

From Content to Collaboration

*How NCI Engages Researchers and Practitioners To Implement
Cancer Control and Implementation Science Research
Through a Virtual Community of Practice*



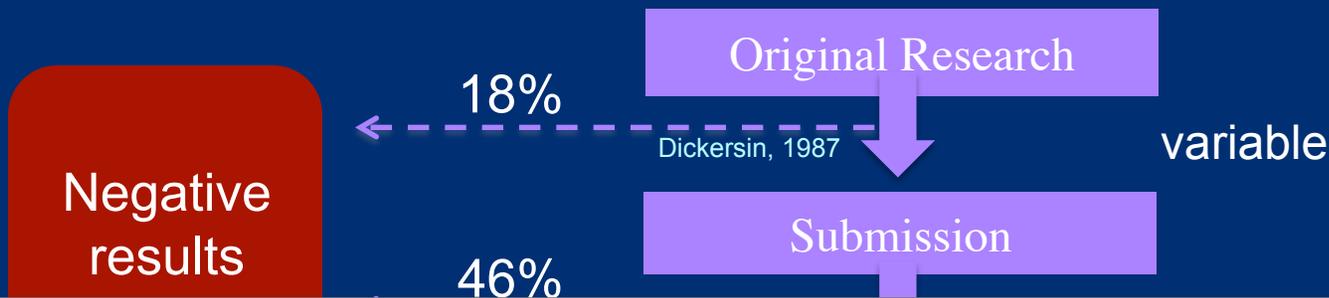
Margaret M. Farrell MPH RD
Public Health Advisor
Implementation Science Team
Division of Cancer Control and Population Sciences

Presentation Outline:

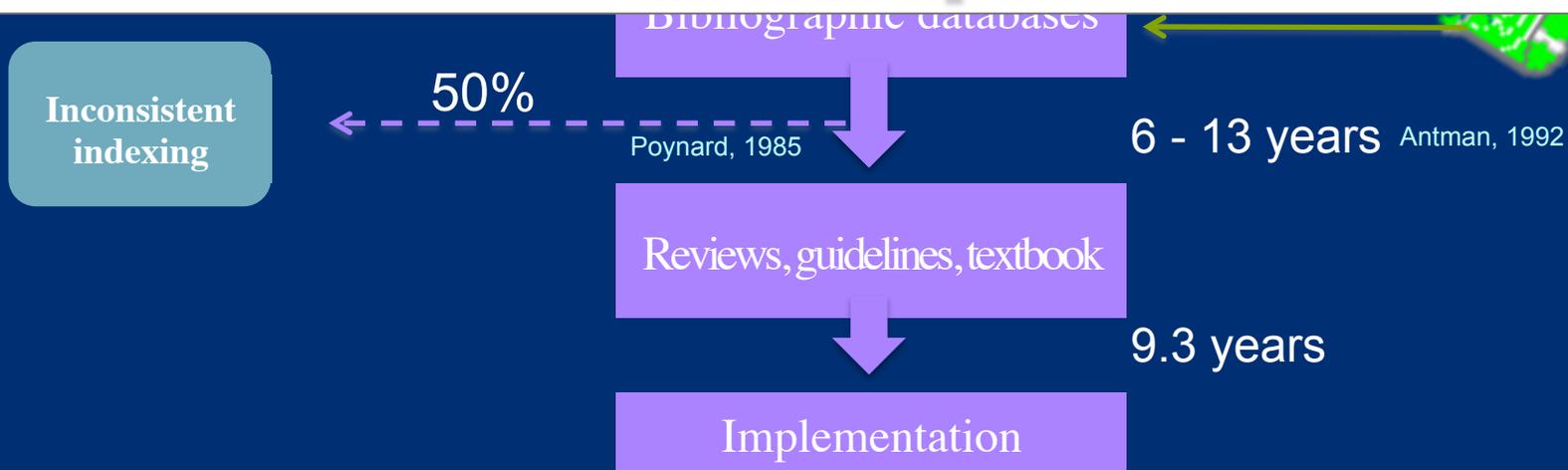
- What does implementation science have to do with it?
- Communities of Practice
- NCI's Research to Reality Experience
- Challenges and Next Steps
- Questions

“PUBLICATION PATHWAY”

Balas & Boren, 2000



It takes 17 years to turn 14 percent of original research to the benefit of patient care



We assume... “If you build it...”





