



(Dissemination and) Implementation Science for Global Cancer Control

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Day 1

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Implementation science research

“...seeks to **understand** the processes and factors that are associated with **successful integration** of evidence-based interventions **within a particularly setting.**”

“...assesses whether the core components of the intervention were faithfully transported to the real-world and is also **concerned with the adaptation of the intervention to the local context.**”

“...also involves the enhancement and readiness through the **creation of effective climate and culture in an organization or community.**”



The “D” in D&I science research

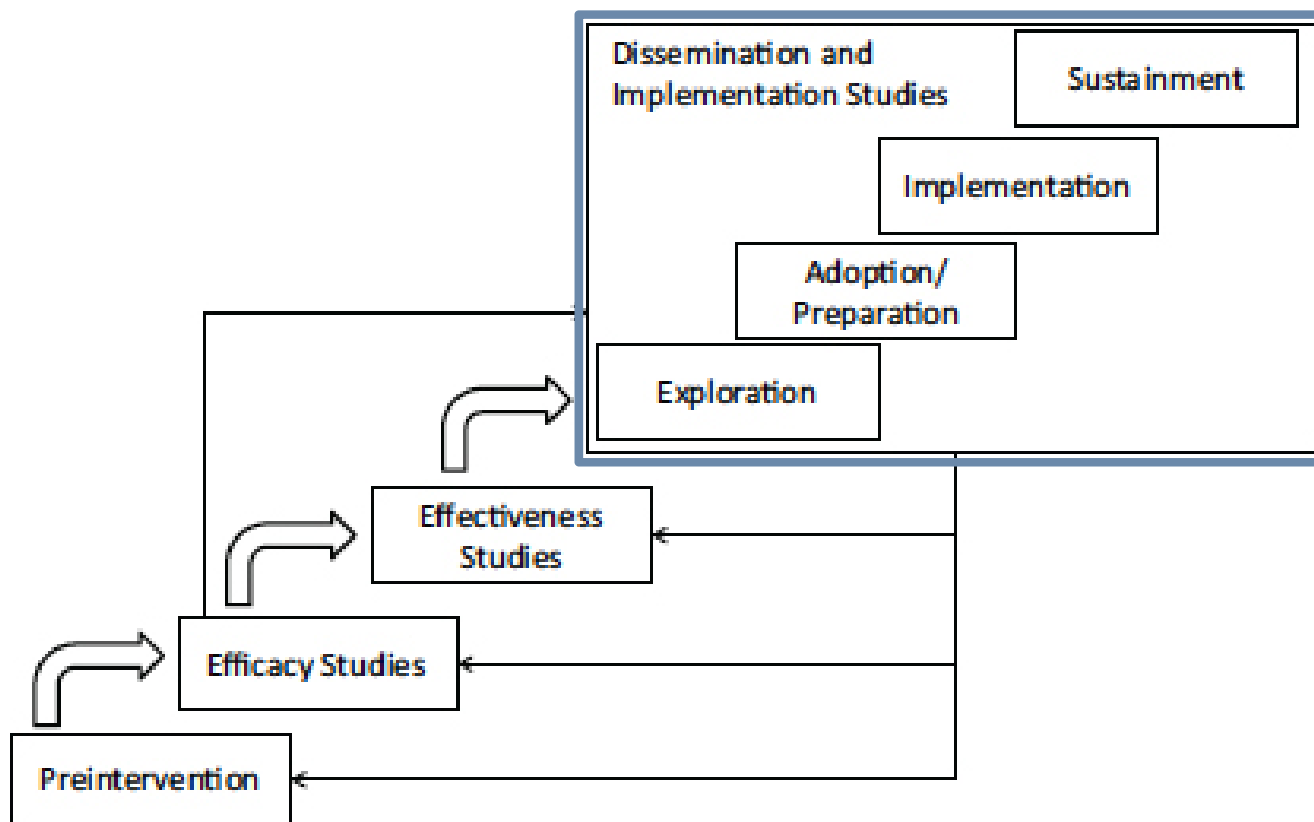
Dissemination: The active process through which information needs (pull) of target groups working in specific contexts (capacity) are accessed; information is tailored to increase awareness, acceptance and use of lessons learned from science (Kerner)

