

Dissemination Strategies for Health Workforce Research

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THE NATIONAL **FORUM**
OF STATE NURSING WORKFORCE CENTERS



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/>

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.

Weblink: <http://www.ndcenterfornursing.org/wp-content/uploads/2013/01/Workforce-final-10-22-10b.docx>



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>

Moulton, P., Wiebusch, PL., Cleary, BL., Brunell, ML, Napier, DF, Bienemy, C., LeVasseur, SA., Cimiotti, JP. (2012). Towards Standardization (Part 2): Status of Implementation of National Nursing Workforce Minimum Data Sets. *Policy, Politics and Nursing Practice*, 13 (3), 162-9.

Nooney, J., Cleary, B., Moulton, P., Wiebusch, P., Murray, J., Yore, M., Brunell, M. (2010). Towards Standardization (Part 1): Assessment of State and National Nursing Workforce Data Sources. *Policy, Politics and Nursing Practice*, 11(3) 173-183.

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>

Budden, J., Zhong, E., Moulton, P. & Cimiotti, J. (2013). The National Council of State Boards of Nursing and The Forum of State Nursing Workforce Centers 2013 National Workforce Survey of RNs. *Journal of Nursing Regulation* 4(2)

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

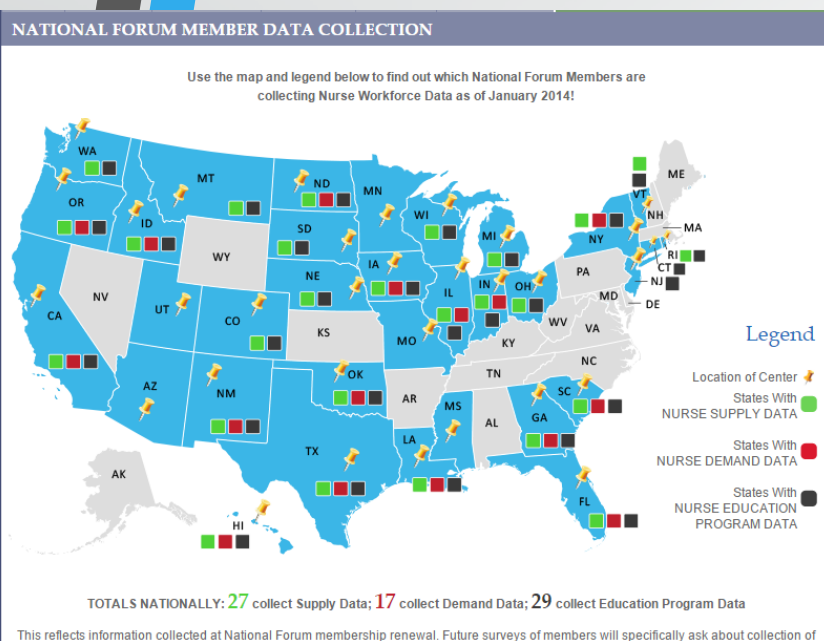
Have a suite of products to fit the needs to different groups of people in your target audience

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 Network Health Career Programs for Two Year Colleges
- 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

Director's Message

Spring conference time is near! There are many conferences and events planned over the next few months. So check out our events calendar! We also have many new jobs listed below from our new [Career Center](#).

We are also featuring articles on the Nursing Student Association conference that was held in January, a new online RN program and an NDSU DNP student that won a thesis competition!

In January, we launched our new online webinar leadership development series that was designed for "Every Nurse in Every Setting". The leadership series was designed by teams of your colleagues and covers Communication, Systems Thinking, Change and Innovation and Health Policy/Advocacy. Check out [Empowering Nurses to Lead](#)

Patricia Moulton, PhD
Executive Director

Nursing Student Association of North Dakota Hosts Annual Conference



Over 150 students recently attended the Nursing Student Association of North Dakota's annual conference, held in Minot, ND, January 29-31st.

