



CUPH

**Center for Urban
Population Health**

*Data-driven. Evidence-based.
Community-engaged.*

Dissemination & Implementation (D&I) in the Real World

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Outline of Today's Presentation

1. Brief Overview of D&I Science and D&I Frameworks
2. Lessons Learned from Real-World Contexts
3. How D&I Can Help: Mindset, Structures, and Tools



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“The significant problems we face cannot be solved by the same level of thinking that created them.”

Albert Einstein

Background

Dissemination and implementation (D&I) science was created to solve a very specific problem:

Too few programs are implemented with fidelity and they rarely reach their intended impact

D&I Science

Dissemination and implementation (D&I) science seeks to understand how to *systematically* facilitate deployment and utilization of evidence-based approaches to improve the quality and effectiveness of health promotion, health services, and health care as well as education and other related fields.

D&I Science

The roots of D&I science cut across many disciplines, including agriculture, medicine, public health, education, organizational behavior, psychology, and political science.

Many findings have proven applicable across disciplines.

D&I Frameworks

The knowledge learned through D&I science has been used to create many many D&I frameworks. Frameworks are strategic or action-planning models that provide a systematic way to develop, implement, manage, research, and evaluate programs.

D&I Frameworks: Factors

Readiness

Past Experiences

Appropriateness

Size

Cost-effectiveness

Openness

Fit

Sustainability

Complex Stakeholders

Stage of Implementation

Dissemination/ Implementation

- Dissemination is the active approach of *spreading* evidence-based interventions to the target audience via determined channels using planned strategies.
- Implementation is the process of *using* evidence-based interventions within a setting.

Questions/Comments



5 Lessons Learned

Drawn from work as an evaluator, researcher, teacher, field purveyor/champion, collaboration leader, and program implementor in these contexts:

- Interventions at the classroom, school, and district level
- Policies within a system, community and/or city
- Programs across neighborhoods and communities
- Coalitions' strategic plans

5 Lessons Learned

Number One:

This work is an active ongoing process of managing dilemmas and keeping your eyes on the prize of quality implementation

5 Lessons Learned

Number Two:

Relationships

Relationships

Relationships

Relationships

Relationships

5 Lessons Learned

Number Three:

We have questions but
not all the answers

Cultural relevancy is
essential

5 Lessons Learned

Number Four:

We have a real asset to offer – put our training, knowledge, and work of being systematic to good use

5 Lessons Learned

Number Five:

Simplify everything as much as possible.

Then simplify it even more!

Questions/Comments



How D&I Can Help: Mindset

If there is just one thing to take away from this presentation on D&I science it is:

YES!

How D&I Can Help: Mindset

“The significant problems we face cannot be solved by the same level of thinking that created them.”

Albert Einstein

How D&I Can Help: Structures

Embed a D&I framework into the program, evaluation or research design as early as possible. Find ways to consistently collect and share real-time, key data in usable formats.

How D&I Can Help: Structures

- Commit to using D&I frameworks across an organization as central to all relevant projects
- Study D&I frameworks/elements across common projects
- Look for funding linked to D&I

How D&I Can Help: Tools

- Draw from over 60 established D&I Frameworks
- Example: RE-AIM

- **Reach** the target population
- **Effectiveness** or efficacy
- **Adoption** by target staff, settings, or institutions
- **Implementation** consistency, costs and adaptations made during delivery
- **Maintenance** of intervention effects in individuals and settings over time

<https://www.re-aim.org/about/what-is-re-aim/>

Glasgow RE & Estabrooks, P. Preventing Chronic Disease, 2018; 15: E02

How D&I Can Help: Tools

- Draw from over 60 established D&I Frameworks:
- Example: Active Implementation Frameworks
 - Implementation Stages
 - Implementation Drivers
 - Policy-Practice Feedback Loops
 - Organized, Expert Implementation Support

Fixsen, D.L., Blasé, K., Duda, M., Naoom, S., & Wallace, F. (2009)
Core implementation components. *Research in Social Work Practice, 19*, 531-540

How D&I Can Help: Tools

- Modify or create your own D&I Framework
 - Example: Evaluation Framework Jessica Bizub and I created & used



DEFINE THE AIM

Clearly state in one sentence what you want this initiative to accomplish.



MAKE IT A PRIORITY

Assure that the initiative is a high enough priority with key stakeholders to succeed.



BUILD CAPACITY

Increase abilities, confidence, mindset and practices of key implementors.



ALIGN SYSTEMS

Align this initiative with organizational processes and schedules.



ESTABLISH LEADERS

Provide ample authority and time for initiative leaders and team to make thoughtful decisions.



IMPLEMENT INITIATIVE

At the beginning, focus on communication, fidelity, and using data to make decisions.

How D&I Can Help: Tools

Excellent Resource:

University of Wisconsin-
Madison's: Dissemination &
Implementation (D&I)
Launchpad™

They have an interactive and
searchable database of D&I
Frameworks

[https://ictr.wisc.edu/dissemination-
implementation-launchpad/](https://ictr.wisc.edu/dissemination-implementation-launchpad/)

Questions/Comments

