

# *Convergence of Diffusion and Social Marketing Concepts to Disseminate Evidence-Based Public Health Practices*

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# Why can these two change models be usefully combined?

- Different assumptions
- Different literatures
- Different practice settings

*but*

- Similar objectives and complementary concepts

# This morning

- 10 principals from empirical and conceptual study
- The target: Decision makers in complex organizations

# Principle 1: Conceptualize the sector

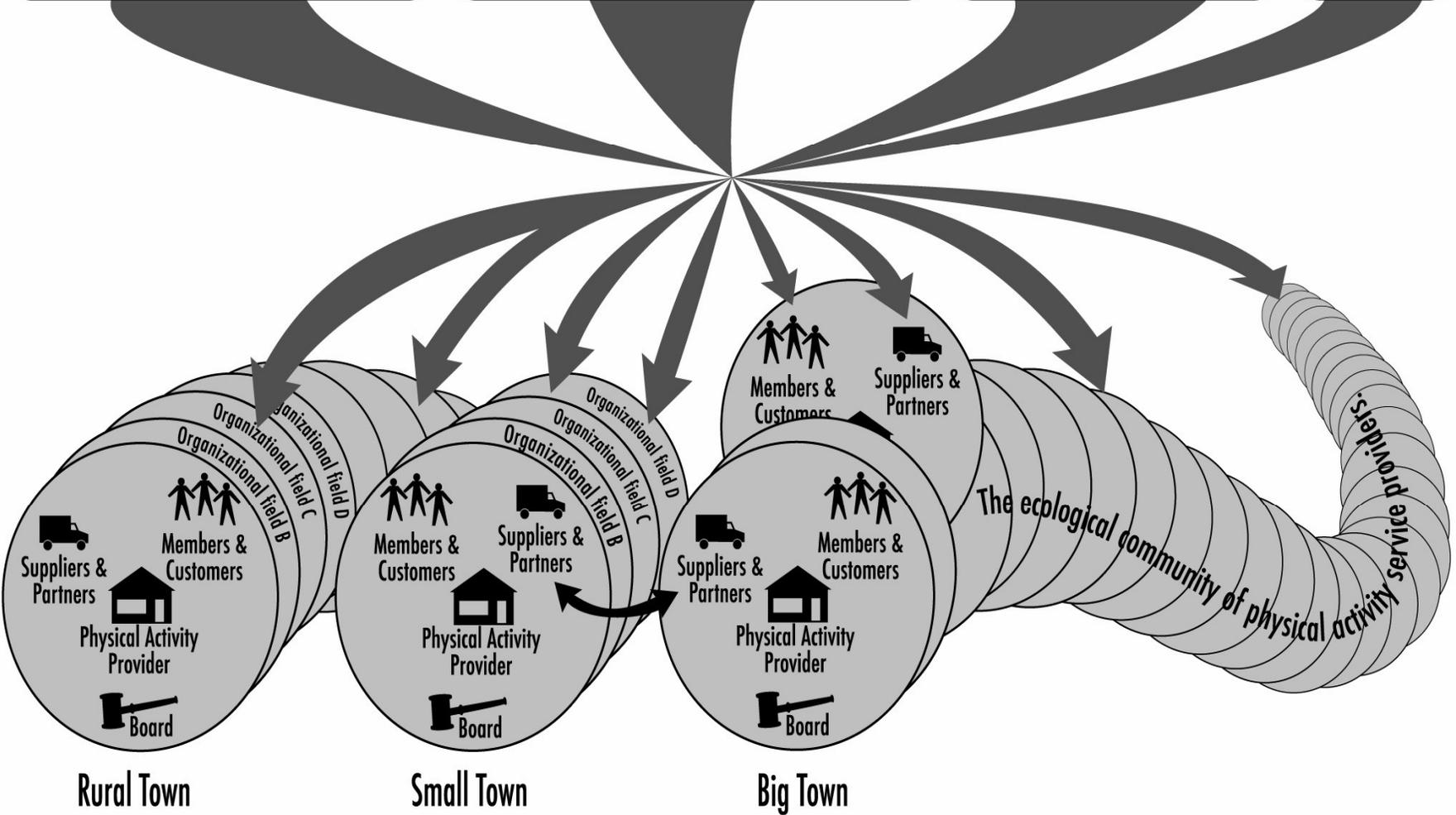
- Broad impact
- Efficiency in reach
- Homophily of function
- Commonality of information sources
- Complex organizations in a sector are linked via competition, job transfers, cooperation
  - *Discover* the links
  - *Use* that knowledge

**PROFESSIONAL ASSOCIATIONS:**  
(e.g., National Exercise Trainers Association or International Fitness Professionals Association)