Cochrane News, 1995

Advances in Health Care & Public Health



HIV prevention that **works**



An Evidence-Based Cancer Control Program

Is only so good as how and whether...

- It is adopted?
- Providers/practitioners are **trained** to deliver it?
- Trained providers/practitioners **choose** to deliver it?
- Eligible patients/communities receive it?

If we assume 50% threshold for each step...

(even w/perfect access/adherence/dosage/maintenance)

Impact: $.5 * .5 * .5 * .5 = 6\%$ of potential reach

How do we get “programs that work” to communities in need?

A Challenge from Multiple Perspectives...



Communities of Practice

“groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis”

Wenger, et al., 2002

Draw from Community of Practice Literature to Bridge the Gap

DEVELOP FRAMEWORK:

Discussions and interaction to take place virtually on the R2R platform.

ENGAGE COMMUNITY:

Developing, Adapting, and Implementing evidence based interventions requires a two-way feedback loop between researchers and practitioners.

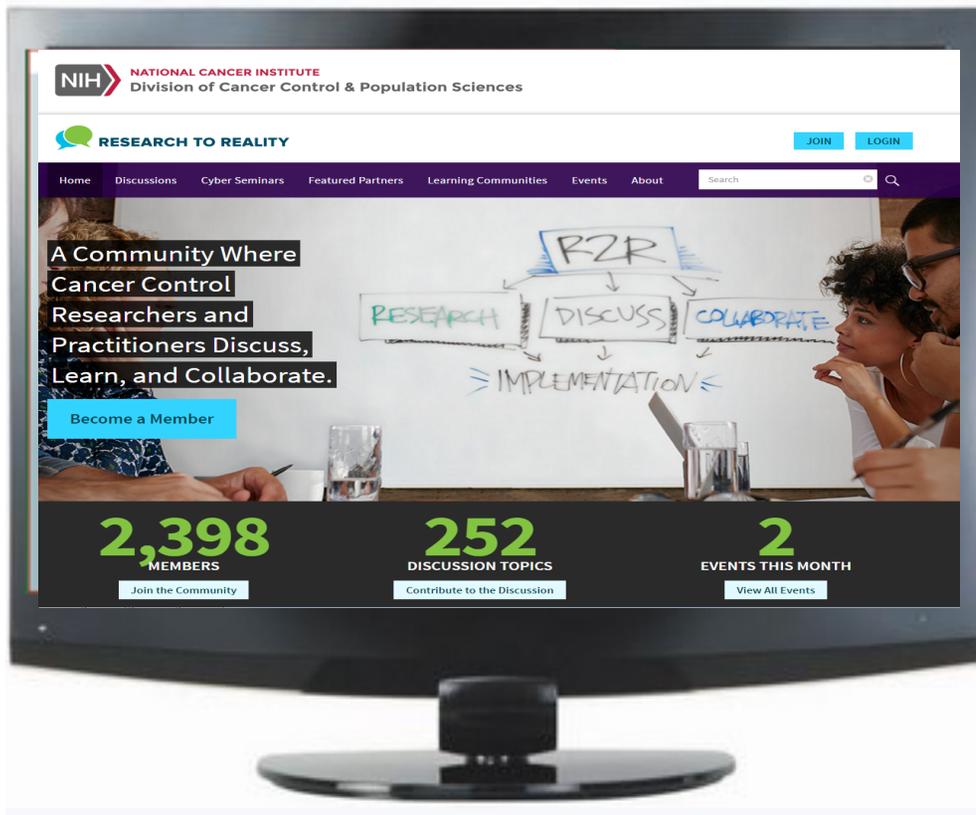
BUILD CAPACITY:

R2R gives members the opportunity to share best practices, learn from others, and enhance skills through training opportunities.



