A Community Participatory Model for Improving Dissemination and Implementation

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Knowledge Translation (KT)

- Exchange, synthesis, and ethically-sound application of knowledge
  - Leverages evidence to promote change
  - Can yield benefits such as
    - Increased utilization of successful programs
    - Increased program sustainability
    - Greater impact on health outcomes

- How do we best promote KT in community settings to create sustained social change?
THE END OF POVERTY
ECONOMIC POSSIBILITIES FOR OUR TIME

JEFFREY D. SACHS
FOREWORD BY BONO

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THE WHITE MAN’S BURDEN
Why the West’s Efforts to Aid the Rest Have Done So Much Ill and So Little Good

WILLIAM EASTERLY
Early Community Studies

- North Karelia Project
- Stanford Five-City Project
- Minnesota Heart Health Program
- Pawtucket Heart Health Program

Programs used a number of community-based strategies to address the multi-level drivers of cardiovascular disease

- Used media, community events, screening activities, face-to-face education, community activation
- Demonstrated importance of multiple interventions

- Despite promise of community-based efforts, results were mixed
Challenges to Knowledge Transfer

- Limited practitioner access to and ability to use knowledge
- Gaps between practitioner and researcher expertise
- Barriers to implementation context
- Inability to translate research to practice
- Reliance on top down approaches
Lessons Learned from Early Studies

- Future community-level interventions need
  - Greater emphasis on local context
  - Emphasis on multi-sectoral partnerships
  - Coordination of activities across levels
  - Sufficient reach and dose
  - Time for needs assessments and networking
  - Tailoring of programs

- Importance of an ecological perspective throughout
The Participatory Knowledge Translation Framework

**Key Process**

- **Structured Participation**
  - Ongoing engagement

- **Investment in Communities**
  - Human & social capital, resource sharing

- **Knowledge Production and Transfer**

**Infrastructure**

- **Individual Level**
  - KT capacity
  - Activities
  - Facilitators/Constraints

- **Organizational Level**
  - Network Dev.
  - Activities
  - Facilitators/Constraints

- **Community Level**
  - Community capacity, mobilization

**Outputs**

- **Community Health**
  - Improve pop health
  - Reduce disparities

- **System Supports**
  - Institutionalize KT
  - Sustained engagement

- **Community Level**
  - Action to improve health

**Inputs**

- **Execute**
- **Evaluate**
- **Revise**

**Long Term Outcomes**
Key Components

Major inputs

- Institutionalized participation
  - Allows for engagement of diverse partners
- Investment in communities
  - Opportunities to share resources and build capacity
- Knowledge production/transfer
  - Produces and spreads relevant, accessible knowledge to diverse partners

- Harnesses ecological and systems perspectives
  - Emphasizes cycles within KT process

- All linked to infrastructure impacts and long-term outcomes
Viswanath Lab Project Exemplars

- **MassCONECT**
  - Reducing and eliminating cancer disparities through infrastructure development
    - Made public health data available
    - Engaged local media about health inequalities
    - Trained CBO staff to engage media about disparities
    - Supported dissemination of evidence-based programs
Viswanath Lab Project Exemplars

- **PLANET MassCONECT**
  - Developing skills among CBO staff members for a systematic approach to find, adapt, and evaluate EBPs
    - Human capital - built CBO capacity
    - Financial capital - provided pilot grants, financial support
    - Social capital - hosted networking opportunities
Viswanath Lab Project Exemplars

- **Project IMPACT**
  - Changing the public agenda through changing media coverage on health and tobacco-related disparities
    - Conducted preliminary needs assessments through public opinion surveys and interviews
    - Created media workshops to teach CBOs how to communicate with the press about disparities
PaKT Component 1: Institutionalized Participation

Examples:

• **Engagement:** Community Partners Project Advisory Committee (C-PAC) created for each project

• **Needs Assessments:** PLANET MassCONECT project developed based on need expressed by community for locating EBPs
PaKT Component 2: Investment in Communities

Example: Human Capital

- Essential to an engaged, systems-focused approach
- **Capacity building**: PLANET MassCONECT increased CBO’s ability to locate programs to serve their communities
PaKT Component 2: Investment in Communities

Example: Social Capital

- Emphasizes identifying resources embedded in social structure and leveraging stakeholder knowledge

- **Project IMPACT:**
  - Conducted a leadership analysis to understand power dynamics in health inequalities

- **PLANET MassCONECT:**
  - Created a partnership assessment tool
  - Hosted social networking events

- **MassCONECT:**
  - Worked with Mayor’s Health Task Force to fill unmet need for mammography services
PaKT Component 2: Investment in Communities

Example: Resource Sharing

- May include funds, material resources, staff, access to knowledge or individuals

- **Project IMPACT:**
  - Trained locally-based survey administrators

- **PLANET MassCONNECT:**
  - Hired community health educators that also allocated time to community coalitions
PaKT Component 3: Knowledge Production and Transfer

- Supports the creation of practice-focused evidence
- Project IMPACT:
  - Added items to the public opinion survey that were of interest to our community partners
- MassCONECT:
  - Provided relevant results to community partners through a Dissemination Working Group
Infrastructure Impacts

- **Individual Level:**
  - Positively impacts diverse stakeholders
    - Understanding evidence, deeper community understanding

- **Organizational Level:**
  - Produces strong, productive networks and collective action
  - Assesses facilitators and constraints to KT

- **Community Level:**
  - Increases the capacity of the community to use KT to improve health
  - Mobilizes communities to leverage assets
Long Term Outcomes

- Goal of PaKT Framework: To support systems level change that has an impact on both health outcomes and health disparities
  - Community Impact
  - Systems Change
Next Steps

- The PaKT Framework highlights key areas for development
  - Using a systems approach
  - Multi-level assessments and modeling
  - Engagement of change agents with diverse stakeholders
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