <p>Note: Not all partners will be engaged to the same extent or at the same point in time. Some will be involved only for specific activities.</p>	<p>What will partner(s) bring to the project? How will they assist with developing, executing and/or evaluating the KT plan?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Note: Capture their specific roles in letters of support to funders, if requested.</p>	<p>Do you require KT expertise and how will this be accessed?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scientist(s) with KT expertise <input type="checkbox"/> Consultant with KT expertise <input type="checkbox"/> Knowledge broker/specialist <input type="checkbox"/> KT supports within the organization(s) <input type="checkbox"/> KT supports within partner organization(s) <input type="checkbox"/> KT supports hired for specific task(s) <p>Note: If your KT involves implementation for practice or behaviour change, include an implementation specialist or scientist.</p>
<p>Notes</p> <p>_____</p> <p>_____</p> <p>_____</p>			
<p>© 2008 The Hospital for Sick Children</p>		<p>Sample Page 1 of 4</p>	<p>Version date: October 2022</p>

<https://www.sickkids.ca/en/learning/continuing-professional-development/knowledge-translation-training/knowledge-translation-planning-template-form/>

Also available in French, Spanish, and Portuguese.

Implementation requires innovation developers to describe 'what's in the box,' figure out how the core elements can be applied in real-world settings and execute an implementation process based on implementation science.



How things are now...

"This innovation works;
here you go!"

BRAND CAMP

by Tom Fishburne





How things need to be...

Tell users what it is, who it's for, where to find it, and how to make use of it.