This year's theme for the conference was "Reinvent to Prevent".

Feb. 16th, 2015

In This Issue

[Director's Message](#)
[NSAND Conference](#)
[Nurses Day at the Legislature](#)
[Mayville State](#)
[Giving Hearts Day Results](#)
[NDSU Nursing Student Wins Competition](#)
[Celebrating 100 Years of Nursing Excellence](#)
[Legislative and Policy Updates](#)

In the News

[North, South Dakota First Ladies Join To Reduce Nonmedically Indicated Early-term Deliveries](#)

[Walsh earns health care financial certification](#)

[Nursing, social work students will take part in service activities](#)

[Nurse practitioners expand access to health care services, especially in rural areas](#)

[Johnson Joins Essentialia](#)

[New role for Nilsen](#)

[Minot State Hires New Faculty](#)

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.

Reference: Agency for Healthcare and Research Quality. *Development of a Planning Tool to Guide Dissemination of Research Results. Vol 4.* Rockville, MD; 2005. Available at: <http://www.ahrq.gov/qual/advances/planningtool.htm>. Accessed August 14, 2008.

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:

North Dakota Nursing Needs Study
Faculty Survey Results
Center for Rural Health
North Dakota Center for Health Workforce Data
June 2003
Patricia Moulton, Ph.D.
Seth Christman
Holly Dannewitz, B.A.
Mary Wakefield, Ph.D., R.N.

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

Medical Care. June 2014; 52(6): 549-556.



Three Key Products

RURAL HEALTH FACTS

North Dakota Health Professions: Nursing

Fall 2003

Nursing Supply

❖ In 2002, North Dakota had 8,392 RNs and 3,179 LPNs. Ninety-four percent of RNs and 97% of LPNs were female and are primarily white. Ninety-six percent of RNs and 95% of LPNs were employed (either part- or full-time). Most RNs work in hospitals and most LPNs work in extended care and hospital settings¹. Fifty-nine percent of RNs nationwide work in hospitals². In North Dakota, the average age of RNs is 44 and LPNs is 42³. The national average age for RNs is 45 years².

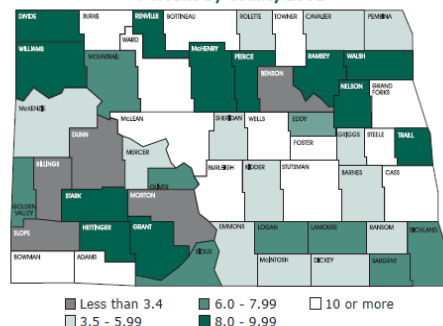
❖ Nationally, about 23% of nurses work part-time. In North Dakota, 44% work part-time³.

❖ In 2002, 14 counties in North Dakota had over 10 RNs per 1,000 people (see Figure 1). Twenty-seven counties had less than 8 RNs per 1,000 people including five counties with less than 3.4 RNs per 1,000 people. National data indicate an average 7.82 RNs per 1,000 people⁵.

❖ In 2002, eight counties had six or more LPNs per 1,000 people (see Figure 2). Five counties had less than 2.50 LPNs per 1,000 people.

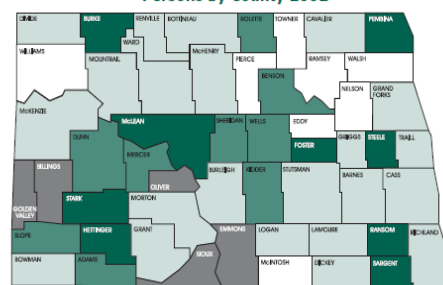
❖ In North Dakota, LPNs are paid an average salary of \$26,540, which is less than

Figure 1. North Dakota RNs per 1,000 Persons by County 2002



Source: North Dakota Board of Nursing Annual Report 2002 and U.S. Census 2000.

Figure 2. North Dakota LPNs per 1,000 Persons by County 2002



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



North Dakota Center for Nursing

A unified voice for nursing excellence.

