Research to Practice

RESEARCH TRANSLATION OFFICE

Core Elements for Effective

Research to Practice

r2p Past: Reach

- Publications and products
  - Webpages
  - Print materials
  - App
- Audiences
- Channels
  - Twitter
  - Facebook
  - Flickr
  - Blog
  - Wikipedia
- Outputs
  - How much out
  - How many reached

- Metrics
  - Website traffic
  - Download totals
  - Facebook likes (fans)
  - YouTube views
  - Blog traffic
  - Twitter followers, aggregate retweets
  - eNews subscribers
  - Journal articles placed
  - Print publication distribution

r2p Present

- Pocket Guide
- NMAM
- Nurse violence prevention training
- Asphalt
- Youth@Work

r2p Future: Beyond Reach

- How can we **engage** our audience?
- How can we get the information in our communication products **used**?
- How can we influence **changes/impact** to improve safety and health?

RTO's Highly Skilled and Innovative Staff

Leslie Nickels

Associate Director for Research Translation

Alyssa Llamas

- Research translation
- New media

Vacant

- Visual design
- Innovation

Garrett Burnett

- Communication coordination
- Metrics

Kathleen Goedel

- Technology transfer
- Process

Christy Forrester

- Health science
- Research and evaluation

Mission

Advance the **use, adoption, and adaptation** of NIOSH knowledge, interventions, and technologies