What you need



Where to find it



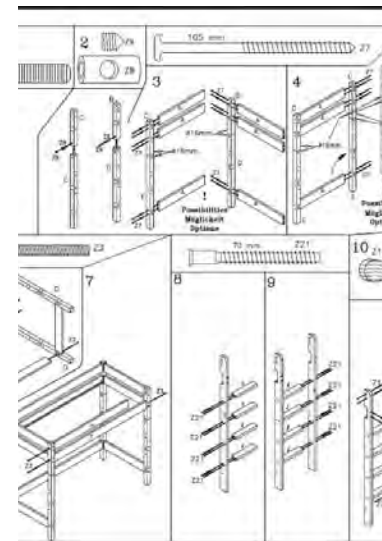
How to access it



How to transfer to your setting



How to put it together



Usable outcome

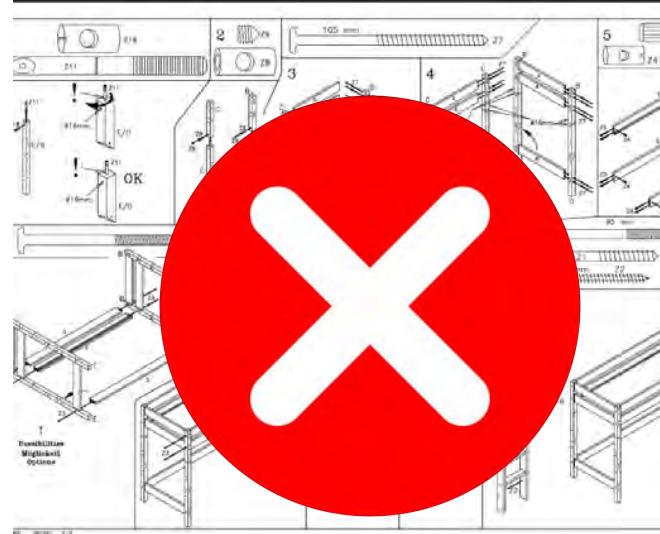


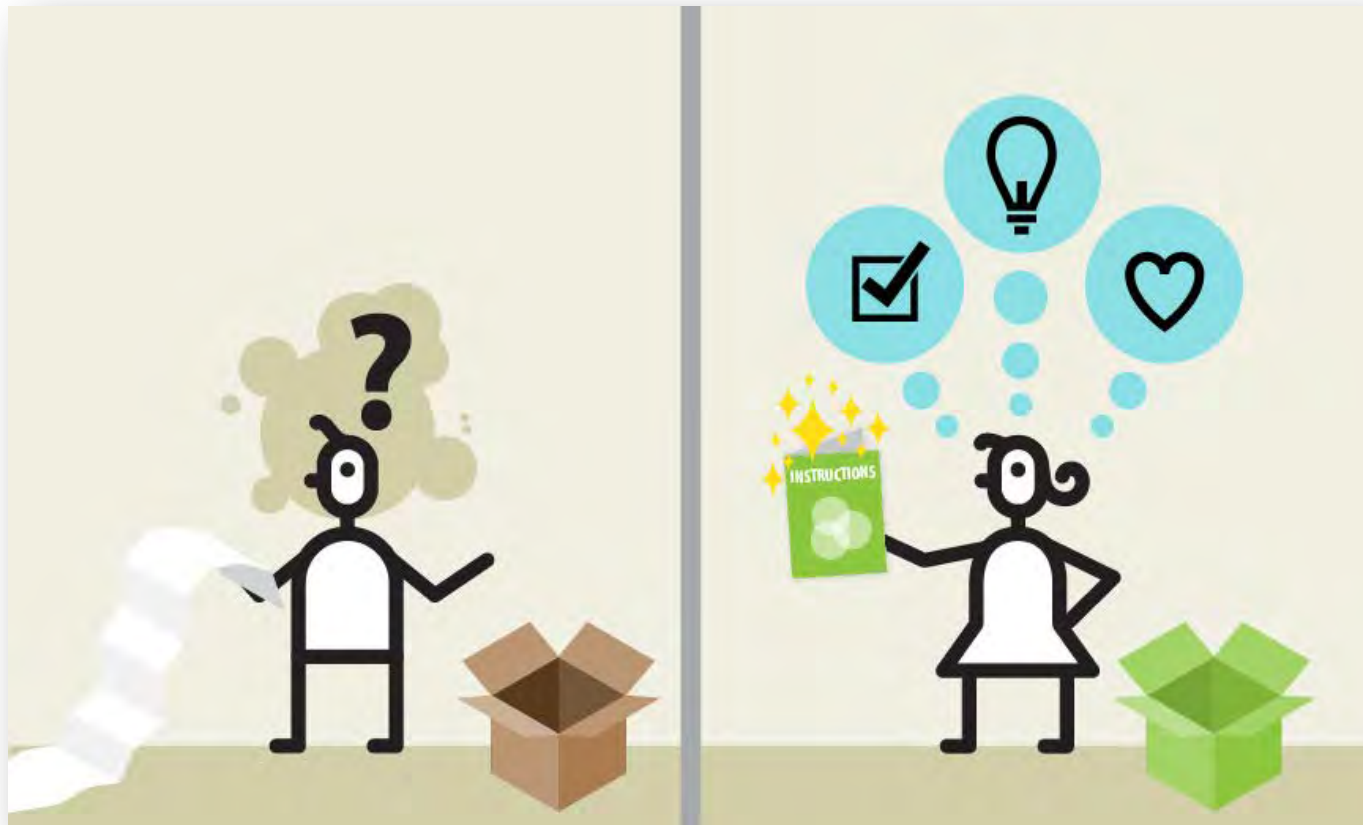
Very often, we only get part way through the journey.

We may know where to find the innovation, what it is, if it works and for whom, and how to access it.

Instructions for application are often missing.

