

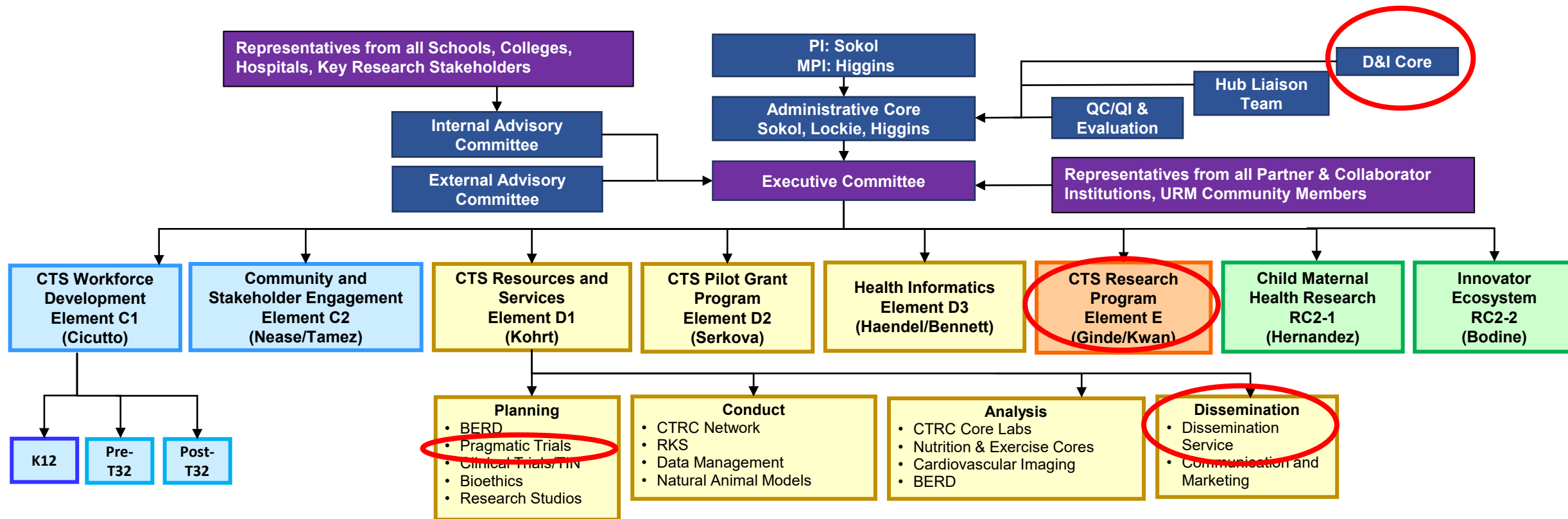
Dissemination & Implementation (D&I) Research Core

Bethany Kwan, PhD, MSPH
Director, CCTSI D&I Research Core



Colorado Clinical and Translational
Sciences Institute (CCTSI)

UNIVERSITY OF COLORADO DENVER | ANSCHUTZ MEDICAL CAMPUS



CCTSI D&I Team



Bethany Kwan
PhD, MSPH
Director
D&I Research
Core



Heather Gilmartin
PhD, NP
Associate
Director
Dissemination
Service



**Demetria McNeal, PhD,
MBA, CPTD**
Associate
Director
Scale-up &
Sustainability



Robert Thompson
Program
Manager
Dissemination
Service



Justin Shrader
Program
Coordinator
Dissemination
Service



Lindsay Lennox
Program
Manager
Pragmatic
Research

Strategic Goals

1. Direct integration of D&I systems, methods, and principles with all CCTSI components
2. Support and build capacity for application of D&I methods in clinical and translational research for all CCTSI affiliate institutions, members, and communities
3. Design and enact plans for dissemination of CCTSI clinical & translational science (CTS) innovations and research findings *based on our innovative Fit to Context Framework for Designing for Dissemination and Sustainability, the PRISM/RE-AIM Frameworks, the Translational Sciences Benefits Model, and Rogers' diffusion of innovations theory.*
4. Build systems, infrastructure, and partnerships to support D&I of CCTSI CTS innovations and research findings



Translational Science Roadblocks to Adoption and Sustainability of Health Innovations



Poor fit between health innovations and intended context for use



Research paradigms used to develop and test programs



Cultures and systems that fail to incentivize and support active dissemination and translation of evidence into practice

[Designing for Dissemination and Sustainability to Promote Equitable Impacts on Health](#)

Bethany M. Kwan, Ross C. Brownson, Russell E. Glasgow, Elaine H. Morrato, Douglas A. Luke, Annual Review of Public Health 2022 43:1, 331-353

Designing for Dissemination and Sustainability (D4DS)



Principles and methods for:

Enhancing the fit between a health program, policy, or practice and the context in which it is intended to be adopted

Early and active dissemination and sustainability planning.



