Dissemination Strategies for Health Workforce Research

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Presentation Outline

- My Health Workforce and Dissemination Research Background
- Dissemination Study and Key Findings
- Developing a Dissemination Plan, Key Products and Approaches
- Pulling Everything Together with Two Examples
My Workforce and Dissemination Research Background
Health Care Workforce Research

**ND Nursing Needs Study**

Longitudinal ND Legislature mandated study of ND Nursing Supply, Demand and Education from 2002-2012. Included over 30 studies including high school students, nursing students, nursing programs, simulation centers, nursing faculty, licensed nurses, health care facilities. Data included surveys, focus groups, supply and demand projections, gap assessments etc.

Website: [http://www.ndcenterfornursing.org/nursing-workforce-research/](http://www.ndcenterfornursing.org/nursing-workforce-research/)

**ND Healthcare Workforce Snapshot Study**

ND State Legislature-funded study of over 30 health care professions. Included licensure supply data, demand survey data and Department of Labor data and education data from the Board of Higher Education.

Development of National Forum of State Nursing Workforce Centers National Nursing Workforce Minimum Datasets

Served on steering committee for the development of the minimum nursing workforce data sets which are intended to help establish standardized data to be collected by each state. Served as chair of the demand minimum data set committee and am currently chair of the Forum’s Research Committee. Website: http://nursingworkforcecenters.org/minimumdatasets.aspx


National Council of State Boards of Nursing/National Forum of State Nursing Workforce Centers National RN Sample Survey 2013

Research team member for the National sample survey of 42,294 RNs using Forum of State Nursing Workforce Minimum Supply Dataset. Website: https://www.ncsbn.org/688.htm

My Dissemination Research

Rural Health Research to Diverse Audiences

Project funded by the Office of Rural Health Policy, HRSA. Work described today was completed between 2007-2010 at the Center for Rural Health, University of North Dakota School of Medicine and Health Sciences.

The Rural Health Research Gateway and the project was designed to increase the visibility of the federally funded Rural Health Research Centers. Started with studies with national, state and community level audiences to determine which strategies would be most effective with each audience.

The project team during this time included Patricia Moulton, Mary Wakefield, Kristine Sande, Wendy Opsdahl, Holly Gabriel, Alex McEllistrem-Evenson, Naomi Lelm, Andy Coburn

The reports and a newly updated Dissemination Toolkit are available at http://www.ruralhealthresearch.org/resources

For more information about the current Rural Health Research to Diverse Audiences Project contact Schawnda Shroeder, PhD, Principal Investigator shawnda.Schroeder@med.und.edu
Dissemination Study and Key Findings
National, State and Community Study Methodology

Developed a list of stakeholders at each level and invited them to an issue group meeting (national group met in person, the state and community groups met via teleconference call)

Examples of dissemination products were provided to each issue group (included brochures, fact sheets, working papers/reports, policy briefs, press releases, websites). This included products from the Rural Health Research Centers and products that were a compilation of research from all centers including a fact sheet, the Rural Health Research Gateway website and Rural Health Research In Progress.

Issue Group participants were asked several open ended questions about each product including whether they have used them, how they would suggest the product be repackaged, and what dissemination approaches would be best for their audience. Issue groups were also asked about how they obtain research findings and what information would be helpful for their decision-making process.
National Audience Needs Study Findings

Have a suite of products to fit the needs to different groups of people in your target audience

Important to have the full findings available when fact sheets and other products are distributed

Use simple charts or graphs to display findings rather than complex tables

Media is looking for 20 second key messages “sound bites”- have that featured at the top or front

There is constant turnover at national organizations and in congressional offices- will need to continue sending basic information and findings periodically

Use knowledge nodes- national organizations that select relevant research findings and then distribute to their members- always looking for research findings to incorporate