Research to Reality Community of Practice

A “living lab” for implementation science

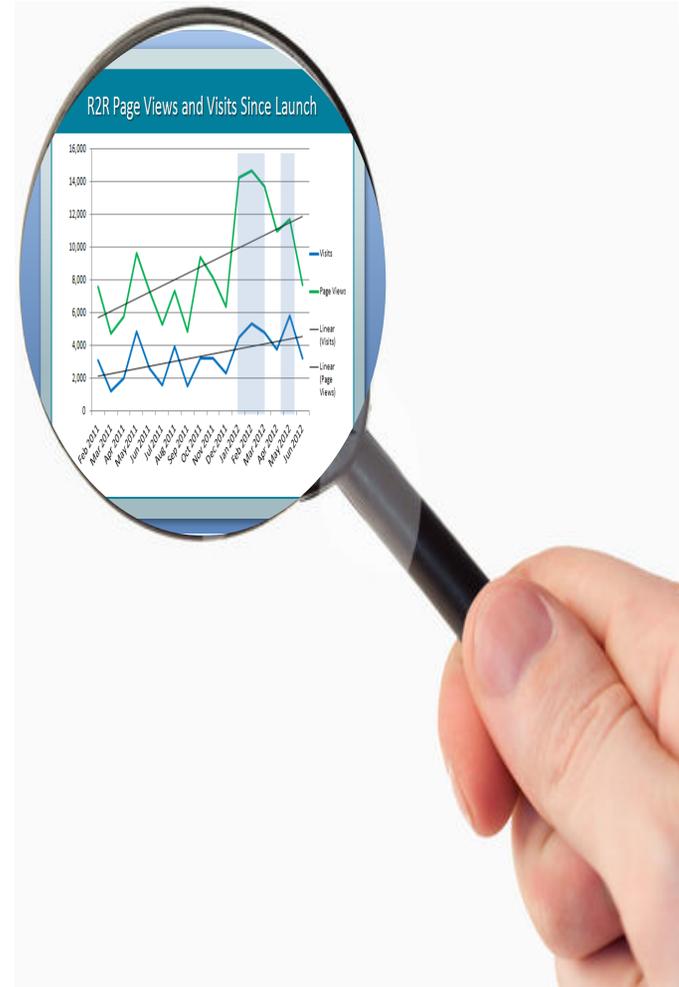


- Launched February 2011
- Robust community of more than 2,400 cancer control practitioners, researchers, students and clinicians.
 - 32% Researchers
 - 10% Clinicians
 - 40% Public Health Practitioners
 - 18% “Other”

<https://ResearchtoReality.cancer.gov>

What differentiates R2R from static websites is the **extent to which R2R engages its community in a collaborative effort to implement evidence-based interventions**

- In 2014, R2R had approximately 80,000 page views
- To date 2015, average 2,807 visitors each month.
- R2R is facilitating collaboration:
 - **195 discussion threads**
 - 33% of discussions are community-driven
 - 73% of discussion posts generate comments
 - Community-generated discussions have increased 62% since 2012



Featured Partners and RTIPS Crosswalk

- Monthly “strategic content providers” to foster collaborations and interactions between and among researchers and practitioners.
- Offer a window into the “real world” and insight on existing strategies, tools, and resources to help overcome challenges
- ***The RTIPs Crosswalk connects community members interested in using Research-tested Intervention Programs directly to the researcher who developed the program....***

The screenshot shows a webpage for a Research-Tested Intervention Program (RTIP) titled "Impact of a Decision Aid on Colorectal Cancer Screening". The page includes a navigation menu, a "Highlights" section with program details, "RTIPs Scores" (Research Integrity: 4.6, Intervention Impact: 2.6, Dissemination Capability: 5.0), and "RE-AIM Scores" (Reach: 80.0%, Effectiveness: 66.7%, Adoption: 50.0%, Implementation: 28.6%). A green circular arrow graphic is overlaid on the page, pointing to a post by Paul Schroy III, MD, MPH, dated Thursday, June 11, 2016. The post text reads: "We are delighted that 'Impact of a Decision Aid on Colorectal Cancer Screening' has been added to the RTIPs repository... Our study echoes these findings. Indeed, we found that...".