**TRADE ORGANIZATIONS:**  
(e.g., Fitness Industry Association or International Health Racquet & Sportsclub Association)

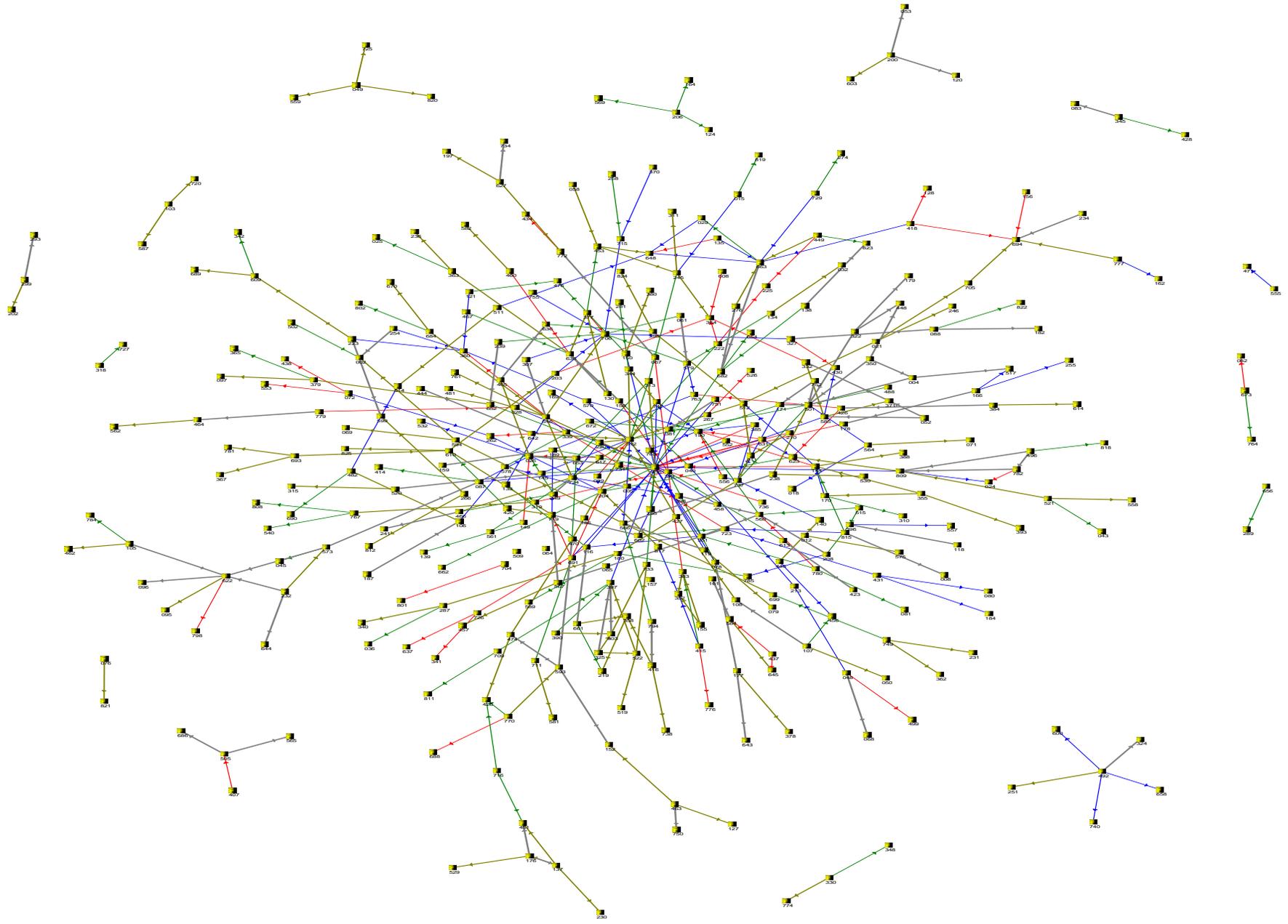
**NON-PROFIT ORGANIZATIONS:**  
(e.g., American Council on Exercise)