National Issue Group Participants

- Mott Blair, PhD – Chair, American Academy of Family Physicians Commission on Health of the Public
- Daniel Campion, MBA – Director, AcademyHealth
- Bill Finerfrock – Executive Director, National Association of Rural Health Clinics
- Cathy Hoffman, SCD – Senior Researcher & Associate Director, Kaiser Family Foundation
- Janell Lang – President-Elect, National Association of State and Local Mental Health Officials
- Danielle Lloyd, MPH – Senior Associate Director of Policy, American Hospital Association
- Alan Morgan – CEO, National Rural Health Association
- Jon Nelson – Deputy Director, HRSA/HHS, Maternal and Child Health Bureau
- Rick Peterson, PhD – President, National Association for Rural Mental Health
- Edward Salsberg – Director, Center for Workforce Studies, Association of American Medical Colleges
- Jeff Stensland, PhD – Senior Analyst, Medicare Payment Advisory Commission
State Audience Needs Study Findings

State organizations serve as information brokers to their audience and they repackage information for their members.

It is useful to tailor products for particular state organizations that you are interested in reaching.

Do not find long research documents useful—prefer fact sheets and policy briefs.

Find state level data useful—especially if there are state-by-state comparisons and “at a glance” charts.

State Issue Group
- Kathy Apple – Chief Executive Officer, National Council of State Boards of Nursing
- Lynette Dickson—President-Elect, National Organization of State Offices of Rural Health
- Paul Halverson, DrPH—State Health Officer, Arkansas Department of Health and Human Services
- Jeffrey Kafer – Associate Administrator, National Rural Recruitment and Retention Network
- Lynn Mitchell—CMO & Medicaid Director, National Association of State Medicaid Directors
- Doug Porter – Assistant Secretary, National Association of State Medicaid Directors
- Lisa Robin – Senior Vice President, Federation of State Medical Boards
- Tim Skinner—Executive Director, National Rural Recruitment and Retention Network
- Kris Sparks—Director, Washington State Office of Community and Rural Health
- Paula Streib—Communications Director, Association of State and Territorial Health Officers
- Laura Tobler—Health Program Director, National Conference of State Legislatures
- Alan Weil—Executive Director, National Academy for State Health Policy
Community Audience Needs Study Findings

Serve as information resources to their members- so need the research in a format that is easy to link, copy or forward to their members.

Reaching this audience requires some additional strategies- such as sending copies of fact sheets or having copies available at an exhibit or other marketing products that could be brought back to the smaller community organization.

Community Issue Group
- Deb Adkins, Executive Director, Tioga County Partnership for Community Health, Wellsboro, PA
- Patricia Atkinson, Manager, Southeast Alaska Regional Health Consortium, Juneau, AK
- Susan Birch, Northwest Colorado Visiting Nurse Association, Inc., Steamboat Springs, CO
- Forrest Calico, MD, MPH, Stanford, KY
- Wayne Hellerstedt, Helen Newberry Joy Hospital & Healthcare Center, Newberry, MI
- Paul Moore, DPh, Moore, OK
- Greg Nycz, Executive Director, Family Health Center, Marshfield Clinic, Marshfield, WI
- Tim Size, Executive Director, Rural Wisconsin Health Cooperative, Sauk City, WI
- Pam Stewart Fahs, Associate Professor, Decker School of Nursing, Binghamton University, NY
Developing a Dissemination Plan
Key Products and Approaches
A Dissemination Plan

1. Research Findings and Products- determine which findings you are interested in disseminating and which products would be the best fit
2. End users- this is your target audience and this will determine your final products and how the research findings are presented
3. Dissemination Partners- these are your information brokers to you end users and different products might go to different partners
4. Communication- utilizing multiple communication channels will result in greater impact, don’t forget person-to-person communication and social media
5. Evaluation- this is a critical step in determining if your dissemination plan has been successful and to help form future plans
6. Dissemination workplan- provides a framework for organizing your strategy.

Effective Titles

Interesting and accurate titles often determine whether a document is read.