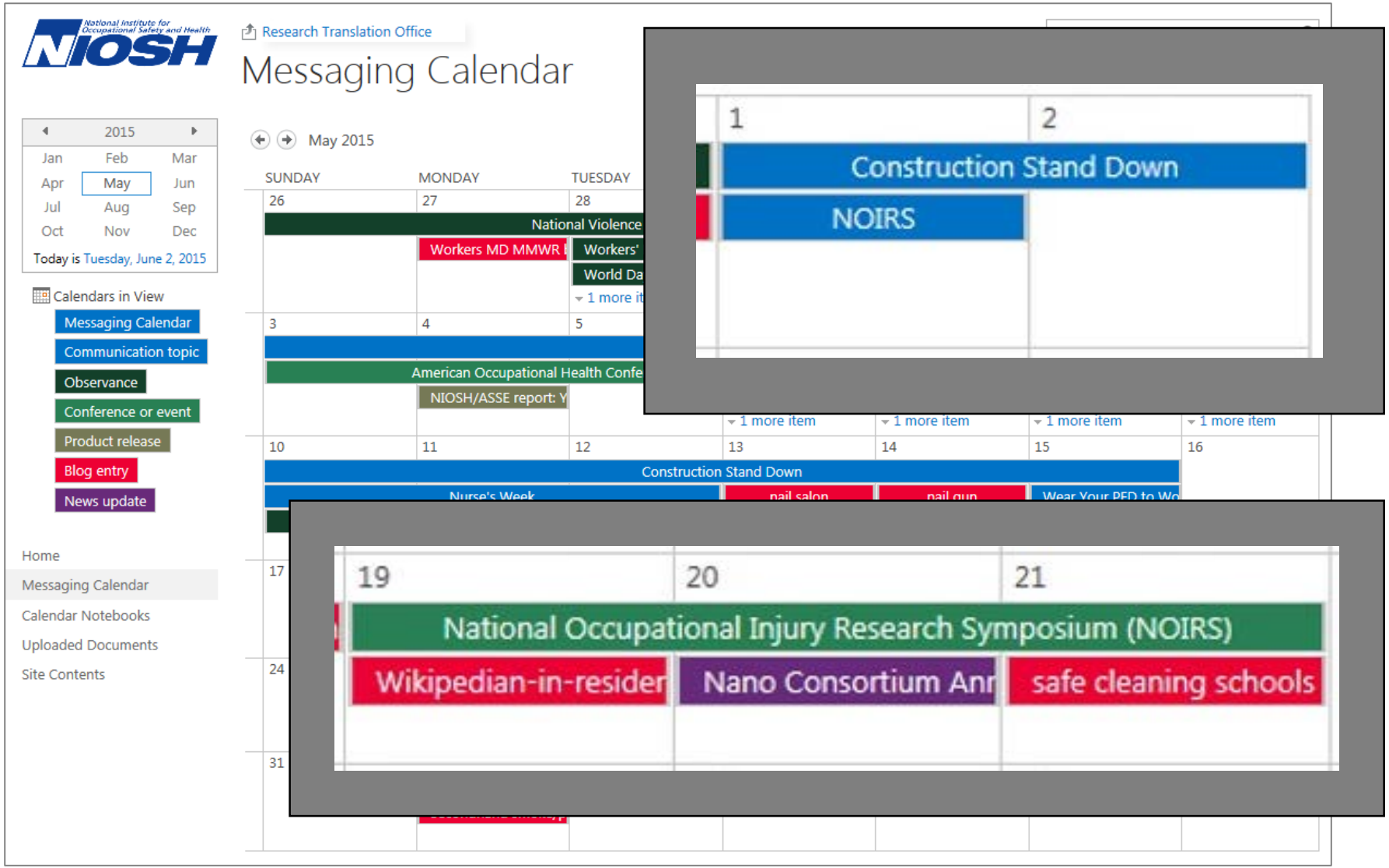
Core Elements

Intramural Science

The “meat” for all NIOSH translation products

Core Elements

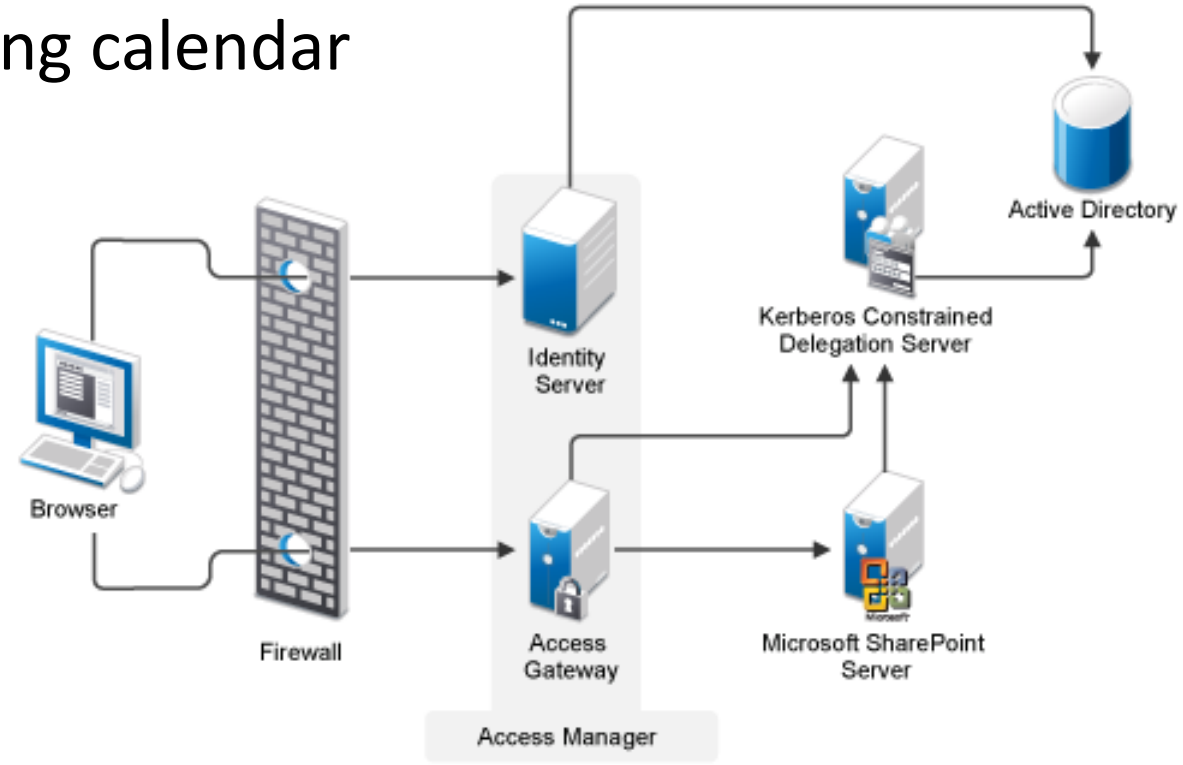
Communication



Core Elements

Extramural Science

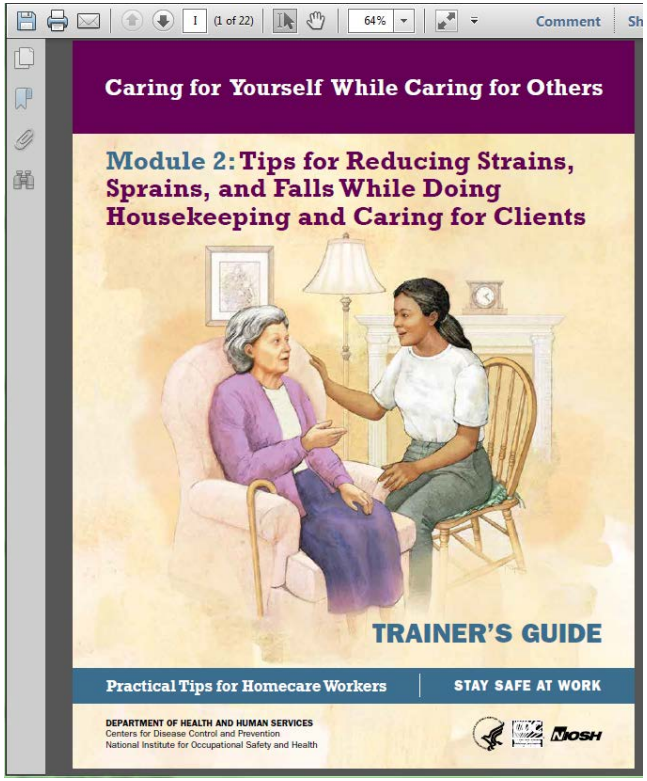
- Adapt messaging calendar concept
- Create portal for NIOSH centers and grantees



Core Elements

Partnership/Stakeholder Involvement

This…



Became this.

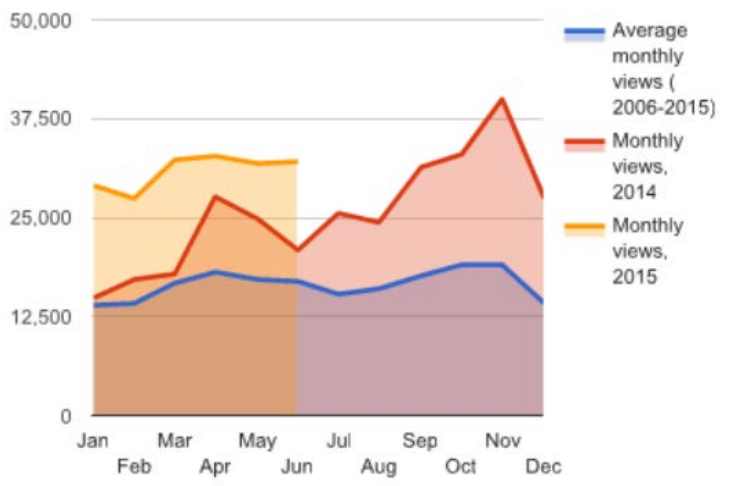
Core Elements

Evaluation

NIOSH Alt Metrics

Dashboards: Reach | Web | **Blog** | Twitter | Sectors | Cross-sectors | Search | GovDelivery

Blog page view trends



Most popular entries, last 12 months

	Blog entry	Views	Publication date
1	So How Accurate Are These Smartphone Sound Measurement Apps?	65490	Apr 9, 2014
2	N95 Respirators and Surgical Masks	15236	Aug 14, 2009
3	Preventing Back Injuries in Health Care Settings	11414	Sep 22, 2008
4	Dangers of Bathtub Refinishing	10318	Feb 4, 2013
5	Keeping Workers Hydrated and Cool Despite the Heat	9329	Aug 12, 2011
6	Preliminary Field Studies, oil and gas extraction flowback	5244	Aug 21, 2014
7	The Importance of Occupational Safety and Health: Making for a Super	4203	Aug 7, 2013
8	A Wrench in the Gear: Lockout/tagout in the food industry	3594	Jul 7, 2014