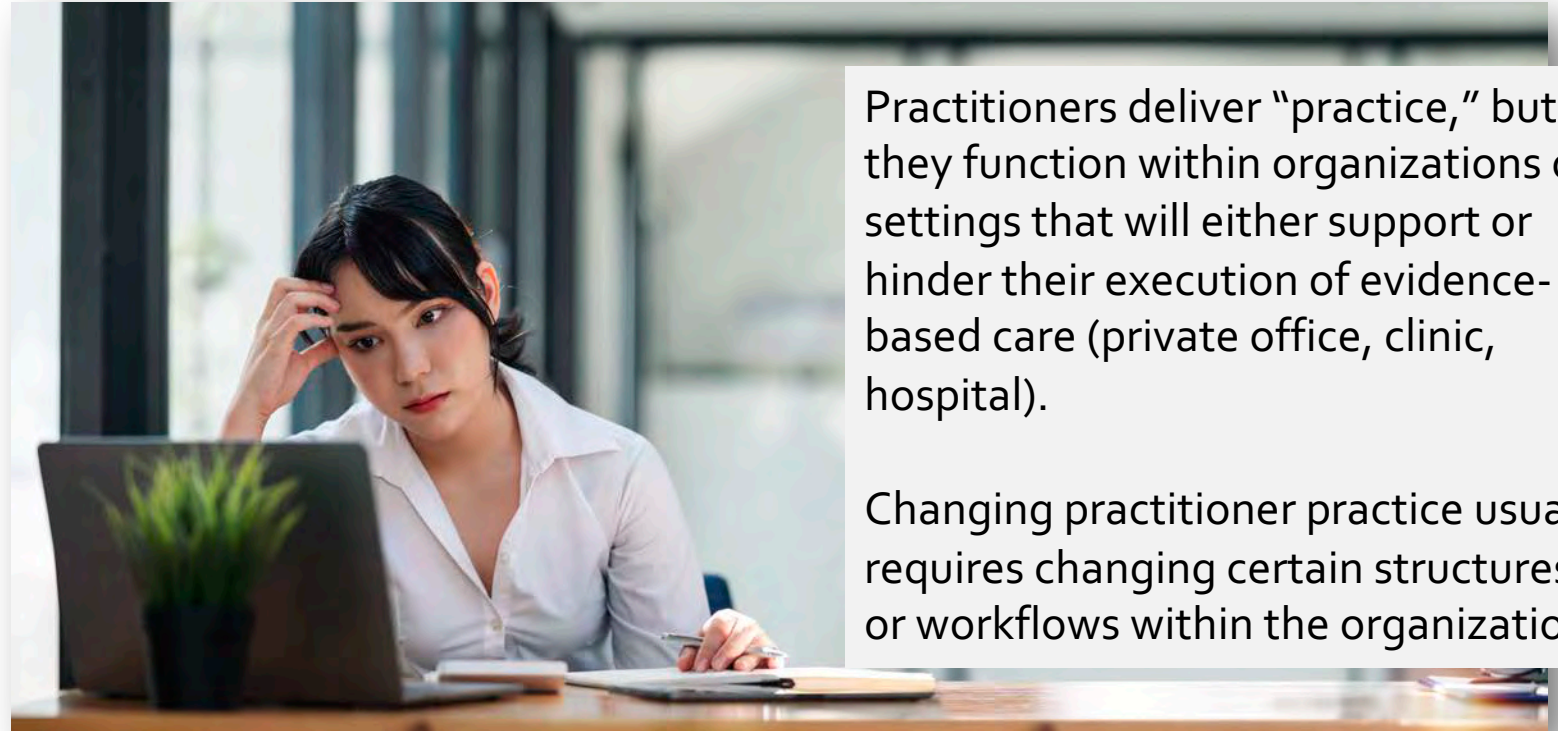
IKEA®





Implementers need to be clear, early on, about who will use the innovation, in what context, how they will do this, and to what end.

Change methods often focus solely on the individual. But this common “Train and Hope” approach to practice change doesn’t work.



