

Health Evidence™

Helping public health use best evidence in practice since 2005

Effectiveness of web-based knowledge translation strategies to increase use and awareness of cancer prevention evidence in practice

CHNC Conference

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Emily Belita, RN, MN, Olivia Marquez, MSc, Jennifer Yost, RN, PhD,
Noori Akhtar-Danesh, PhD, Anthony Levinson, MD, Cory Neudorf,
MD, Maureen Dobbins, RN, PhD



Winnipeg Regional
Health Authority

Caring for Health

Office régional
santé de Winni

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Land Acknowledgment

This is to acknowledge that the land on which we gather is in Treaty 4 territory and the traditional territory of the Cree, Saulteaux, Nakota, Lakota and Dakota peoples, and is the homeland of the Métis people.

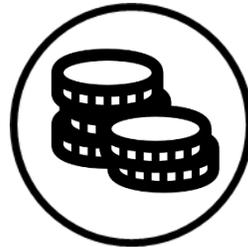
Agenda

- Background
- Objectives
- Methods
- Findings
- Implications and lessons learned

Background



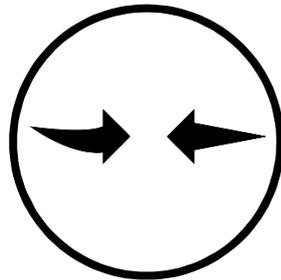
**Pervasiveness
of cancer**



**Cost
of cancer**



**Existing
research evidence**



**Gap in knowledge
translation (KT)**



**Emerging online KT
strategies**

Research Objectives

With the implementation of three KT strategies (tailored email messages, Twitter™, webinars):

1. Determine if there is a **change in the awareness** and/or **use of high quality cancer prevention research** evidence in public health.
2. Assess participant **satisfaction** with the online KT strategies received.

Methods

Design

- Prospective cohort before and after

Sample

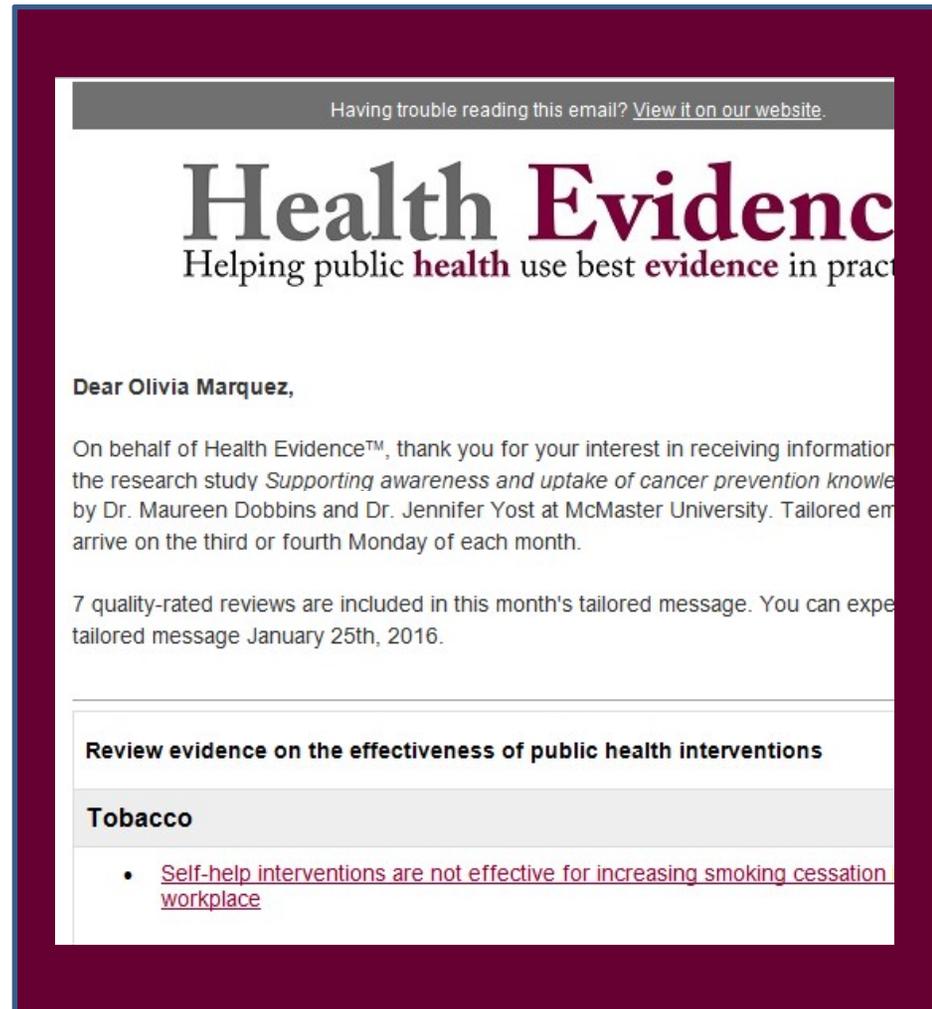
- Public health professionals in Canada
- Cancer prevention