Spotlight on the Past and Looking Forward to the Future of Nursing in North Dakota

Policy Brief January 2013

Nationally, it is projected that over 4.0 million jobs will be generated in health care by 2018 due to an aging population and advances in medical technology (Woods, 2009). Within North Dakota, health care and social assistance is the largest industry with an estimated 55,598 workers (Job Service North Dakota, 2009). Health care facilities are economic drivers in our communities and are a vital part of North Dakota's future growth. Ensuring that each North Dakotan has access to high quality care will be even more important as health care reform is implemented.

The nursing profession is an important part of all facets of the health care system from prevention through chronic and end-of life care and from prenatal and pediatric to gerontology care. The entire health care system relies on nursing as the backbone, making a healthy supply of nurses a necessity to state policy and planning.

This brief includes highlights findings from the ten-year North Dakota Nursing Needs Study as well as initial strategic plans for the North Dakota Center for Nursing. The full report is available at www.ndcenterfornursing.org. However, the North Dakota Center for Nursing cannot solve all nursing workforce issues and solutions must come from the broader cadre of stakeholders. This report was developed by the ND Center for Nursing Leadership Team which includes 50 different organizations that are working together to provide a unified voice and to work strategically on solutions. The full report includes comprehensive information for the K-12 pipeline, higher education, supply and demand. Highlights from these areas are included in this brief.

K-12 Pipeline



2012 Partners Investing in Nursing Summer Nurse Camp

There are currently many programs and activities that target students in K-12 to increase their awareness of health careers and in nursing in particular and interest in nursing careers has been sustained over a number of years. However, about 1/5 of students are undecided about their future careers. This pool of students would benefit from targeted hands-on activities including high fidelity human patient simulation and activities to bring a greater awareness of the wide scope of the nursing profession.

The ND Center for Nursing is working to link targeted partners to provide these opportunities and resources to students.

<http://www.ndcenterfornursing.org/wp-content/uploads/2013/01/Spotlight-Policy-Brief.pdf>

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



2010 Snapshot of North Dakota's Health Care Workforce

Patricia Moulton, PhD, Sheila Johnson, BS, Terri Lang BA



The University of North Dakota
School of Medicine
& Health Sciences

Last Revised: November, 2010

Please contact Patricia Moulton, PhD at 701-858-6770 or patricia.moulton@med.und.edu with questions/comments.



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

North Dakota Nursing Needs Study Year 1 Report

June 2003

Patricia Moulton, Ph.D.
Mary Wakefield, Ph.D., R.N.

North Dakota Center for Health Workforce Data




Center for
Rural Health

University of North Dakota
School of Medicine and Health Sciences

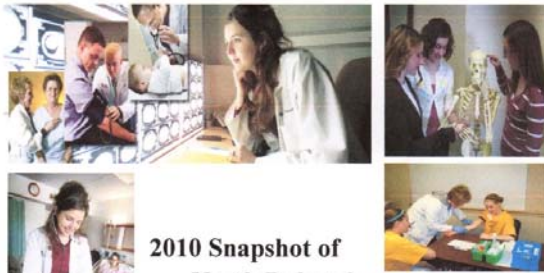
<http://medicine.nodak.edu/crh>



- 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



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North Dakota's
Health Care Workforce**

Patricia Moulton, PhD, Sheila Johnson, BS, Terri Lang BA



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Spotlight on the Past and Looking Forward to the Future of Nursing in North Dakota

January, 2013

Developed by the North Dakota Center for Nursing Leadership Team



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Center for Nursing**

A unified voice for nursing excellence.

North Dakota Center for Nursing Research Publication #5

Questions regarding this report can be directed to Patricia Moulton, PhD
Executive Director at the ND Center for Nursing at
patricia.moulton@ndcenterfornursing.org.

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

<http://www.ndcenterfornursing.org/wp-content/uploads/2013/01/Spotlight-Report-Final.pdf>



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