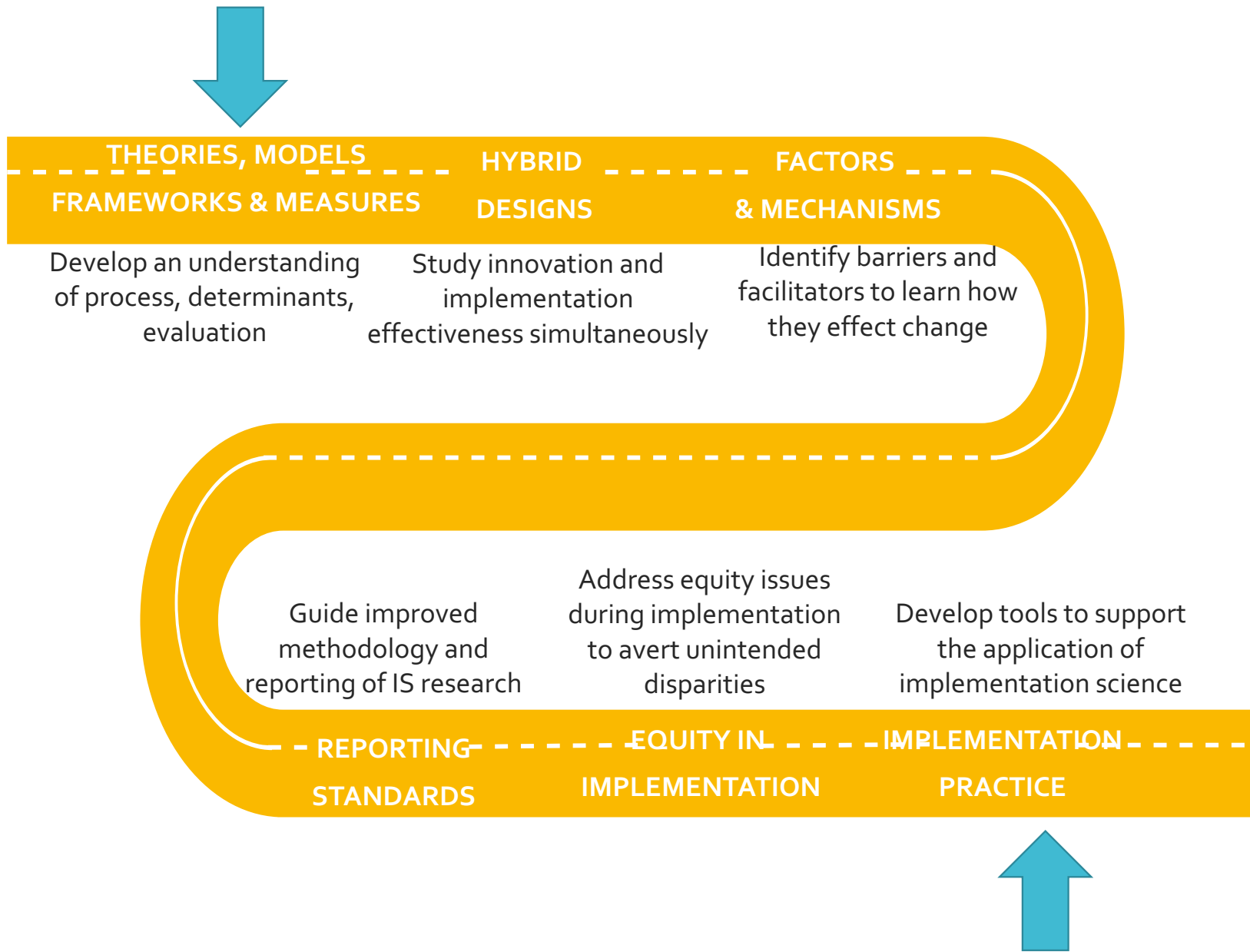
Practitioners deliver “practice,” but they function within organizations or settings that will either support or hinder their execution of evidence-based care (private office, clinic, hospital).

Changing practitioner practice usually requires changing certain structures or workflows within the organization.