Intervention

- 18 months
- tailored email messages, Twitter™, webinars

Tailored email messages

- Summarized findings and links to systematic reviews from Health Evidence™
- Monthly



Health Evidence™

Search Products Tools Consultation

Vitamin D supplementation for prevention of mortality in adults

Review Quality Rating: 10 (strong) · [View Quality Assessment](#)

Citation: Bjelakovic, G., Gluud, L. L., Nikolova, D., Whitfield, K., Wetterslev, J., Simonetti, R. G., Bjelakovic, M., Gluud, C. (2014). Vitamin D supplementation for prevention of mortality in adults. *Cochrane Database of Systematic Reviews*, 2014(1), Art. No.: CD007470.

Abstract

BACKGROUND: The evidence on whether vitamin D supplementation is effective in decreasing cancers is

Health Evidence @HealthEvidence · Mar 28
No effect of Vit D supplementation on cancer occurrence in adults with Vit D insufficiency #KTA_HE [ow.ly/ZCKET](#)

Health Evidence @HealthEvidence · Mar 30
Vit D only supplements have no sig. effect on secondary adverse events in adults; low confidence in findings #KTA_HE [ow.ly/ZCI1X](#)

Health Evidence @HealthEvidence · Apr 1
Vit D supplements may decrease all-cause and cancer mortality in adults; low confidence in the findings #KTA_HE [ow.ly/ZCI93](#)

- Tweets sent from @HealthEvidence
- Actionable messages from high quality reviews on Health Evidence™
- Three times per week

Webinars

A screenshot of a webinar welcome slide. The slide has a white background with a maroon border. On the left, there is a vertical black bar. To its right, the text 'Health Evidence™' is written vertically in maroon, with the tagline 'Helping public health use best evidence in practice' in smaller black text below it. The main content area features the word 'Welcome!' in large maroon font, followed by the title 'Health-related effects of government tobacco control policies: What's the evidence?' in black. At the bottom, a smaller black font message reads: 'You will be placed on hold until the webinar begins. The webinar will begin shortly, please remain on the line.'

Health Evidence™
Helping public health use best evidence in practice

Welcome!

Health-related effects of government tobacco control policies: **What's the evidence?**

*You will be placed on hold until the webinar begins.
The webinar will begin shortly, please remain on the line.*

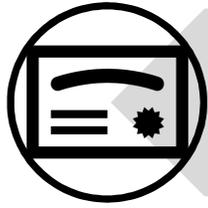
Health related effects of government tobacco control policies: V

- Quarterly
- 60-90 minutes
- WebEx software
- Polling questions
- Recordings and slides posted on Health Evidence™

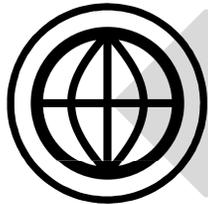
Data Collection

Question	Description	Example
Awareness of research evidence	<ul style="list-style-type: none"> • Nine knowledge statements • 'yes' or 'no' responses regarding effectiveness • Total score summed out of 9 	Sun-safety programmes in the working environment foster sun-protection habits among people working outdoors.
Use of research evidence	<ul style="list-style-type: none"> • 'yes' or 'no' responses 	Did findings from a systematic review influence a decision in your health unit in the last 12-18 months?
Satisfaction	<ul style="list-style-type: none"> • Six satisfaction statements per KT strategy • 7-point Likert scale • 1 = strongly disagree to 7 = strongly agree 	I was satisfied with how often I received the tailored messages (i.e. monthly) as part of this study.