- Dissemination research: The study of processes and variables that determine and/or influence the adoption of knowledge, interventions, or practices by various stakeholders (Lomas)

- **Engage stakeholders in planning and executing dissemination.** Who can help PCORI develop a dissemination strategy given the evidence and target audiences?
- **Design a multifaceted dissemination strategy.** What different dissemination tactics can be used together to reach the target audiences?
- **Define the goals for dissemination.** Given the evidence, what changes to practice, policy, and decision making are warranted?
- **Identify contextual facilitators and barriers to use of evidence in decision making.** What do end users want and need from the evidence?
- **Make the case for the evidence.** How can the case for the evidence be made to be meaningful and personal to the target audiences?
- **Enhance the accessibility and usability of the evidence.** How can the evidence be made to be more accessible and ready to use?
- **Choose dissemination tactics.** What messages and modes are most appropriate for the target audiences? How can multiple tactics be used?



Where does Implementation science fit in?



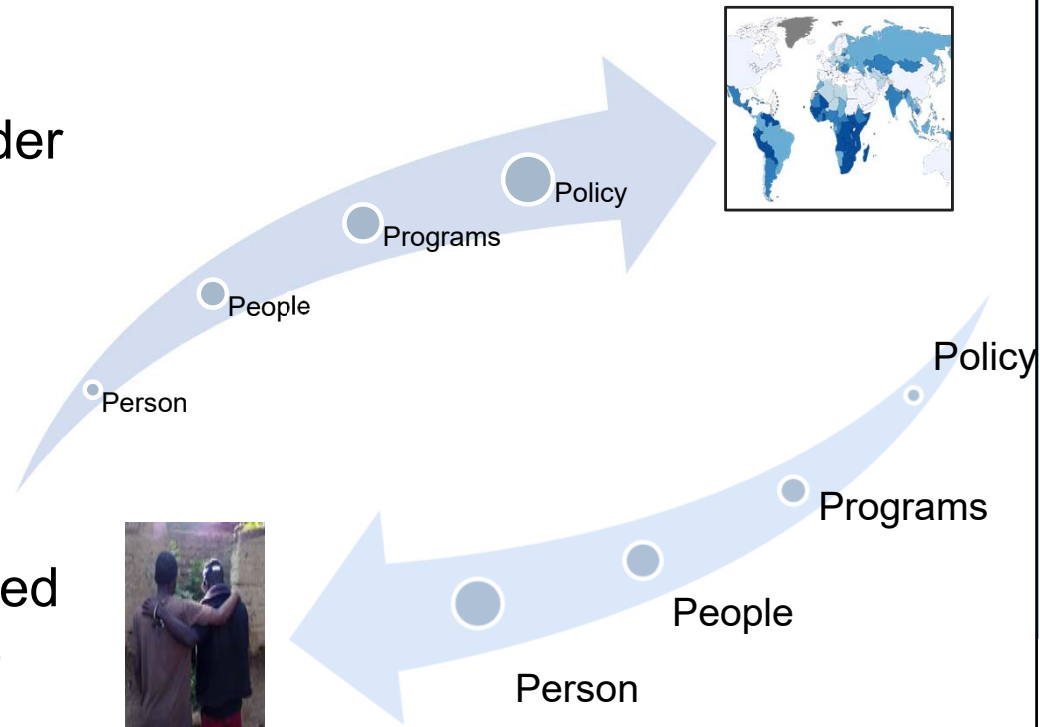
Brownson et al., 2012

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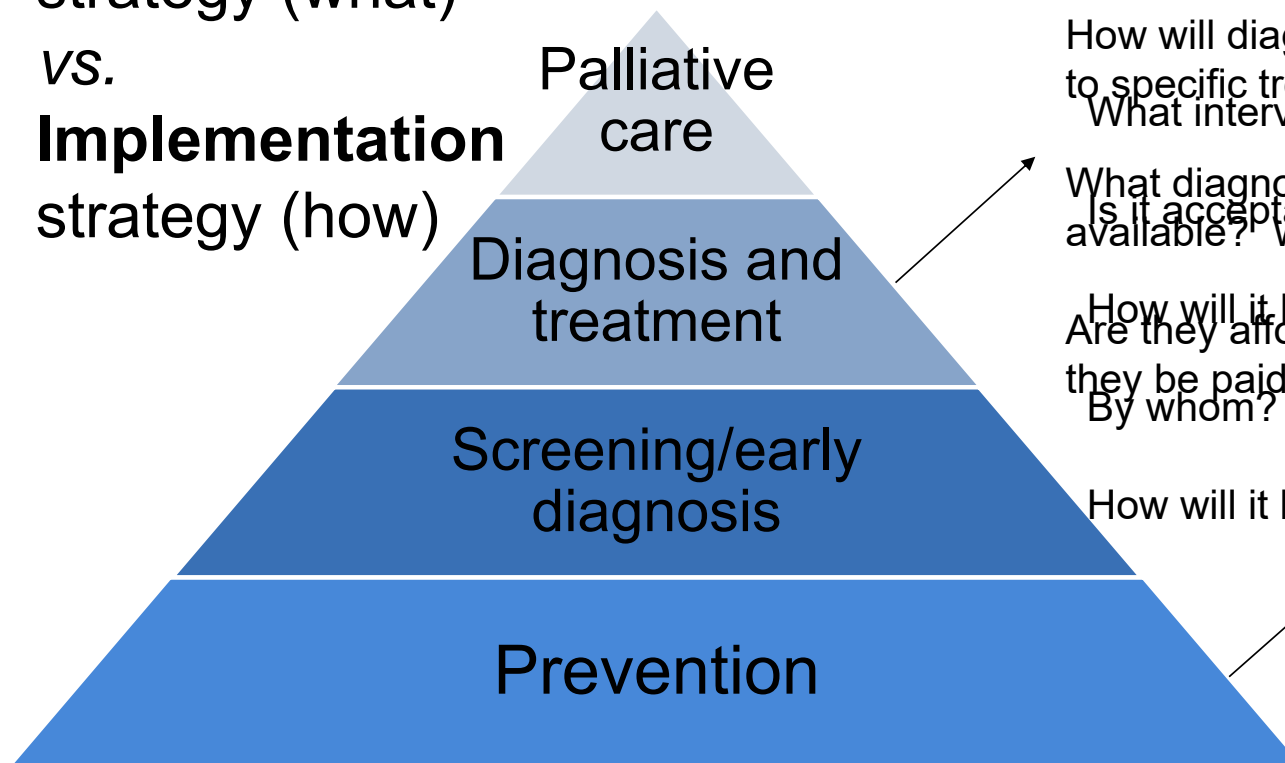
Implementation research methods provide the HOW in cancer control planning, implementation, and evaluation

- Co-creation and methods of stakeholder identification and engagement
- Suite of frameworks focused on 'context' and adaptation
- Iterative process based on mixed methods to evaluate and refine



Along the cancer control continuum

Intervention
strategy (what)
vs.
Implementation
strategy (how)



How will patients be referred?

How will diagnosis be linked to specific treatment?
What intervention?

What diagnostic tools are available?
Is it acceptable and feasible?
What treatments?

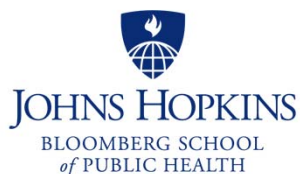
How will it be delivered?
Are they affordable? How will they be paid for?
By whom? To whom?

How will it be monitored?

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Thank you!
Merci!
Gracias!
Asante Sana!



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