Designing for dissemination

the process of ensuring that the products of research are developed to match the contextual characteristics of the target audience and setting for intended use



Designing for sustainability

early planning and design processes designed to increase the likelihood of sustainment of an evidence-based program or practice after initial implementation

[Designing for Dissemination and Sustainability to Promote Equitable Impacts on Health](#)

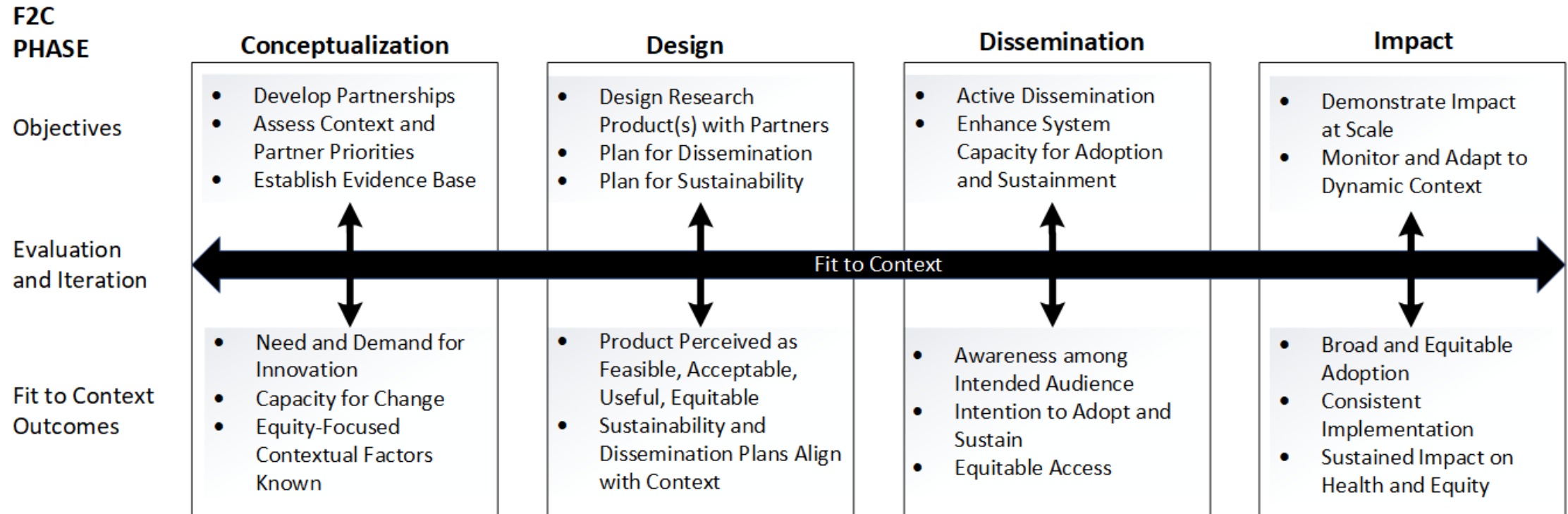
Bethany M. Kwan, Ross C. Brownson, Russell E. Glasgow, Elaine H. Morrato, Douglas A. Luke, Annual Review of Public Health 2022 43:1, 331-353



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Innovation: The Fit to Context Framework for Designing for Dissemination & Sustainability



Kwan BM, Luke DA, Adsul P, Koorts H, Morrato EH, Glasgow RE. Designing for Dissemination and Sustainability: Principles, Methods, and Frameworks for Ensuring Fit to Context. In: Dissemination and Implementation Research in Health: Translating Science to Practice, 3rd ed. *Forthcoming*.

Goal 1:

Integration of D&I across CCTSI

- Identify strategic opportunities for integration of D&I across Hub activities
 - 1-2 major opportunities per year for local implementation and consortium-wide dissemination of CCTSI innovations
 - Year 1: Design for dissemination of...
 - CCTSI Pilot grant program
 - Element E Pragmatic EHR-Embedded Trial (PEET) Infrastructure
 - TSBM exemplar case studies (with Evaluation Core)
- Serve as D&I expert on CCTSI-affiliated research and infrastructure-building activities
 - Builds upon success with monoclonal antibody real-world evidence and D&I project and CO-CEAL



Goal 2:

Capacity Building in D&I Science

- Local capacity
 - D&I Resources & Services
 - Collaboration with ACCORDS
 - CCTSI Dissemination Service
 - D&I consults
 - D&I collaboration
 - D&I group mentoring
 - D&I graduate certificate program
 - D&I interactive tools
 - Pragmatic Research Navigation Service
- National capacity
 - National CTSA Consortium D&I Working Group
 - Compendium of D&I Resource Catalogs
 - Platform for cross-CTSA dissemination of CTS innovations
 - National presentations and lectures
 - Cross-CTSA grants, papers, projects

Huebschmann AG, Johnston S, Davis R, Kwan BM, Geng E, Haire-Joshu D, Sandler B, McNeal DM, Brownson RC, Rabin BA. Promoting rigor and sustainment in implementation science capacity building programs: A multi-method study. Implementation Research and Practice. 2022 Dec;3:26334895221146261.