Core Elements

Technology Transfer

- Patents
- Partnership agreements
- Intellectual property

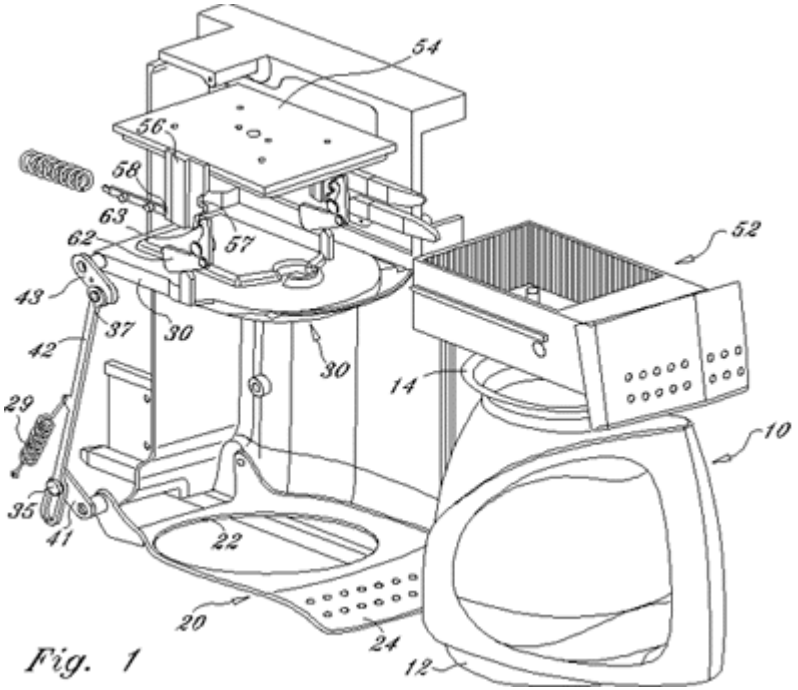


Fig. 1

R2P Tools

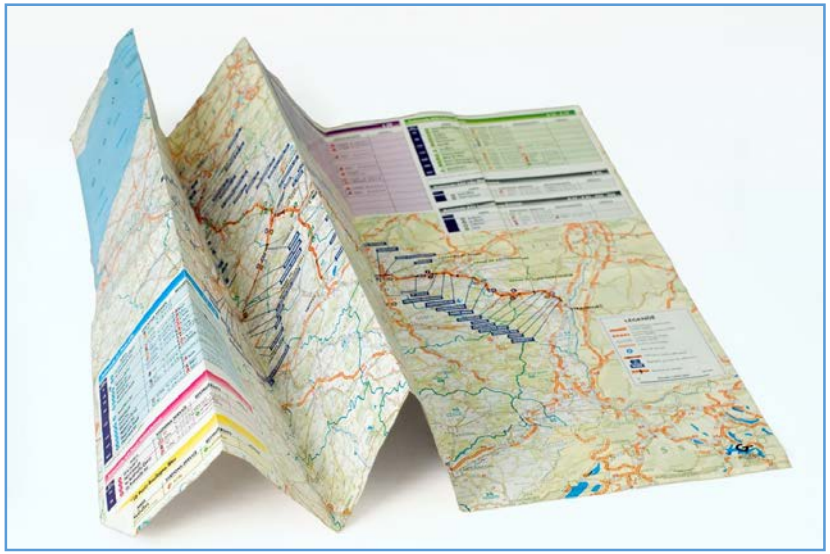
- A business approach
- CPWR Roadmap
- CDC Knowledge to Action (K2A) Framework
- Diffusion of Innovations

Entrepreneurial Thinking

- Price, place, promotion, product
- Is this product commercially viable?

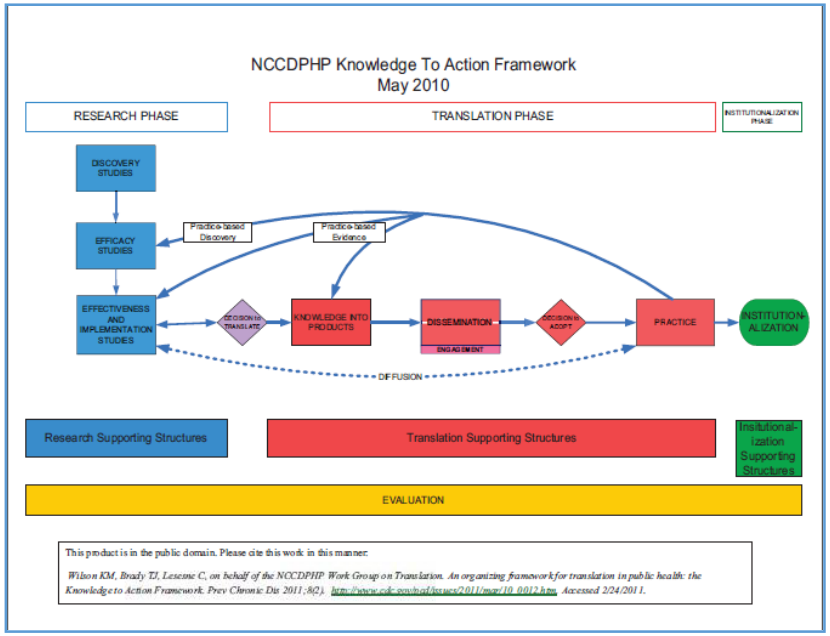
CPWR Roadmap

- Establish goals
- Determine audiences
- Describe dissemination products and channels
- Form partnerships