**GOVERNMENT AGENCIES**



# Principle 2: Identify opinion leaders

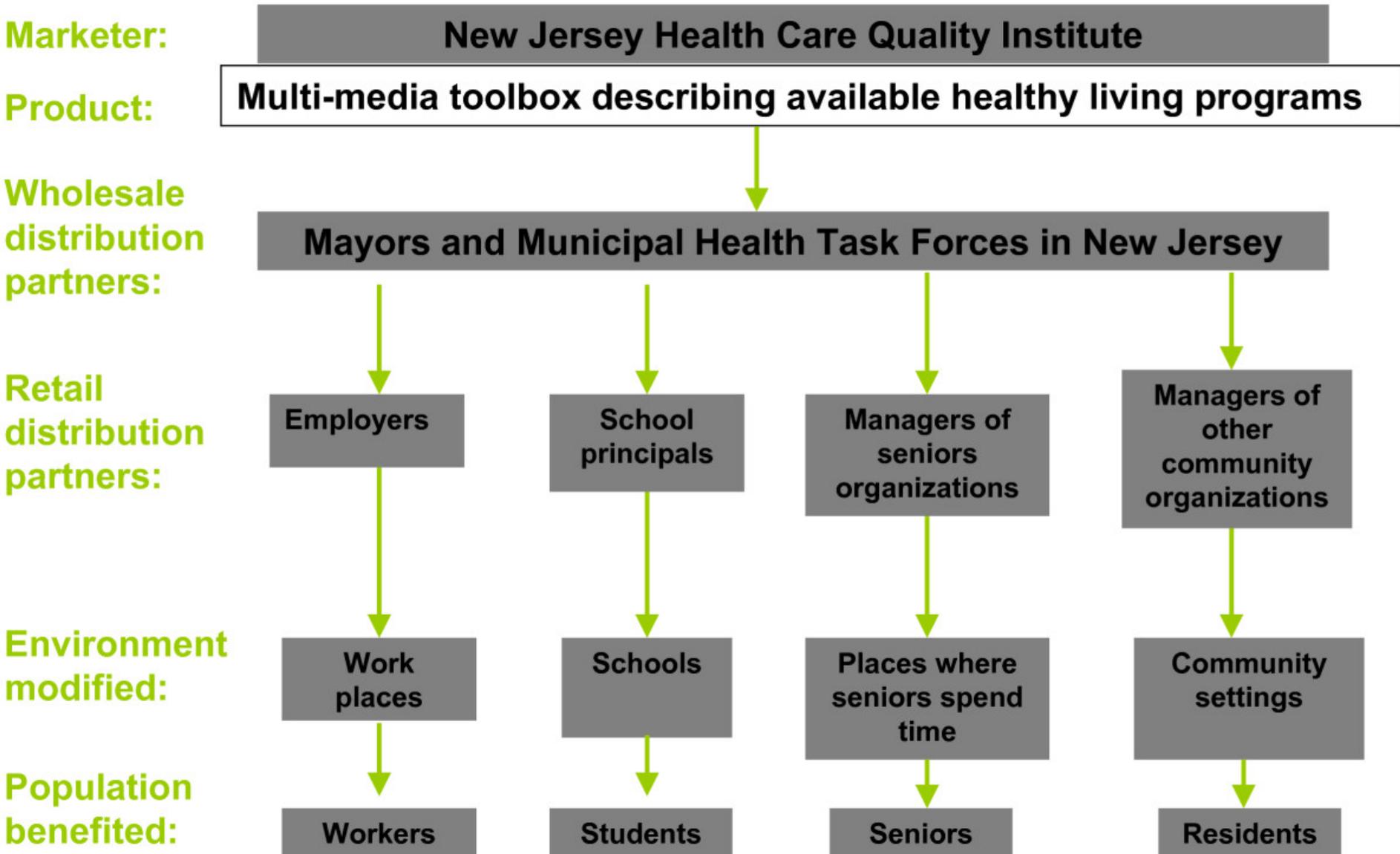
- Naturally occurring
- Pre-existing
- Informal
- Communication, advice, cooperation or collaboration
- Various means of data-collection possible



# Principle 3: Identify distribution channels

- Identify and piggyback on existing relationships
- Use same channels for multiple evidence-based practices & programs
- Work with established distribution partners
- Ground effort in partner and customer needs, wants, and barriers

# Distribution channels for the New Jersey Mayors Wellness Campaign.



# Principle 4: Differentiate roles in complex organizations

- Different roles can help in different ways
  - Authority figures (formal leaders)
  - Opinion leaders (informal leaders)
  - Internal champions

# Principle 5: Provide implementation support

- Training
- Online resources
- Practice networks
- Sharing of tacit how-to knowledge
- Examples from near-peers

# Principle 6: Anticipate user activity

- Adaptation, not adoption
- Who better to innovate for improvement?
- Distinguish theoretical components from program components
- Guided adaptation of program components via
  - Core components
  - Peripheral components

# Principle 7:

## Design to invite adaptation

- Is program fidelity vs. adaptation necessarily a dichotomy?
- Fidelity of outcomes is more important than fidelity of process
- Adaptation can be positively associated with fidelity of outcomes
- Adaptation can exceed observed outcomes

# Principle 8:

## Assist in near-peer learning

- Explicate a theory of change
- Facilitate an implementation support system
- Design for near-peers to show other practitioners how it worked for them

# Principle 9: Listen, listen, listen

- Use formative evaluation research procedures to learn about:
  - The practice constraints on target audience members
  - Information-seeking behavior
  - Sources of advice
  - Responses to prototype evidence-based practices and programs

# Principle 10: Cluster EBPs together

- Clustering uses the same distribution channel for multiple related EBPs
- Communicating EBPs in clusters reduces reactance
  - The sweet spot of choice
  - The focus is on solving the problem, not a particular solution
  - Heighten the likelihood of a best fit
- Alternative EBP clusters, complementary EBP clusters

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