Sample Demographics



34% Nurse; 19% Dietitian; 28% Other



**54.5% from Ontario; 18% Eastern;
17% Central-West and Northern**



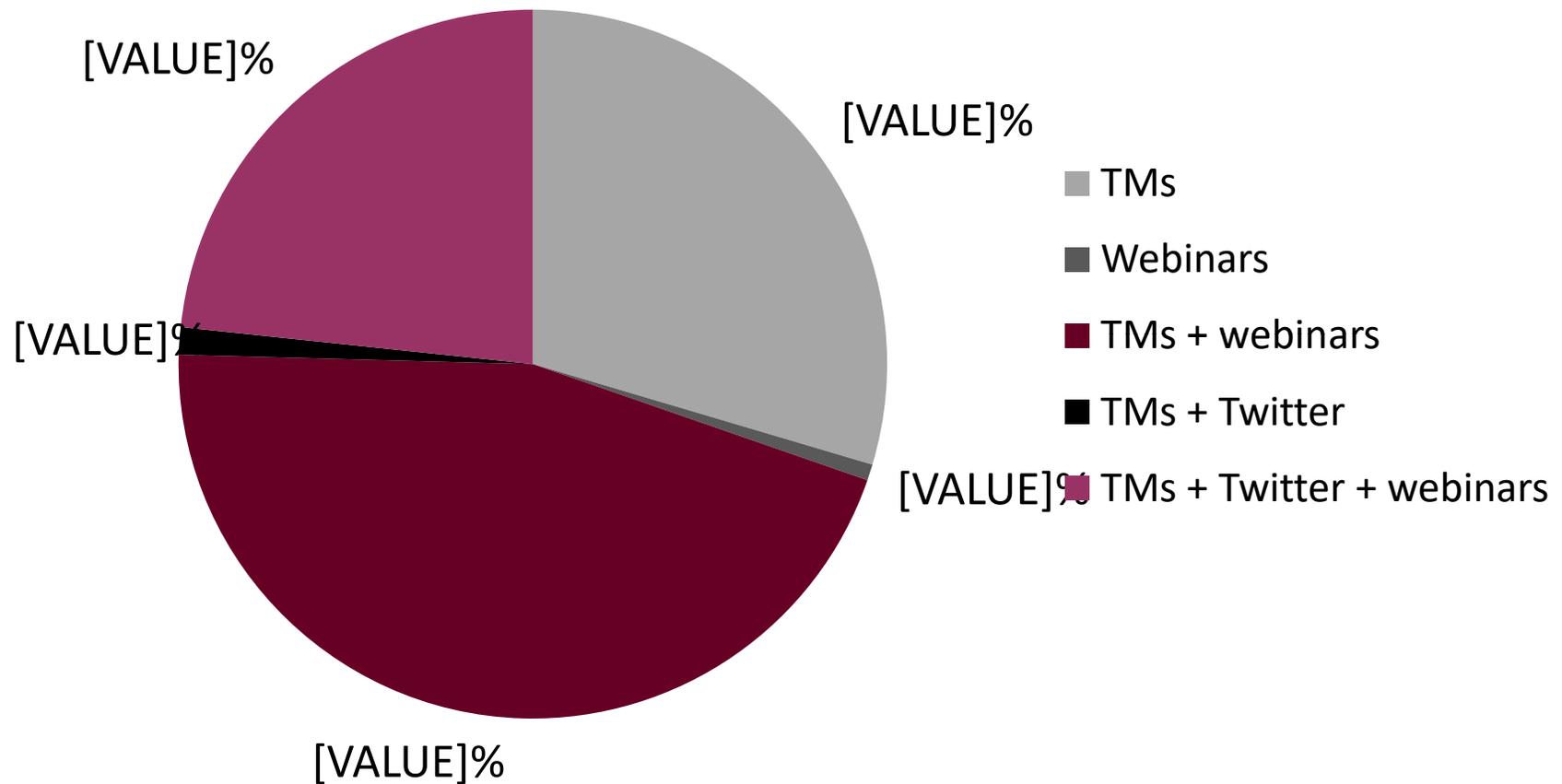
**54% Bachelor's degree
32% Master's degree**