Knowledge to Action

- Decision points during three phases
  1. Research
  2. Translation
  3. Institutionalization

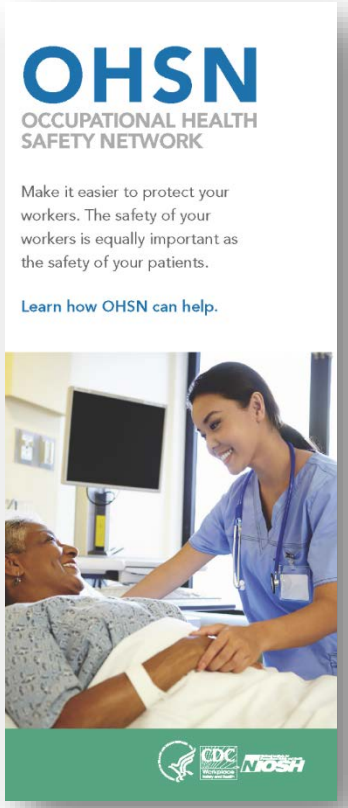


Diffusion of Innovations

- Relative advantage
  - Is the innovation better than what was there before?
- Compatibility
  - Does the innovation complement current approaches?
- Complexity
  - Is the innovation easy to use?
- Trialability
  - Can the innovation be tried before making a decision to adopt?
- Observability
  - Are the results of the innovation visible and easily measurable?

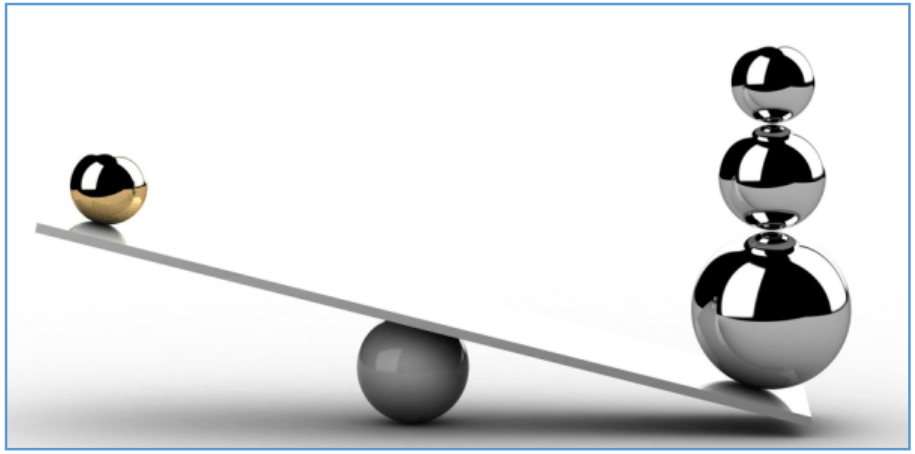
Occupational Health Safety Network

- **Goal:** By the end of 2015, OHSN will have a total of 200 participating healthcare facilities
- **Strategy:** Develop a suite of products to highlight attributes that may enhance the likelihood of adoption



Relative Advantage

- Without OHSN
  - No standardized reporting mechanisms.
  - Ad hoc feedback on safety trends.



- With OHSN
  - Most common injuries identified.
  - Comparisons to other hospitals available.
  - Effectiveness of interventions analyzed.
  - Intervention tools available.
  - OSHA and other regulatory reports automatically generated.

Compatibility

- Hospitals already
  - Use computers to record injury data
  - Record the same data fields required by OHSN
  - Need to generate injury reports

Complexity

- The software has been tested and is easy to use
- It is simple to join the network
- Hospitals do not have to perform any back-end programming

Trialability

- Requires login information; cannot be tried before joining
- A “test-drive” feature would enable users to experience benefits without pressure or commitment

Observability

- Observable advantage: OHSN is relatively new, so users may not yet be able to observe injury reductions
- Peer network observation: There is no mechanism for advertising participation to peers

Product Mix

	Relative Advantage	Compatibility	Complexity	Trialability	Observability
Web Page	X	X	X	X	X
Informational Brochure	X	X			
Video Testimonials	X	X	X		X
Video Tutorials				X	
User Success Stories	X	X	X		X
Infographic	X				

Research to Practice at NIOSH

- Not limited to an office
- Has a practical, applied focus
- Requires collaboration, streamlined processes, and useful tools