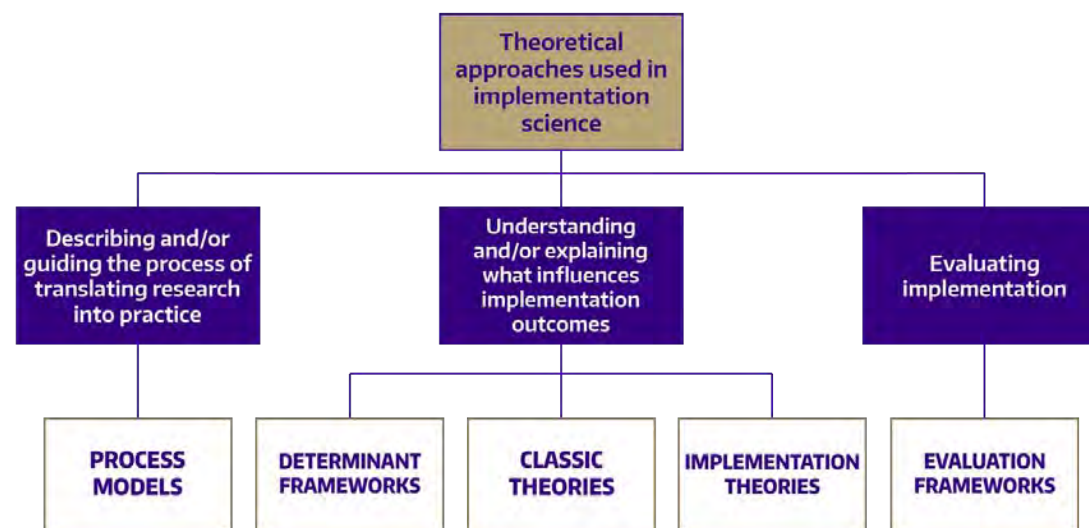
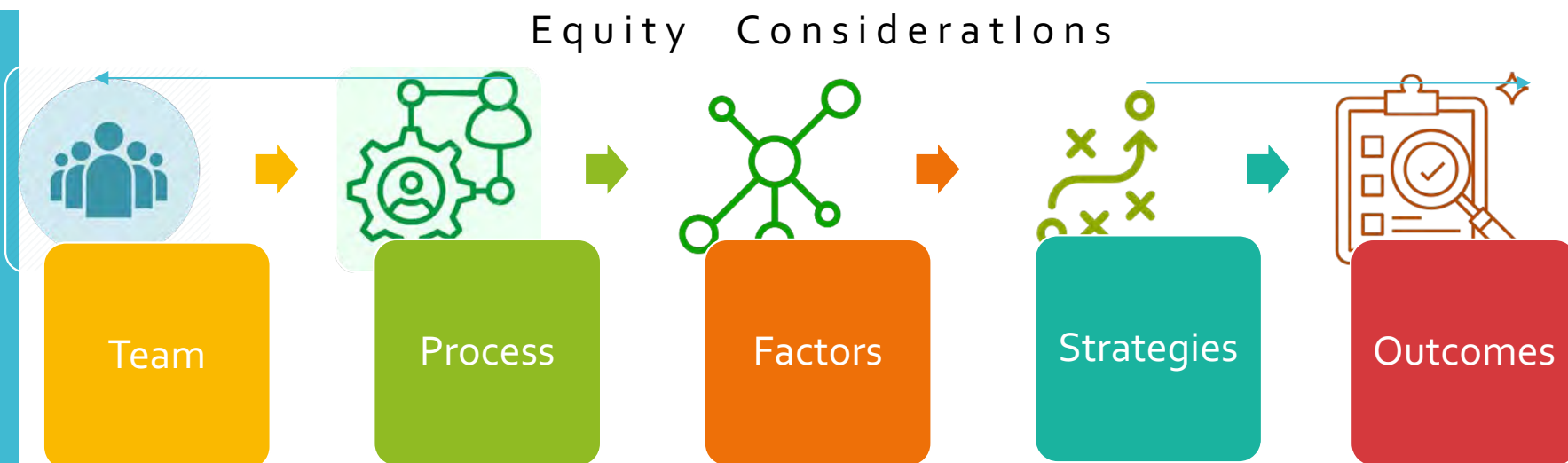
Photo credit: nathaphat iStock

Beidas, R. S., Edmunds, J. M., Marcus, S. C., & Kendall, P. C. (2012). *Psychiatric Services*, 63, 660–665.
Herschell, A. D., Kolko, D. J., Bauman, B. L., & Davis, A. C. (2010). *Clinical Psychology Review*, 30, 448–466.
Jackson, C.B., Quetsch, L.B., Brabson, L.A., & Herschell, A.D. (2018). *Administration and Policy in Mental Health and Mental Health Services Research* 45:587–610.