D&I Interactive Tools and Resources

University of Colorado Anschutz Medical Campus

Webmail | UCD Access | Canvas | Quick Links

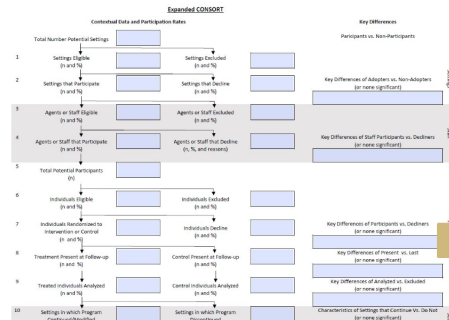
Interactive Tools

PDFs, Web Based Tools, and More

Fillable & Expanded CONSORT Figure PDF

The Expanded CONSORT expands on the Basic CONSORT flow diagram for clinical trials to summarize external validity and contextual factors more concisely and transparently. It adds data about participation and representativeness at the levels of settings and staff, and about intervention sustainability after project support ends. This figure provides a method to address the representativeness, generalizability and sustainability of outcomes research more efficiently. Created by ACCORDS D&I Program Investigators & Collaborators, this file contains an overview, the fillable form, a completed example, a users' guide with row-by-row instruction, FAQ, and supplemental resources.

Download Here



AN INTERACTIVE WEBTOOL TO HELP YOU USE D&I MODELS

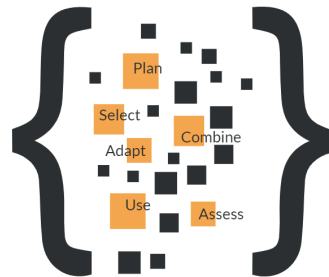
Access the D&I Models Webtool | Special Topics | Guidance | Submit TMFs

Register/Login

Helping Navigate Dissemination and Implementation Models

The D&I Models Webtool is an interactive, online resource designed to help researchers and practitioners navigate D&I theories, models, and frameworks (TMFs) through planning, selecting, combining, adapting, using, and linking to measures.

Access The D&I Models Webtool Here!



10 Key Ingredients for D&I Research Proposals

This helpful animation was developed in collaboration with colleagues from ACCORDS & CCTSI and adapted from materials presented by experts at Washington University, STL.

Watch the Video

dicemethods.org/tool



STAKEHOLDER ENGAGEMENT NAVIGATOR

DICEmethods.org | Dissemination, Implementation, Communication, and Engagement
A guide for health researchers



Data Science to Patient Value (D2V)
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

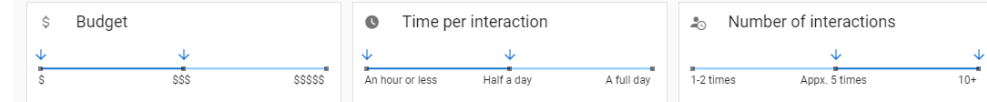
RE-LAUNCH TOOL

Home > Stakeholder Engagement Selection Tool > Research Stage Selection > Engagement Purpose Selection > Refinements and Results Page

Your chosen research stage(s): Disseminating

Your chosen purpose(s) of engagement: Disseminate findings to relevant audiences

Use the sliders to further refine your search. You may use the sliders to set a range or to select one point.



After adjusting sliders, click on highlighted strategies below to discover more.

- BOOTCAMP TRANSLATION
- COMMUNITY ENGAGEMENT STUDIO
- CONCEPT MAPPING
- DISCOVERY AND ACTION DIALOGUES
- HUMAN-CENTERED DESIGN
- I-CORPS
- NOMINAL GROUP TECHNIQUE
- ONLINE COLLABORATIVE PLATFORMS
- ONLINE COMMUNITIES
- STAKEHOLDER PANEL/ADVISORY COMMITTEE
- TOWN HALL MEETING

WAIT! Help




10 Key Ingredients
for Dissemination & Implementation
Science Research Proposals





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D&I Interactive Tools and Resources: CTSA Compendium of D&S Resource Catalogs


D&I Science Resources


Educational Opportunities


Mentoring and Consults


CTSA Compendium of D&I Catalogs

The **CTSA Compendium of D&I Catalogs**, a listing of external D&I resources, provides a curated list of resource catalogs relevant to the conduct of Dissemination & Implementation (D&I) science. The resource catalogs gathered here include frameworks/theories/models, methods/measures, funding resources, practice resources, training, and health equity resources. Included resource catalogs are curated/sponsored by academic and non-profit organizations with expertise in D&I; contain multiple resources that are systematically organized; and are (in almost all cases) both open-access and actively maintained/updated.

How to use this compendium of catalogs: Use the Sort and Filter functions below to view resources in categories of interest, or to view "featured resources." Use the [D&I Resource Catalog Suggestion Form](#) to suggest a new catalog for inclusion.

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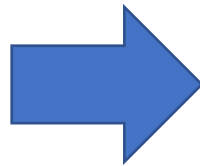
Customize cards			Filtered by Categories	Sort	
UNC Implementation Scie...	SIRC Instrument Review P...	Stakeholder Engagement ...			
HOSTED BY University of North Carolina at Ch...	HOSTED BY Society for Implementation Resea...	HOSTED BY University of Colorado			
RESOURCE DESCRIPTION The Implementation Science Exchange is a free, online source for those interested in resources to help design, acquire funding for, ...	RESOURCE DESCRIPTION SIRC's Instrument Review Project (IRP) aims to advance implementation science through measure development and ...	RESOURCE DESCRIPTION The Stakeholder Engagement Navigator webtool is a user-centered, interactive webtool suitable for use by researchers ...			
URL https://impsci.tracs.unc.edu/	URL https://societyforimplementationr...	URL https://dicemethods.org/			
CATEGORIES D&I Comprehensive Resources	CATEGORIES D&I Methods and Measures	CATEGORIES D&I Methods and Measures			
SITE TYPE Interactive site	SITE TYPE Interactive site	SITE TYPE Interactive site			
OPEN ACCESS ✓	OPEN ACCESS	OPEN ACCESS ✓			
AUDIENCE	AUDIENCE	AUDIENCE			

