How to do Knowledge Translation in a Pandemic

Dr. Sarah Munro, PhD
Assistant Professor, Department of Obstetrics and Gynecology
Scientist, Centre for Health Evaluation & Outcome Sciences (CHÉOS)
Scholar, MSFHR / CHÉOS

Friday, May 29th 2020
Disclosures

Competitive and non-competitive grant funding provided by:

• BC Centre for Disease Control and Perinatal Services BC, part of the BC Provincial Health Services Authority
• Centre for Health Evaluation and Outcome Sciences, part of Providence Health Care and UBC
• Michael Smith Foundation for Health Research and Canadian Institutes of Health Research
• BC SUPPORT Unit
Disclosures

• This program has received NO commercial financial or in-kind support.
• My consulting and advising activities are not tied to the outcome of my research.
• Any intellectual property that might arise from consulting and advising activities is my own.
Objectives

1. Describe common barriers to knowledge translation (KT) during pandemics and periods of social disruption.

2. Identify methods for integrated and end-of-grant KT during the COVID-19 pandemic, using case examples from women’s health research.

3. Select KT strategies that help accelerate the impact of research evidence during the COVID-19 pandemic.
Webinar participation

May 15, 2020
Knowledge translation
Implementation and Knowledge Translation Science, Framework and Definitions.

Adapted from St. Michael’s Hospital, National Institutes of Health, the journal Implementation Science, and Michael Smith Foundation for Health Research.
Dissemination and exchange of information and tools to specific audiences to increase knowledge and change behaviour.

The use of strategies to adopt and integrate evidence-based interventions and change practice within specific settings.

The scientific study of processes and factors that determine and/or influence the dissemination and exchange of knowledge to specific audiences.

The scientific study of the methods to promote the uptake of research findings in clinical, organizational, or policy contexts.

Bowen & Graham. “Integrated knowledge translation” in Knowledge Translation in Health Care, 2nd Ed.. 2013
Knowledge Translation

Dissemination and exchange of information and tools to specific audiences to increase knowledge and change behaviour.

Implementation

The use of strategies to adopt and integrate evidence-based interventions and change practice within specific settings.

Practice

The scientific study of processes and factors that determine and/or influence the dissemination and exchange of knowledge to specific audiences.

Science

The scientific study of the methods to promote the uptake of research findings in clinical, organizational, or policy contexts.

Context

within specific settings

to specific audiences

in clinical, organizational, or policy contexts
Further Readings


Barriers to KT during the pandemic
Do your part. Stay 2 metres apart.

Help keep parks open.

How far is 2 metres? The distance from a cougar's nose to the tip of its tail.
Video-conferencing exhaustion is a real thing

“Tools that increase productivity weren't meant to mimic normal social interaction.”


Saturday Night Live (Credit: NBC via Google Images)
Choose the right method at the right time in the right context

**Knowledge Translation**
- Dissemination and exchange of information and tools to specific audiences to increase knowledge and change behaviour.

**Implementation**
- The use of strategies to adopt and integrate evidence-based interventions and change practice within specific settings.

**Practice**
- The scientific study of processes and factors that determine and/or influence the dissemination and exchange of knowledge to specific audiences.

**Science**
- The scientific study of the methods to promote the uptake of research findings in clinical, organizational, or policy contexts.
KT Practice
Tip: Write an Opinion or Editorial for a newspaper or blog

I'm looking for sharp 750-word columns for The Globe and Mail's Opinion page, ideally news-hooked and from authoritative authors. sefron@globeandmail.com

12:46 PM - May 12, 2020 - Twitter Web App

332 Retweets 628 Likes
Opinion: Canada must prepare its hospitals for COVID-19. And do it quickly

A national task force is needed to strategize how to make room in our already overcrowded health-care centres

By Dr. P.G. Forrest and Dr. Jason Sutherland

If COVID-19 breaks out in Canada, hospitals will have to move quickly to make thousands of beds available to newcomers affected by the virus

Medics prepare to transfer a patient to an ambulance from a long-term care facility linked to two confirmed coronavirus cases in Kirkland, Wash., on March 1, 2020. (David Ryder/Reuters)

If you live in an apartment and cannot get outside, there are terrific online groups for yoga, plyometrics, meditation, spinning, and body-weight exercise. CHRISTIAN HARTMANN / REUTERS
Tip: Contribute to an inventory or evidence repository

BC AHSN
British Columbia Academic Health Science Network

CanCOVID

COVID-END
COVID-19 Evidence Network to support Decision-making

REACH BC

KT Pathways

Stay tuned....
Tip: Use Twitter to extend the reach of your evidence

Rebecca Metcalfe, PhD Candidate (Credit: image my own)
Tip: Create an infographic and disseminate via news media
The IHDCYH Talks Video Competition is a unique opportunity to submit a short video that presents a clear evidence-based message to a lay audience that is designed to have a positive impact on the health of children, youth and families.