Advances in Implementation Science

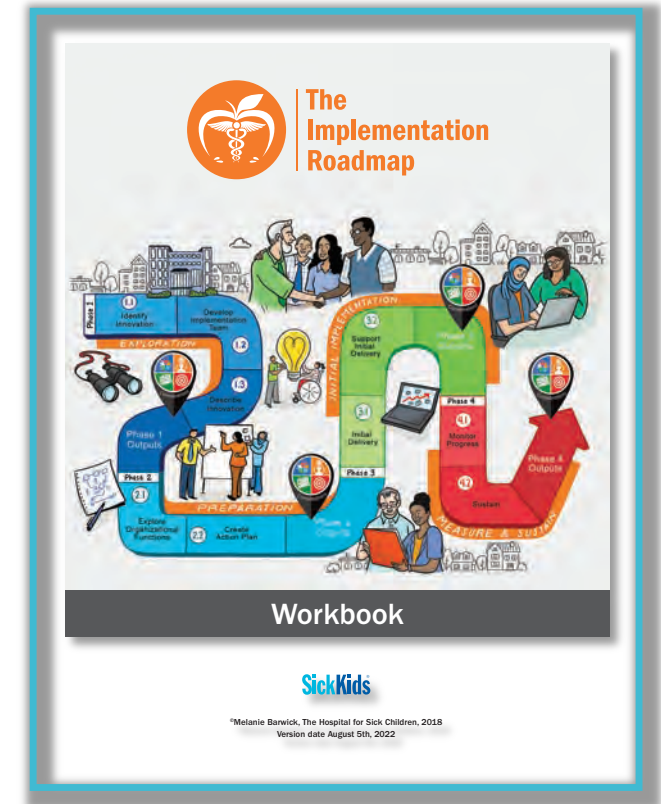
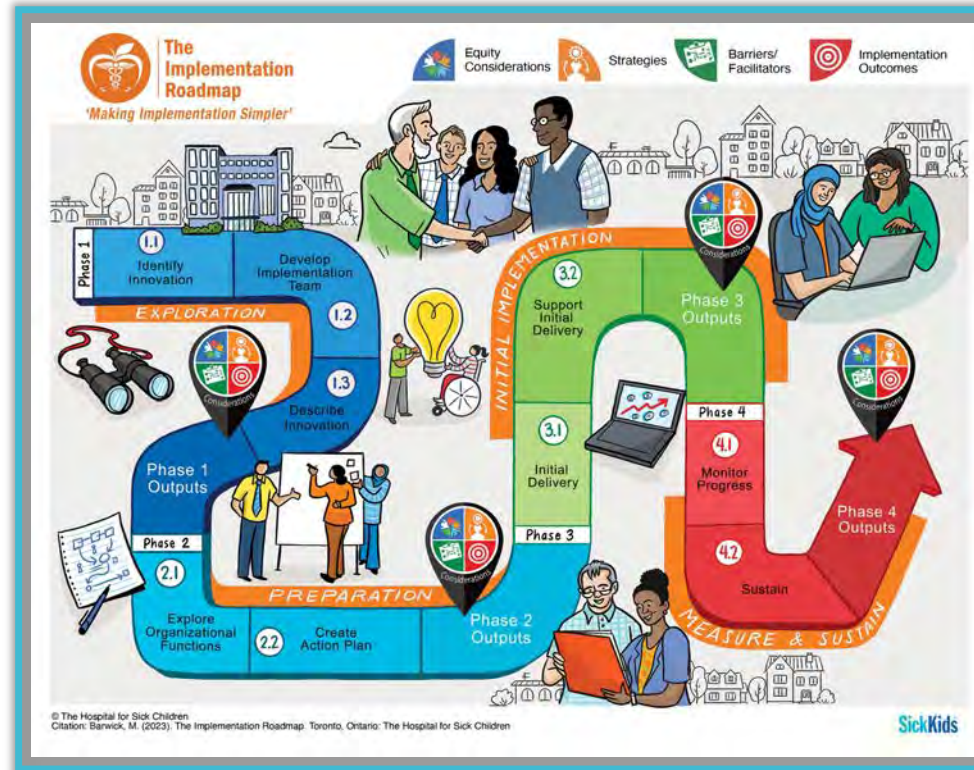


Implementation research evidence can be distilled into five core elements.



The Implementation Roadmap[®] picks up where dissemination ends and takes us the rest of the way.

It walks us through how to apply an innovation in a setting.