Airtable

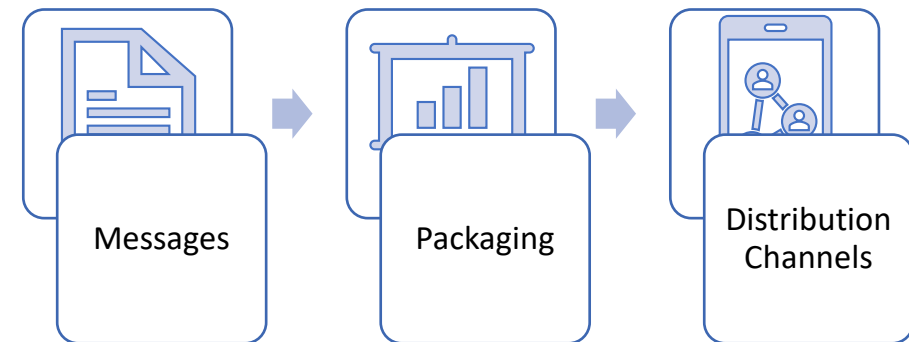
Download CSV View larger version

Goal 3: Plan for Dissemination of CCTSI CTS Innovations and Research Findings

- Assessment of multi-level context
- Engagement of potential adopters and influencers
- Active dissemination of research products



Dissemination: An active approach of spreading evidence-based interventions to the target audience via determined channels using planned strategies



Dissemination Planning Workbook
DICEMethods.org engagement methods navigator
webtool

CCTSI Dissemination Service

Dissemination Service

- Dissemination planning, grant writing & budgeting
- Dissemination and design project management
- Health communication messaging
- Graphic (infographic) video design
- Social media platform
- Website design, coding, critique
- Digital archiving
- Senior dissemination consultant on grant

If you don't know how much money to budget for your graphics, media, or logo work...



Then ask for a
CCTSI consultation!

CCTSI
DISSEMINATION
Consult Service



SCAN ME
bit.ly/CCTSIConsult

CCTSI Dissemination Service: Current Contracts

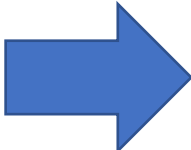
- Strategic consulting for **ENACT**, a **CTSA-funded national data network** improving access to real-world data, including customer discovery, landscape analysis, and advisory board engagement, as well as consulting on communications strategy and planning.
- Support for **CU Innovation's Startup Toolbox program** to create or project manage services with outside companies for websites, logos, or wireframes for startup businesses using storytelling and health communication messaging to achieve their dissemination efforts to investors, academics, and the public.
- **Dissemination support for the Invested In Diabetes study** to a) build a public-facing website to showcase the program, resources, and outcomes and to b) select audience-appropriate social media platforms on which to amplify key messages, research findings, and drive traffic to the newly launched website.

Services and Fees:

Dissemination Planning, Grant Writing, & Budgeting	Minimum 5 hours at \$75 Per Hour	The CCTSI Dissemination team will work with the research team to create a dissemination plan and complete each section to the D2V dissemination workbook (1-3 hours); complete a first draft of a grant dissemination and budget section for final editing by the research team (2 hours).
Dissemination & Design Project Management	Minimum 5 hours at \$75 per hour.	The CCTSI Dissemination team will work with the research team to launch and manage their dissemination and design plan and facilitate administrative tasks for contracting with the external consultants or companies. This may include media companies, web developers, radio producers, or graphic & video designers.
Health Communication Messaging	Minimum 5 hours at \$75 per hour.	The CCTSI Dissemination team will work with the research team to identify target audiences and create targeted messages to distribute via appropriate channels. For example, an elevator speech, advertisement text, summary documents, and calls for action.
Graphic (Infographic) or Video Production Design	Minimum 8 hours at \$75 per hour.	The CCTSI Dissemination team will work with the research team to create visual abstracts or infographics; coordinate professional graphic design and video creation with



Goal 4: Build Systems, Infrastructure, and Partnerships for D&I

- Adoption, implementation and sustainment of evidence-based interventions relies upon health care, community, and public health systems with capacity for change
 - Effective dissemination relies upon identification of change agents, influencers, and trusted messengers for target audiences
 - Limited resources for D&I must be optimally allocated to priority teams and initiatives
- 
- D&I research roundtables to identify D&I training and research partnership potential
 - Engage priority partners in D&I training, demonstration, and/or research grant proposals

DEIA and Health Equity

- Health equity is foundational to “designing for dissemination, sustainability, *and equity*”
- Equity factors at each phase of the F2C framework
 - Equity-focused contextual factors are known at the outset
 - Research products and dissemination and sustainability plans are tailored to the needs, assets, and perspectives of the intended audience (e.g., culturally appropriate)
 - Research products are distributed and implemented in ways that enhance equitable access (e.g., adoption in low-resource settings, reach to diverse communities in terms of geography, race/ethnicity, gender, age, culture, etc)
 - Evaluation demonstrates sustained impact on health and equity
- How is this achieved? *Participatory co-design at every stage of research planning, conduct, and dissemination*



Expected Impact

coprhcon.learningtimesevents.org/22d1s3/

HOME

AGENDA

POSTERS

RESOURCES

ACCORDS

Resources

Making a Sustainable and Equitable Impact on Health through Pragmatic Research: The Translational Sciences Benefits Model

DESCRIPTION

Dr. Luke will describe the Translational Sciences Benefits Model & how it guides consideration of impact of pragmatic research along 4 pillars: clinical/medical, community/public health, economic, & policy/legislative impact. Then learn about the TSBM Toolkit & how to apply it!

