Enhancing dissemination through marketing and distribution systems: A vision for the future

Matthew W. Kreuter, PhD, MPH
Health Communication Research Laboratory
George Warren Brown School of Social Work
Washington University in St. Louis

American Speech-Language-Hearing Foundation Implementation Summit: Integrating Research Into Practice in Communication Sciences and Disorders

March 20, 2014
Disclosure

• Matthew W. Kreuter, PhD, MPH
  • Professor and Associate Dean for Public Health; Senior Scientist, Health Communication Research Laboratory, The Brown School, Washington University in St. Louis

• Speaker disclosures
  • No relevant financial relationships
  • No relevant non-financial relationships
Collaborators

- Kreuter & Hovmand (2013) NIH D&I Conference
- Bernhardt, Mays & Kreuter (2011) J Health Commun
Which do you want?

- [ ] More dissemination knowledge
- [ ] More dissemination
U.S. crude oil production, by state
Solutions, tools and products

• Treatments
• Programs
• Assessments
• Interventions
Proposition 1:

Many evidence-based programs are not worth disseminating.
3,000 raw ideas

100 exploratory projects

10 well-developed projects

2 full-fledged product launches

1 successful product

Favorable evaluation based on…

Positive user experience  30
Helpful for outreach    10
Can be branded to us    9
Many target populations 8
Customizable content    8
Image library            6
Production quality      6
Easy to share            4
Number of options       4
Evidence-based          3
Social System Design Lab

High Demand

No Evidence

Low Demand

Strong Evidence

Downloaded From: https://cred.pubs.asha.org/ by ASHA Publications, Michael Cramer on 11/26/2018
Terms of Use: https://pubs.asha.org/ss/rights_and_permissions.aspx
Proposition 2:

Most research-tested versions of programs are not ready for widespread use.
### Nutrition Facts

**Serv. Size:** 2 Tbsp (30g)  
**Calories:** 45  
**Fat Cal:** 40  

<table>
<thead>
<tr>
<th>Amount/Serving</th>
<th>% DV*</th>
<th>Amount/Serving</th>
<th>% DV*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Fat</strong></td>
<td>4g</td>
<td><strong>Total Carb.</strong></td>
<td>2g</td>
</tr>
<tr>
<td><strong>Sat. Fat</strong></td>
<td>0.5g</td>
<td><strong>Dietary Fiber</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Trans Fat</strong></td>
<td>0g</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cholest.</strong></td>
<td>0mg</td>
<td><strong>Protein</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>390mg</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Vitamin A: 0%  
Vitamin C: 0%  
Calcium: 0%  
Iron: 0%

**CONTAINS SULFITES**

**COMPARISON PER SERVING:**

- LIGHT BALSAMIC DRESSING:  
  - 45 CALORIES  
  - 4 GRAMS FAT
Proposition 3:

Developers make poor disseminators.
A marketing and distribution system brings products and services from development to use.
Market research
Initial design concept
Working prototype
Testing in controlled setting
Safety testing
Road testing
Tooling
Mass production
Dealer network
Advertising

MOST FUEL-EFFICIENT MIDSIZE SEDAN.
FUSION + HYBRID

Drive one.

Ford

Downloaded From: https://cred.pubs.asha.org/ by ASHA Publications, Michael Cramer on 11/26/2018
Terms of Use: https://pubs.asha.org/ss/rights_and_permissions.aspx
Test drive
Standardized information
Repair
Updates

DEFECTS & RECALLS

FILE A SAFETY COMPLAINT
- File a safety complaint online
- Call the Vehicle Safety Hotline 888-327-4236
- Search our safety complaint database

CHECK FOR RECALLS
- Search our recall database
- Child restraint recalls
- Motor vehicle defects and recall campaigns

DEFECT INVESTIGATIONS
- Search our investigations database
- Monthly defect reports

REGISTER NOW!
- NEW! Child Restraints

SUBSCRIPTIONS
- NEW! E-mail Recall Notifications
- NEW! RSS Feeds

EWR DATA
- NEW! Search EWR Data

About the Office of Defects Investigation (ODI)
The Office of Defects Investigation (ODI) is an office within the National Highway Traffic Safety Administration (NHTSA). ODI conducts defect investigations and administers safety recalls to support the NHTSA's mission to improve safety on our Nation's highways. NHTSA is authorized to order manufacturers to recall and repair vehicles or items of motor vehicle equipment when ODI investigations indicate that they contain serious safety defects in their design, construction, or performance. ODI also monitors the adequacy of manufacturers' recall campaigns. Before initiating an investigation, ODI carefully reviews the body of consumer complaints and other available data to determine whether a defect trend may exist.
Key points about distribution systems

• Responsibility is assigned

• Specialization of labor

• Functions are integrated
Building a dissemination support system

• Demand-driven

• Practice-ready

• Promotion & support
Building a dissemination support system

Three recommendations

• User review panels

• Design & marketing teams

• Dissemination field agents
Building a dissemination support system
Building a dissemination support system

- Interventions being tested
- Expert review
- Empirically-supported interventions
Building a dissemination support system

interventions being tested → expert review → empirically-supported interventions → user review panel → proven interventions with user demand
Building a dissemination support system

interventions being tested

expert review

empirically-supported interventions

user review panel

proven interventions with user demand

user demand informs, drives practice-based research
Building a dissemination support system

- Interventions being tested
- Expert review
- Empirically-supported interventions
- User review panel
- Proven interventions with user demand
- Design and marketing team
- "Menu" of evidence-based, high-demand, practice-ready interventions

User demand informs, drives practice-based research
Building a dissemination support system

interventions being tested

expert review

empirically-supported interventions

user review panel

proven interventions with user demand

design and marketing team

“menu” of evidence-based, high-demand, practice-ready interventions

dissemination field agents

user demand informs, drives practice-based research
Building a dissemination support system

user demand informs, drives practice-based research

user review panel

proven interventions with user demand

"menu" of evidence-based, high-demand, practice-ready interventions

feedback from users continuously improves programs

interventions being tested

expert review

empirically-supported interventions

design and marketing team

dissemination field agents