<https://www.sickkids.ca/en/learning/continuing-professional-development/knowledge-translation-training/#tools>

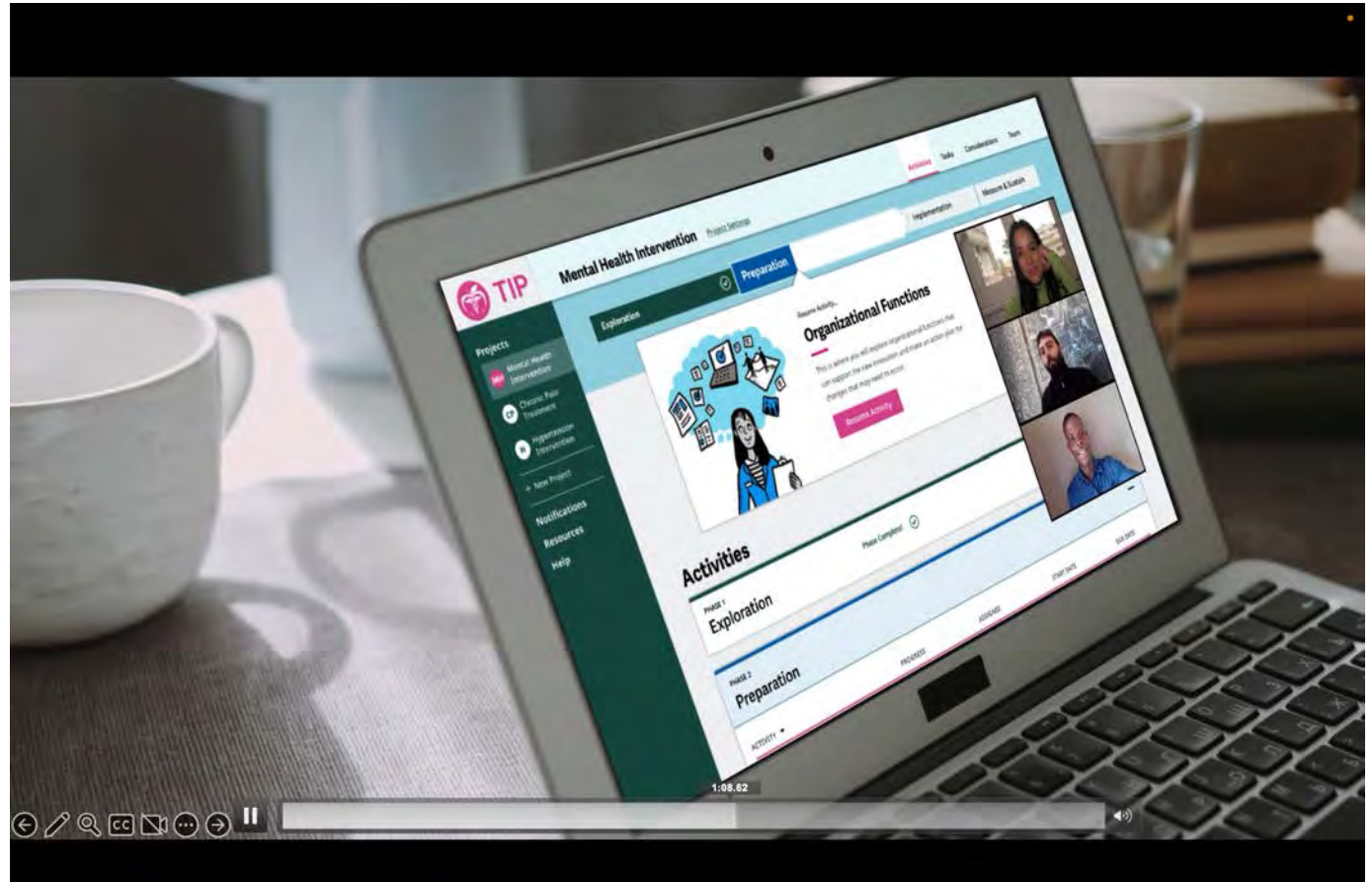
implementationplaybook.ca


is a totally awesome idea still being worked on.

Check back later.

The Implementation Playbook© (digital software)

A digital tool blending implementation science + project management



A young girl with dark, curly hair is sitting and holding a white stuffed rabbit. She is looking off to the side with a thoughtful expression. The background is a soft-focus indoor setting with a grey sofa and green plants.

Unless we focus on how groundbreaking innovations are implemented – who will use them, where, and how - discoveries developed today will not be routinely used in practice and other settings until 2040 – 17 years* from today – if at all.

*Balas & Boren, 2000
Image credit: fizkes, iStock



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