Watch Archive

Download
Slides/Materials

PRESENTER(S)



Doug Luke, PhD



Benefits



ECONOMIC



POLICY

Political

Environment



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Expected Outcomes: 2023 Goals

- Dissemination Service
 - 50 new consultations in 2023 (Average 4-5 each month)
 - 10 new CCTSI service contracts in 2023 (average 3-5 active projects at any time) + 1-4 national CTSA associated service contracts
 - >90% net promoter score on post-consult evaluations
 - Publish manuscript describing CCTSI dissemination service



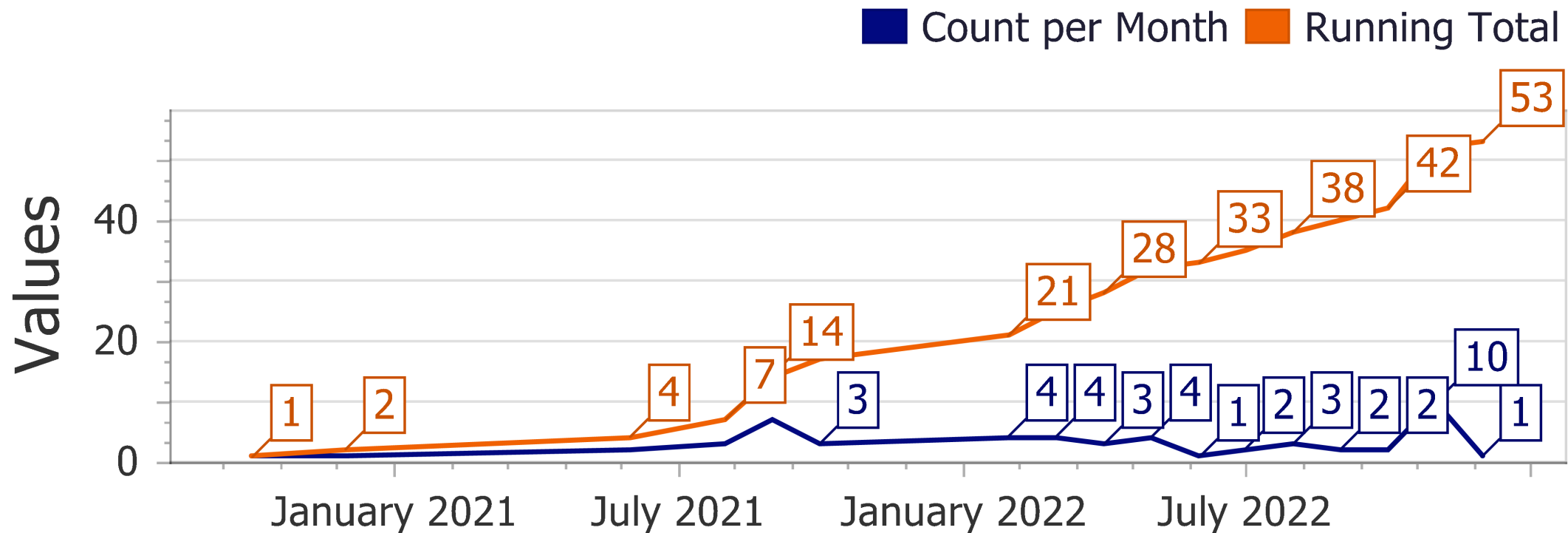
Expected Outcomes: 2023 Goals

- D&I Capacity Building
 - 15 D&I science consults (CCTSI team supported, via ACCORDS)
 - > 4.5 D&I graduate certificate program course evaluations (D4DS course)
 - 10 D&I Mentees (CCTSI team supported, K and Pre-K)
 - 10 National Presentations on D&I Core Resources & Innovations
 - 10 D&I science new collaborative grant proposals
 - Local (9) and national (1)
- Successful completion of priority initiatives described in application