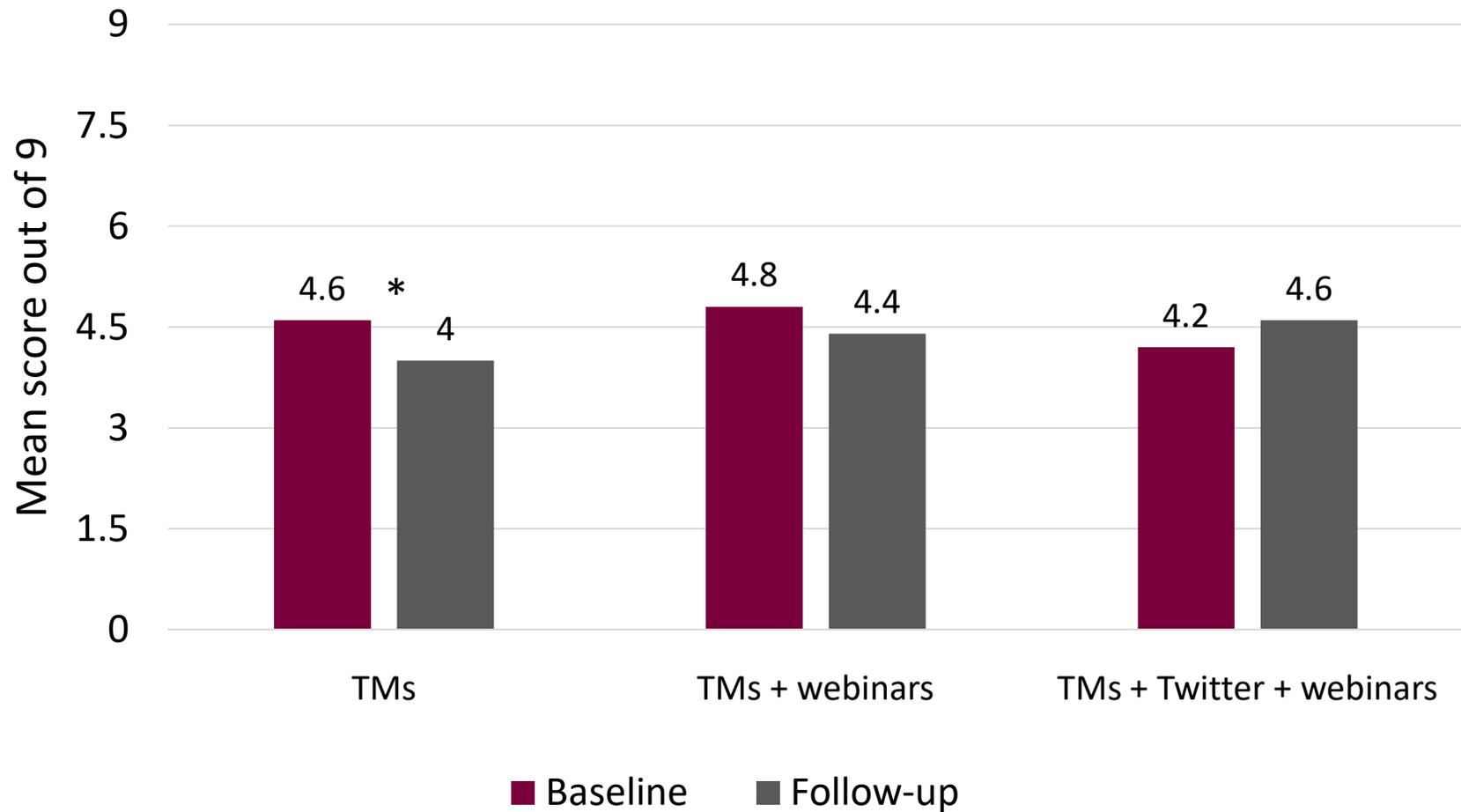
10.4 years in PH

n = 134

Selected Interventions

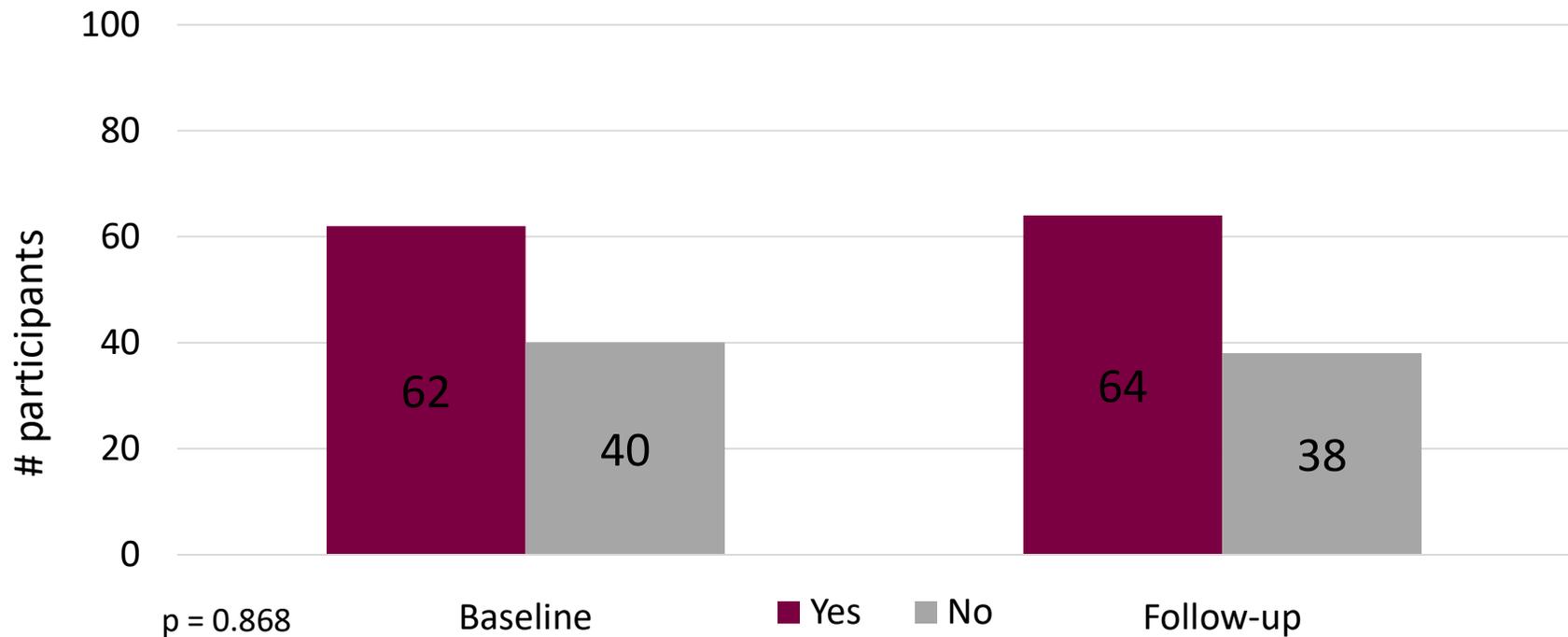


Findings: Awareness



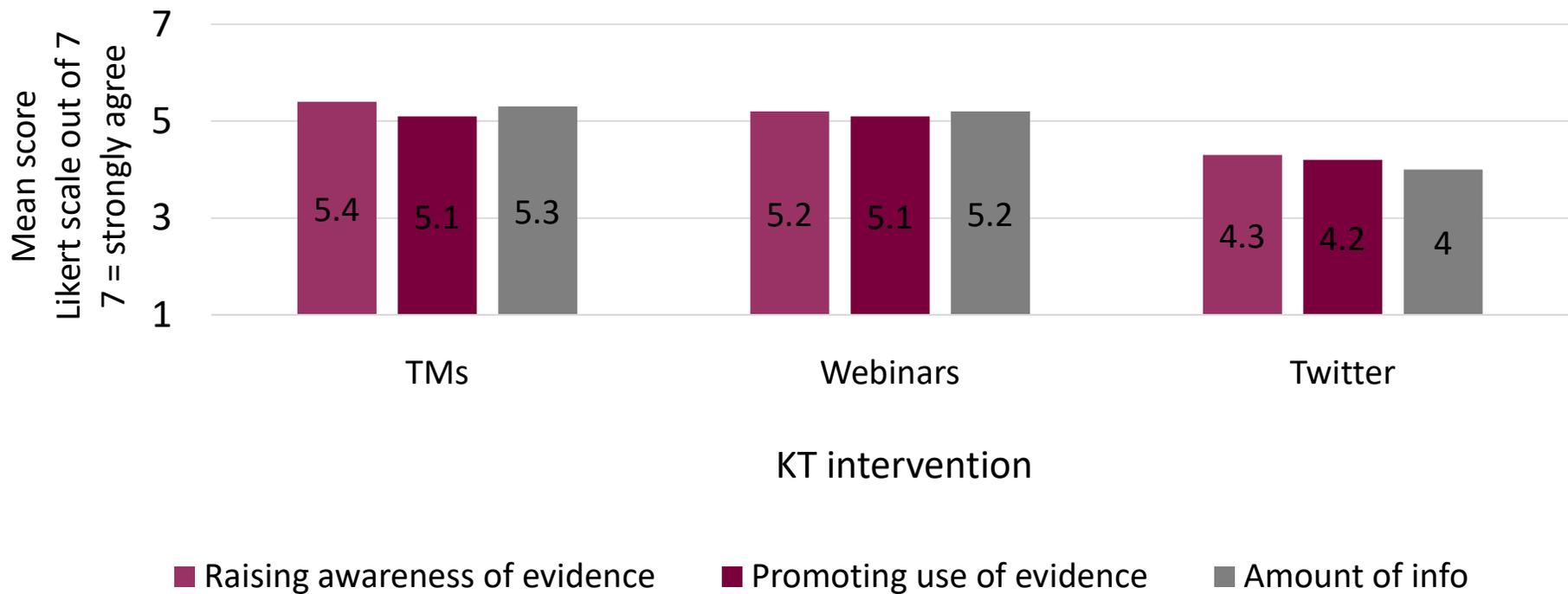
*Statistically significant $p = 0.021$

Findings: Research Use

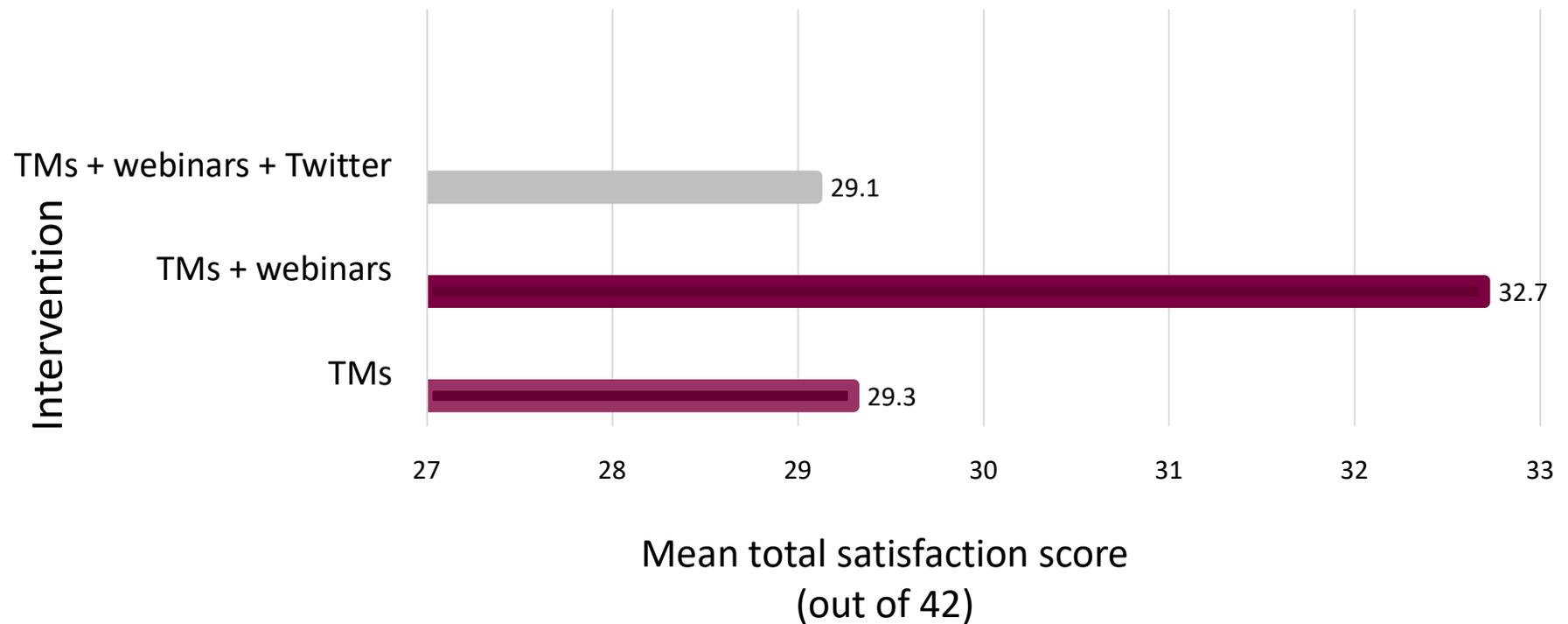


Did findings of a systematic review influence a decision in your health unit about cancer prevention?

Findings: Satisfaction with Primary KT Interventions



Findings: Satisfaction with Single/Combined KT Interventions



Conclusions and Implications

- No increases in use of research evidence and awareness
 - Consider:
 - Length of intervention
 - Dissemination of tailored, topic-specific, relevant research evidence
- Favored online KT strategies:
 - TMs and webinars
- High levels of satisfaction for:
 - raising awareness of research
- Use of social media (e.g., Twitter™) as KT strategy needs further consideration
- Consider preference of public health professionals for online KT interventions