Featured R2R Partner

Paul C. Schroy III, MD, MPH



We are delighted to welcome Dr Paul Schroy as our R2R Featured Partner. His intervention, "Impact of A Decision Aid on Colorectal Cancer Screening" was recently added to the RTIPs repository.

Educating & Disseminating: Monthly Cyber-seminars

Unique format **pairs cancer control researchers with practitioners** in the field...

- Sessions bring together these groups:
 - to discuss the evidence base for the programs, interventions, and tools being highlighted and
 - to provide real-world examples from the field on how to **adapt, implement, and evaluate** research-tested programs.

Continued discussions give community members a chance to **further engage**...

- Each session is tied to a corresponding discussion so R2R members can continue to interact with the presenters and one another long after the live presentation and Q&A session.

Interesting and timely topics...

- New and engaging cyber-seminar topics are featured each month that highlight tools and evidence-based programs and inform and **educate R2R members on moving research to practice.**

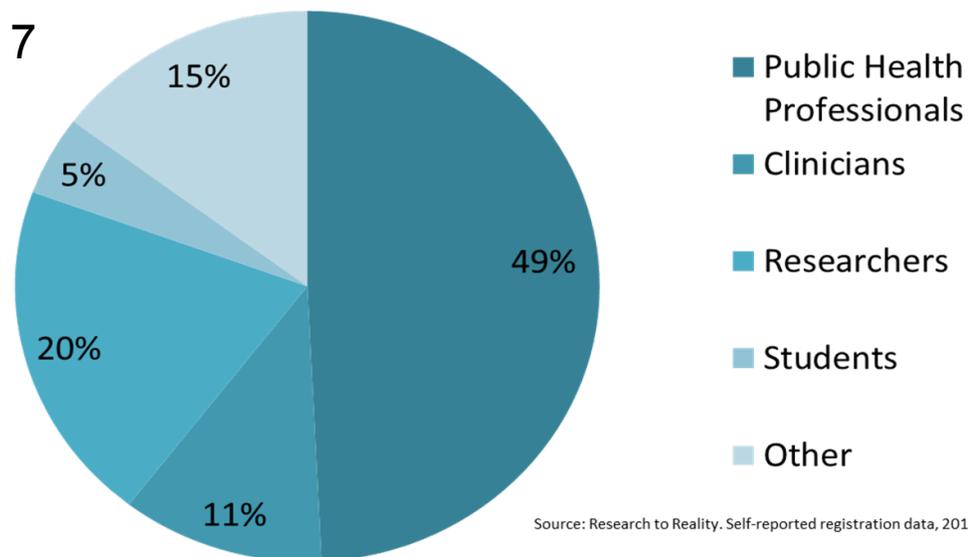
Set the tone for R2R dialogue



Measuring R2R Cyber-seminar Reach

- Between January 2010 to May 2015, R2R hosted fifty-two (52) cyber seminars
- **RESPONSE:**
 - 13,662 total participants
 - Average number of participants: 263
- **ENGAGEMENT (2012-2015):**
 - 346 questions posed and answered
 - Average number of questions: 7

Who Attends R2R Cyber seminars?



Source: Research to Reality. Self-reported registration data, 2014

A Reason to Return and a Platform for Collaboration



National Cancer Institute

at the



Home

Edit Reply

Home »

Tobacco
Science

June

Discuss this Cyber



Elys

Also,

<http://>

Kanako replied on Wednesday, July 22, 2015 - 8:45am

On Monday, July 20th, the George Washington University Cancer Institute presented [Tobacco Cessation Resources for Cancer Patients and Survivors: Current Landscape and Call to Action](#). This webinar is second in a three-part series hosted with Comprehensive Cancer Control National Partnership organizations, discussing tobacco cessation services for cancer survivors from the perspectives of research, practice, and coalition examples.