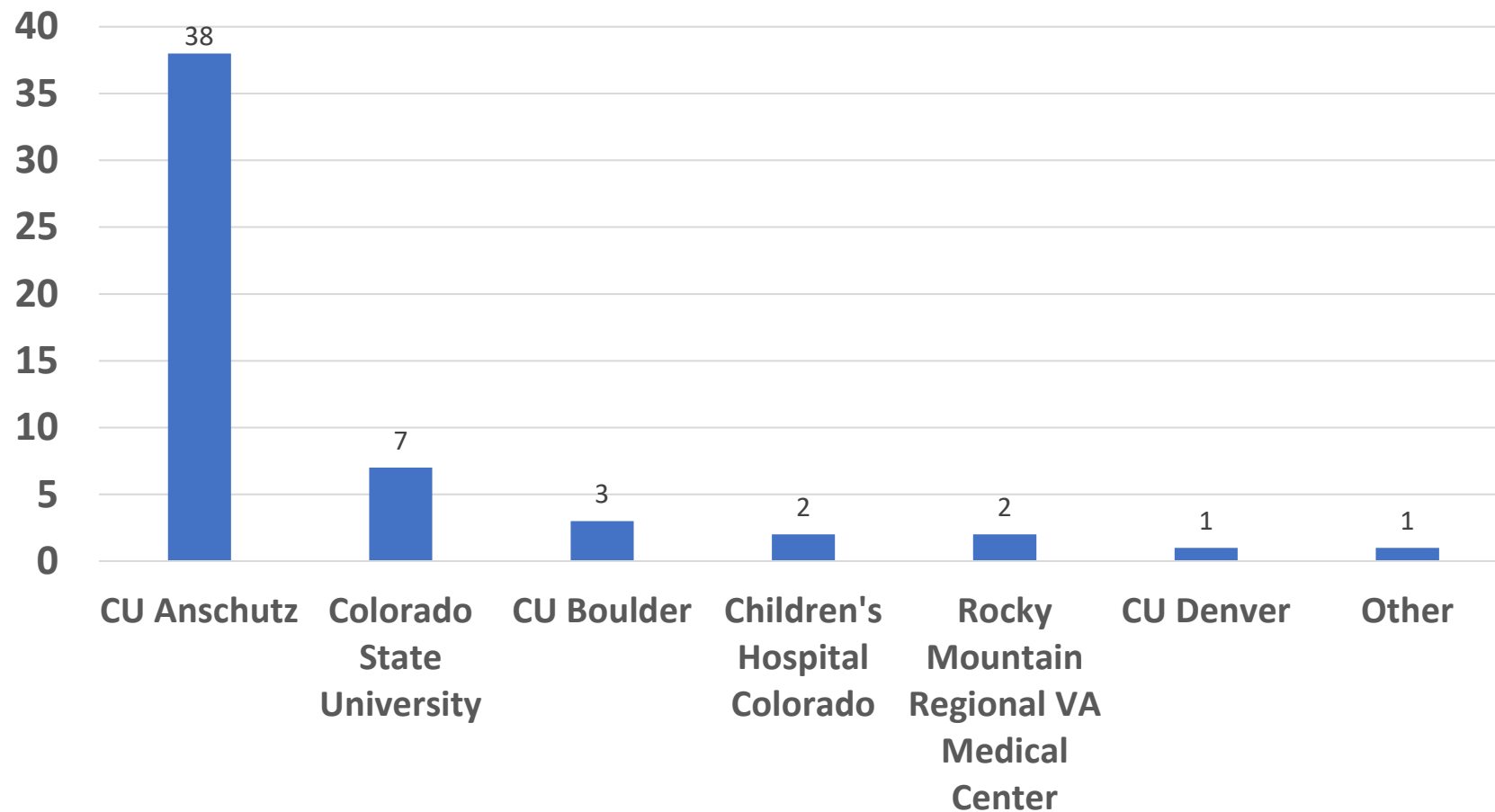
Metrics & Evaluation: 2022

Count per Month (by Submission Date)