Tip: Create a short documentary or video

IHDCYH Winners 2017 (Credit: CIHR)
Choose the right method at the right time in the right context

Resources required

Low

Tweetorials
Better poster
Op-Ed’s
Infographic
Evidence Synthesis
Knowledge management/inventories
Documentary/video

High
KT Science
Case example: *Let Them Eat Dirt*

Credit: LetThemEatDirt.com
Why do people seek pregnancy or child health-related information from the Internet?

Survey conducted over a 12-week period with 613 women from 24 countries

• 94% used the Internet to supplement information already provided by health professionals
• 83% used it to influence their pregnancy decision making

Key factors influencing participants to access the Internet:

- 49% reported dissatisfaction with information given by health professionals
- 47% reported lack of time to ask health professionals questions

This information increased their confidence in decision-making.

**Take home message**

Documentaries shared on the Internet may have greater reach and impact than through other media sources for this audience.

Credit: iStock
Is documentary a method of knowledge translation that researchers should invest in developing?

It depends on the knowledge translation goal, audience, and key message.

What works? Short formats, passively disseminated, with ‘aha’ moments.

In what circumstances? ‘On demand’ to be accessible in busy lives.

To what effect? Entertainment, new knowledge, intention to ‘try things out’.

Munro et al. Unpublished work in progress.
Integrated Knowledge Translation
Maintaining relationships for iKT

What are your priorities right now?

What would be feasible?

How can I support this work?
Reading the room

• Observe, listen, use their language
  • “disaster planning,” “evaluation” not research, “public facing materials” not KT

• Teach back – are you hearing things correctly? Empathize and watch for positive signals and invitations
  • “we are deeply concerned about…” “we have no idea how many…” “what we’re hearing is…”. 

• If you put out an offer or an idea, pay close attention to their response and take some time to interpret it.

• Ask open ended questions and always finish with “is there anything I’m missing that we haven’t talked about?”
“Is there anything I can do to support your work in relation to COVID-19?”

“This email is timely and I’m grateful that you reached out. Could we connect later this week or sometime next?”

“We’ve heard this ... can you confirm it in any way?”

“I’d love some brain power about planning along the way.”
Equity, diversity & inclusion
Twelve Lessons Learned for Effective Research Partnerships Between Patients, Caregivers, Clinicians, Academic Researchers, and Other Stakeholders

Theme 1: Establishing and maintaining a culture of mutual respect
- Have an in-person full team meeting, as early as possible
- Introduce yourself with stories, not titles
- State individual and project goals explicitly
- Offer orientation to everyone on the team

Theme 2: Actively involving all team members
- Ensure funding for everyone’s participation
- Recognize different kinds of contributions
- Invite people to contribute and take up roles
- Privately check in with people who are quiet

Theme 3: Facilitating good communication
- Think carefully about labels, as they convey implicit values
- Beware of jargon and acronyms
- Occasionally regroup in smaller, more homogeneous groups
- Create a visual map of the project

“Many accommodations demanded under COVID-19 were implemented within weeks, including the ability to work from home, to have flexible schedules, to get what we need without excessive and demeaning documentation, to share and celebrate creative adaptation, to work with the knowledge that all schedules can change.”

Moving forward
What we’ve covered

1. Common barriers to knowledge translation (KT) during pandemics and periods of social disruption.


3. KT strategies that help accelerate the impact of research evidence during the COVID-19 pandemic.
The potential for waste in COVID-19 research

1,087 Covid-19 studies (ClinicalTrials.gov)

- Includes only 2 trials of masks and none examining social distancing, quarantine effect or adherence, hand hygiene, or other non-drug interventions
- At least 5 systematic reviews of face masks for people in the community have occurred in parallel.

The preprint of the first reported study of hydroxychloroquine on 20 March 2020 — a non-randomised study of 46 patients with inappropriate analyses — has been cited 520 times. A larger, randomised trial of hydroxychloroquine posted on MedRxiv on 14 April showing no benefits has received far less attention.

The #Hydroxychloroquine story has some lessons for all of us:

1. If you are a researcher, don't oversell early results
2. If you are a journalist, don't hype the research
3. If you are a policy maker, don't make hasty decisions
4. If you are the public, listen to scientists
Timing

- Is now the right time to do knowledge translation?
- Where does this fit in with my priorities?
- What do my partners need?
We are not the people we are going to be when this is over.

How do we build back better?
Acknowledgments
What are your thoughts?

@DrSarahMunro
sarah.munro@ubc.ca

www.cheos.ubc.ca | @CHEOSNews