Dr. Jamie Ostroff, Director of the Dana-Farber Cancer Center's Tobacco Treatment Program, discussed practice-related aspects of this issue including:

- Best practices for promoting tobacco cessation among cancer patients and survivors.
- Current gaps in promoting tobacco cessation among cancer patients and survivors.
- Integration of tobacco cessation services across models of oncology care.
- Resources available for achieving tobacco cessation among cancer patients and survivors.
- Opportunities and strategies for the implementation of tobacco cessation best practices and address

A link to this excellent and engaging presentation is below:

**Tobacco Cessation Resources for
Cancer Patients and Survivors:
Current Landscape and Call to**

rtium,
cancer
D).
the
tate

Harvard Medical Sci
treatment Center,

onsortium

A Recent Example

High Plains Research Network, Community Based

Robin V. ...

Dr. ...

Graph

Degrees and

Organizational

Biography

Dr. Colditz is a

health expert,

among women

He is also a lead

work. Dr. Colditz

which communicates tailored preven

How can we move beyond descriptive studies to scale up our research endeavors to address the gaps in implementation?

ber Since
8, 2016

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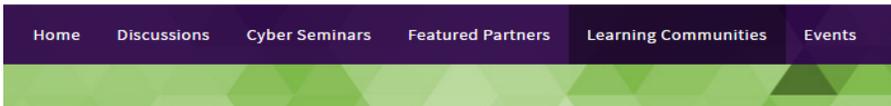
chilicare, grandchild care, caregiving a sick spouse, a neighborhood too dangerous to stray outdoors long enough to wait for a bus or be dropped off by the bus after the appointment after dark) may prevent many people from cancer screening visits and presentation to physicians with first symptoms.

As of Thursday, June 9th:

- 7 comments from researchers, practitioners, and organizations
- 174 page views
- Four tweets:
 - 718 impressions and
 - 86 click-through



R2R Learning Communities



Learning Communities

The purpose of the Learning Communities is to help build the capacity of cancer control practitioners to effectively navigate the complex, "real world" context in which evidence-based decision making occurs.

We're better together! Moving evidence-based programs into practice is challenging. But collaborating can help. R2R Learning Communities are groups where members with a shared purpose convene around common issues. Members interact regularly and learn from each other. These invitation-only groups create a "virtual meeting place" for members with a shared purpose to convene around common issues related to implementation science and cancer control. NCI is delighted to build on the success of the Research to Reality Mentorship Program and develop and support learning communities interested in moving research into practice.

HPV Vaccine Learning Community



This Learning Community was launched to support participants in the NCI funded Cancer Center Supplement focused on increasing HPV vaccine uptake.

[More Information](#)

- This private, collaborative “space” to develop/enhance linkages and identify local research priorities.

HPV Vaccine Uptake Learning Community

This learning community supports the work of the 18 cancer centers awarded administrative supplement focused on increasing HPV vaccine uptake in pediatric settings. The supplement is designed to support the time and effort for a dedicated cancer control coordinator at each cancer center to who will form collaborations with their state/ local cancer coalitions and immunization programs.

The short term goals (one-year) are to conduct an environmental scan, develop/enhance linkages with existing coalitions and programs, and identify local research priorities, with a focus on pediatric care settings.

The long term goals of the supplement are for the Cancer Centers to build on those linkages and research priorities in order to propose and receive funding for innovative research to increase HPV vaccination uptake. One long term outcome of the supplement program should be an increased capacity of the collaborators to undertake research to test strategies for increasing HPV vaccine uptake, and to increase the capacity of the cancer centers to conduct research especially within the context of primary care.

Name of Cancer Center	State
University of Alabama Comprehensive Cancer Center	AL

Access the HPV Members Only Section

Learning Communities

- HPV Vaccine Uptake
- My Own Health Report
- QUALRIS
- CRC Screening Workgroup
- CCC-HPV Workgroup

Learning Communities: Member only Spaces for Collaboration and Engagement

HPV Vaccine - Dashboard

Recent Discussions | Recent Documents | Recent Stories | Recent Tasks

Start a Discussion

Thursday, March 31, 2016 - 8:59am
[New HPV article from colleagues in Iowa!](#)

Wednesday, March 2, 2016 - 5:21pm
[Communicating uncertainty re HPV guidelines](#)