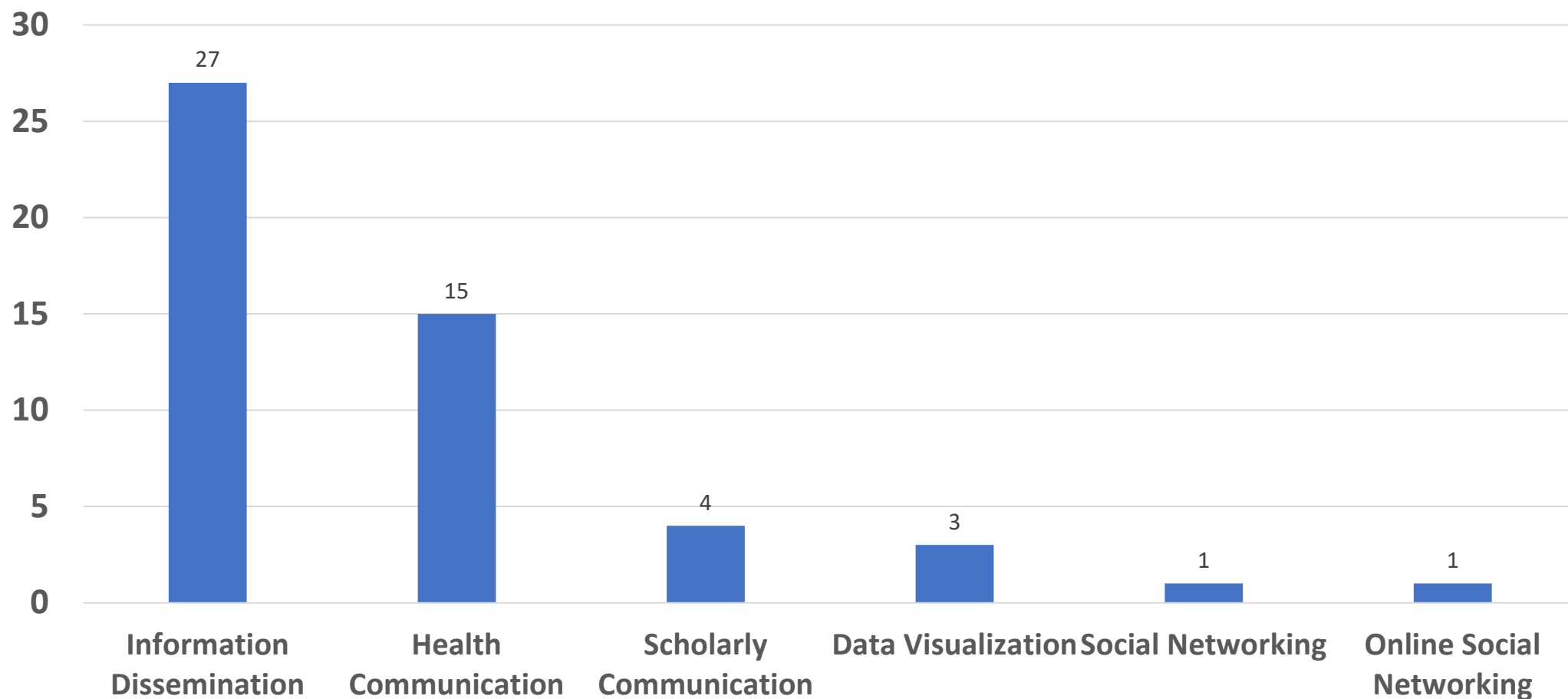
Metrics & Evaluation: 2022

Number of Consults by Institution

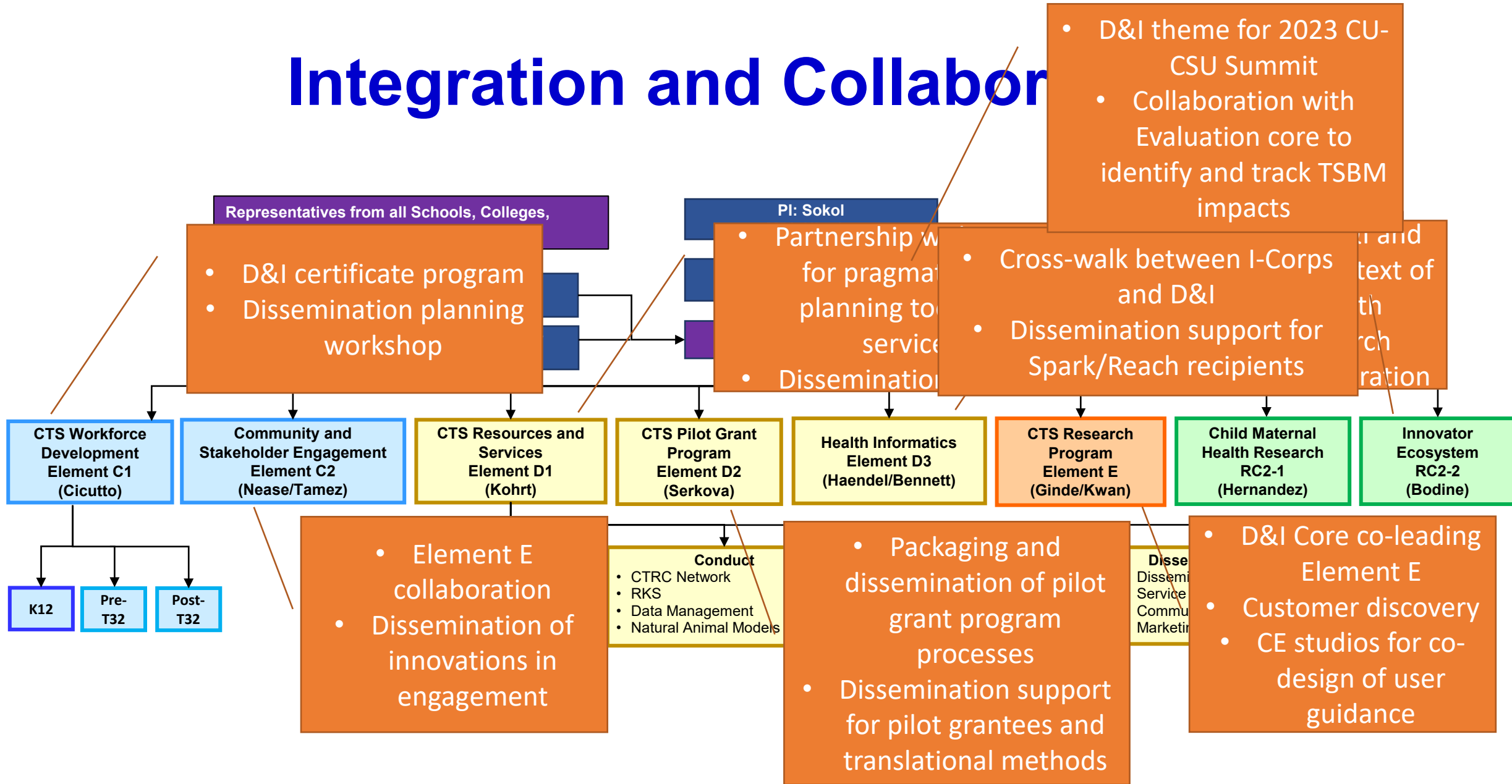


Metrics & Evaluation: 2022

Dissemination Consultation Topics



Integration and Collaboration




National CTSA Consortium Collaborations

- CTSA Compendium of D&I Resource Catalogs


Dissemination and Implementation Research

The CCTSI Dissemination & Implementation (D&I) Research Core supports innovation, education, and application of D&I science and evidence for the CCTSI community and the broader CTSA consortium. We offer support in three areas: D&I Science Resources; Educational Opportunities; Mentorship, Consultation and Collaboration.