- Relatively short
- Descriptive of the content and reflect the key take-away points
- Include key words - these are picked up by internet search engines
- Avoid acronyms and abbreviations
- Two part titles can be used to pair something catchier with a descriptive title
- Avoid long noun strings

Not a good example:

Good example:

The Contribution of Physicians, Physician Assistants, and Nurse Practitioners Toward Rural Primary Care: Findings from a 13-state Survey

Doescher, MP, Andrilla, CHA, Skillman, SM., Morgan, P, Kaplan L.

WWAMI Rural Health Research Center

Three Key Products
Fact Sheets

A one-page document (can be front and back) that provides basic research information in an easy to read format. Infographics are a newer form of fact sheet. A smaller version could also be a postcard. Can refer to larger working paper or report for more information and methods.

1. Research Findings and Products- bigger, global findings
2. End users- policy makers at the national, state and community level, interested stakeholders
3. Dissemination partners- who can include the fact sheet at their exhibit, pass out at their meetings and link to on their website?
4. Communication-print and hand out at exhibits and to distribute to legislators in person. Can also be mailed. Post to website and link to social media.
5. Evaluation- number of fact sheets printed, distributed, number of download/hits on website, number of shares and likes on social media
Policy/Findings Brief

Six pages or less and include brief context for research, key findings and policy recommendations.

Can refer to larger working paper or report for more information.

1. Research Findings and Products- include a set of policy recommendations and supporting data including graphs and maps

2. End users- policy makers at the national, state and community level- particularly useful with a committee working on particular policy issues such as the State Health Workforce Legislative Committee or the state board of higher education. End user is determined by policy recommendation. Forms the basis and supports a presentation to the user. Associations will also be interested in policy briefs to support their efforts.

3. Dissemination partners- who can help connect you with the end users?

4. Communication- print and hand out when presenting, can post on website

5. Evaluation- number of policy briefs distributed, number of presentations, implementation of policy recommendations

Final reports and working papers

A report includes all of the detail about the study including how the study was conducted (e.g. hypothesis, data, methods, statistical analysis) Can refer to larger working paper or report for more information. Should include an abstract and executive summary which could be provided separately and then for those that want more information they could go to the full report.

1. Research Findings and Products- includes all of the findings from the study, can form the basis for research conference presentations and journal articles
2. End users- grant funding agencies, those that have requested more information, other researchers
3. Dissemination partners- research groups, conference presentations, funding agencies
4. Communication- primarily electronic unless there is a special audience such as funding agency or committee that request the full report, can post lengthy reports split up in different parts
5. Evaluation- number of reports distributed or emailed, number of presentations, citations
Three Key Dissemination Approaches
Websites and Social Media

• Websites are a key place to disseminate many products and there is a increasing push to have open access

• If you market your organization as the place to go for key health workforce research, a website will provide a place to direct interested research users when they need the information - which doesn’t always correspond to when you distribute it

• Social media can be used to further direct users to you, the place for workforce research, and is very valuable. There are tools that can help automate facebook and other social media postings and there are advertising opportunities to help increase your exposure.

• Updated section in the new toolkit at http://www.ruralhealthresearch.org/resources
Health Trade Press and Media

• Don’t underestimate the potential of sending out a press release on your workforce research- if the timing is right and the topic is of interest this can be a great way to greatly increase interest.

• The Issue Groups also emphasized the importance of using this approach- can also make the research more visible to potential dissemination partners.

• Make sure you target the message for the audience for each press release. A press release to a small town newspaper and one to the Washington Post will be very different.
Exhibits and Presentations

• These are your key in-person opportunities to interact with your end users, so they should be targeted to who you are presenting or exhibiting to.

• Content should pull out key findings. If the audience is policy makers and your goal is policy change, they should be linked directly with detailed policy recommendations.

• Exhibits should include something small that users can take home that has your website on it. This is not the place for full research study reports, few users need to results now.
Pulling Everything Together with Two Examples
2010 Snapshot of North Dakota’s Health Care Workforce

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A united voice for nursing excellence.

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This report is available on our website at www.ndcenterfornursing.org

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