Wednesday, March 2, 2016 - 2:38pm
[Job Announcement: HPV Roundtable Director](#)

Monday, January 25, 2016 - 2:25pm
[ACS HPV VACs Website highlights community activities](#)

Thursday, November 12, 2015 - 8:07am
[Fun video about the cancer-prevention benefits of the HPV vaccine](#)

Monday, November 9, 2015 - 8:06am

HPV Vaccine Members

[Elizabeth Antognoli](#)
[Rayann Atway](#)
[Laurie Bauman](#)
[Rosalind Bello](#)
[Vicki Benard](#)
[Mallika Bhandarkar](#)

1 of 7

Upcoming Events

Registered members of an R2R Learning Community will have secure access to a private collaborative space on R2R

- Share documents
- Initiate and join discussions
- Assign and track tasks
- Receive notifications when new activities are added



■ HPV Vaccine Learning Community

- This Learning Community was launched to support participants in the NCI funded Cancer Center Supplement focused on increasing HPV vaccine uptake.

■ My Own Health Report

- Members have participated in the My Own Health Report project funded by NCI, VA and AHRQ. These researchers are continuing to study the implementation of the MOHR project as well as related issues, such as contextual factors influencing outcomes, and intervention costs.

■ Qualitative Research in Implementation Science (QUALRIS)

- Qualitative research methods are vitally important and widely employed in implementation science, most commonly as part of a mixed methods approach. However, inadequate attention has been given to the specific challenges inherent in the use of qualitative methods in implementation research, such as designing for and achieving qualitative methodologic rigor in implementation science. This lack of discussion poses a threat to the quality and utility of implementation research. The Qualitative Research in Implementation Science (QUALRIS) project has been established to address this issue.

■ CRC Screening Workgroup Learning Community

- The CCCNP's 80 by 2018 Workgroup is committed to helping CCC coalitions take advantage of the tremendous capacity and opportunity they have to increase colorectal cancer screening within their own communities by mobilizing community resources, bringing broad public attention to cancer issues, influencing media coverage, and successfully implementing collaborative efforts.

■ CCC-HPV Learning Community

- This learning community supports state comprehensive cancer control coalitions that have participated in the HPV technical assistance workshop in May 2016.

■ R2R Mentorship Program (2011-2013)



Can an online community of practice bridge the gap between research and practice?

Looking forward to continuing the conversation!

ResearchtoReality.cancer.gov



PREVENTING CHRONIC DISEASE
PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

SPECIAL TOPIC

Volume 11 – May 08, 2014

Research to Reality: Moving Evidence Into Practice Through an Online Community of Practice

Margaret M. Farrell, MPH, RD; Madeline La Porta, MS; Alissa Gallagher, MPH; Cynthia Vinson, PhD, MPA; Sarah Bruce Bernal, MA

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PEER REVIEWED

Abstract

How can a community of practice help further the practical application of cancer control research? In 2011, the National Cancer Institute (NCI) launched an online community of practice, Research to Reality (R2R). R2R aims to infuse evidence-based strategies into communities by engaging researchers and practitioners in a joint approach to research dissemination. To measure community growth and engagement, NCI measures data across 3 program domains: content, interaction, and activity. NCI uses Web analytics, usability testing, and content analyses to manage and evaluate R2R. As of December 2013, R2R had more than 1,700 registered members. More than 500 researchers and practitioners register for the monthly cyber-seminars, and 40% return each month. R2R hosts more than 15,500 page views and 5,000 site visits in an average month. This article describes the process of convening this online community and quantifies our experiences to date.

Introduction

Dissemination, the targeted distribution of information and intervention materials to a specific public health or clinical

QUESTIONS?



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A Community Where
Cancer Control
Researchers and
Practitioners Discuss,
Learn, and Collaborate.



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2,423
MEMBERS

[Join the Community](#)

252
DISCUSSION TOPICS

[Contribute to the Discussion](#)

4
EVENTS THIS MONTH

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Margaret M. Farrell MPH RD
farrellm@mail.nih.gov



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