[We partner with the D&I Science Program](#) led by [Dr. Russell Glasgow](#) in the [Adult & Child Center for Outcomes Research & Delivery Science](#) (ACCORDS) at the University of Colorado Anschutz Medical Campus.




D&I Science Resources



Educational Opportunities



Mentoring and Consults



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Customize cards Filter Sort ...

WUSTL Dissemination & I...

HOSTED BY

Washington University in St. Louis

RESOURCE DESCRIPTION

These self-service toolkits are an ideal starting point for investigators interested in Dissemination & Implementation...

URL

<https://implementationresearch.w...>

CATEGORIES

D&I Comprehensive Resources

SITE TYPE

List

OPEN ACCESS

✓

UW Implementation Scien...

HOSTED BY

University of Washington

RESOURCE DESCRIPTION

The UW Implementation Science Resource Hub offers an introduction to implementation science and a step-by-step guide ...

URL

<https://impsciuw.org/>

CATEGORIES

D&I Comprehensive Resources

SITE TYPE

Interactive site

OPEN ACCESS

✓

NCI Implementation Scien...

HOSTED BY

National Cancer Institute

RESOURCE DESCRIPTION

To help researchers better understand, plan for, and conduct rigorous dissemination and implementation studies, the tools...

URL

<https://cancercontrol.cancer.gov/i...>

CATEGORIES

D&I Comprehensive Resources

SITE TYPE

List

OPEN ACCESS

✓

Airtable

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National CTSA Consortium Collaborations: Dissemination Across the Consortium

1. Use of Real-World Data to Inform Dissemination and Implementation of Evidence-Based Interventions: the mAb Colorado project. Presentation (virtual) to the **CTSA CLIC Un-Meeting: Making Real-World Data and Real-World Evidence a Reality for Translational Science Workshop**, June 8, 2022.
2. Community Engagement in Evaluating Effectiveness of Dissemination and Implementation Projects: The mAb Colorado Project. Presentation (virtual) to the **National Academies of Sciences, Engineering, and Medicine, Accelerating the Use of Findings from Patient-Centered Outcomes Research in Clinical Practice to Improve Health and Health Care: Workshop 3**. July 1, 2022.
3. Designing for Dissemination and Sustainability: Opportunities for Enhancing the Impact of the Implementation Science Centers in Cancer Control (ISC3). Keynote presentation (virtual) at the **Third Annual Implementation Science Centers in Cancer Control (ISC3) Grantee Meeting: Furthering ISC3 Impact through Dissemination and Scale-Up**. July 18, 2022
4. Participatory and co-design methods and resources for designing for dissemination. Webinar presentation to the **CTSA Community Engagement Brokers**. August 16, 2022.
5. Stakeholder Engagement and Participatory Methods in Dissemination and Implementation Science. Webinar presentation to **Vanderbilt University Medical Center (VUMC) Center for Clinical Quality and Implementation Research Scholarly Series**. September 30, 2022.



National CTSA Consortium Collaborations

1. Principles, Methods, and Systems for Designing for Dissemination, Sustainability, and Equity. Webinar presentation to **the University of Rochester CTSI EQ-DI Webinar Series**. October 24, 2022.
2. Leveraging CTSA Resources for Community-Engaged Dissemination and Implementation Science: The mAb Colorado Project. Webinar presentation to the **Duke Community Engaged Research Initiative (CERI): Examples from the Field**. November 4, 2022.
3. Building capacity for designing for dissemination and sustainability. **Panel Session at: 15th Annual Conference on the Science of Dissemination and Implementation in Health**, December 12, 2022. Washington, DC.
 1. Designing for dissemination of treatments for COVID: the fit to context framework and an engagement methods navigator tool..
 2. Development of a generalizable designing for dissemination and sustainability tool for implementation scientists and practitioners.
 3. Building dissemination capacity through the Colorado Clinical and Translational Sciences Institute dissemination consultation service.
 4. Innovation Corps™ (I-Corps) at the Colorado Clinical & Translational Sciences Institute: Fostering Innovation Across an Academic Medical Campus



Response to EAC Critiques

- Encouragement to enhance collaborations with:
- Informatics Core
 - Learning Health Systems Research
 - mAb Colorado RWE project
 - Investigators working at the intersection of D&I and informatics
 - Katy Trinkley, Jason Hoppe, Mustafa Ozkaynak, Foster Goss and more
- Commercialization
 - Cross-walk between CU Innovations and D&I
 - Demetria McNeal, D&I Core Associate Director of Scale-Up & Sustainability (and Co-Director for I-Corps)
 - D&I core dissemination support for CU Innovations' Start-Up Toolbox

