

From Research to Practice: Knowledge Translation in Community Settings

K. Vish Viswanath, PhD

Harvard School of Public Health
Dana-Farber Cancer Institute
Dana-Farber Harvard Cancer Center

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Community Based Participatory Research: What is Involved in Community Engagement?

- **Structuring Participation**
 - Structuring Collaboration
 - Facilitating Communication
 - Community Input: Needs Assessment/Conversations
- **Investment in the Community & Capacity Building**
 - Resource Sharing
 - Human Capital
 - Social Capital
- **Knowledge Production and Knowledge Transfer**

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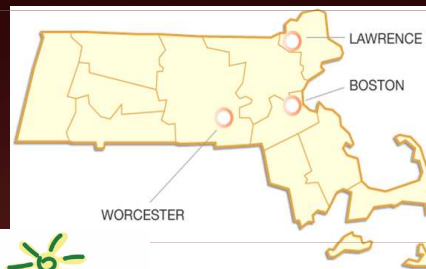
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MassCONNECT

Massachusetts Community Networks to Eliminate Cancer Disparities
through Education, Research and Training

Key Program Partners



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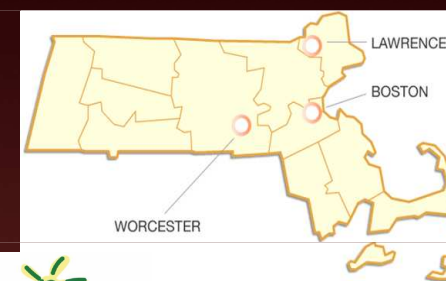
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PLANET MassCONNECT



Key Program Partners



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MassCONNECT Overview

primary goals

- To develop and increase the capacity of the Boston, Lawrence and Worcester communities by supporting **community-based education, research, and training** to reduce cancer health disparities.



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PLANET MassCONNECT Overview

- Testing a CBPR model to disseminate evidence-based health interventions
 - Couples the grassroots strength of the MassCONNECT community partners with a national resource, Cancer Control P.L.A.N.E.T.
- Establish an infrastructure for the dissemination of cancer control interventions in the three MassCONNECT communities

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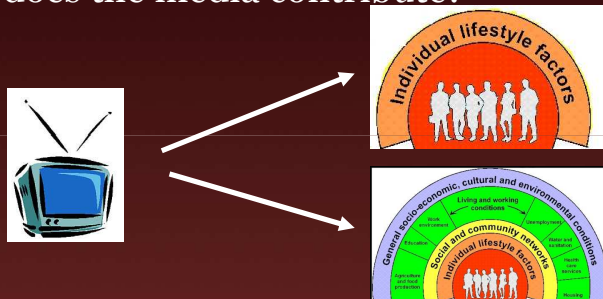
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Project IMPACT

Aim 1: What's your agenda?

- What's the public agenda re: health disparities in Lawrence, MA?
- How does the media contribute?



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We contend that...

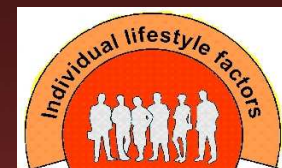
- the media and community members in Lawrence
 - pay less attention to disparities than other health issues



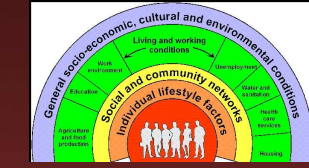
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→ offer causes/solutions focusing on individual behaviors rather than social contextual/policy solutions



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Aim 2: Develop an Intervention

- To use findings from our Public Agenda Assessment (Aim 1) to design a model intervention to influence the public agenda on health disparities with specific attention to tobacco-related disparities.

To do so, we will develop:

1

media training program
for community-based
organizations
(via workshops in years 2 -4)

2

toolkit for journalists

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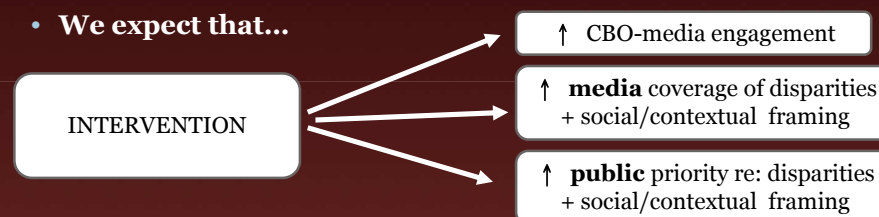
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Aim 3: Intervention

Aim 3. Intervention

- train community-based organizations (CBOs) that work with the underserved and with ethnic and minority groups on how to work with local media to advance their agenda around health disparities

We expect that...



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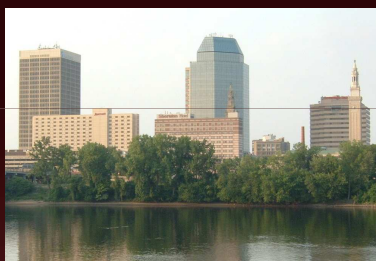
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A Community Intervention



Lawrence, MA: Intervention Community



Springfield, MA: Control Community

* focus is on change in community groups and community institutions – not individuals

* making overall environment more hospitable to tobacco control may help reduce resistance to policy changes that discourage or restrict tobacco use

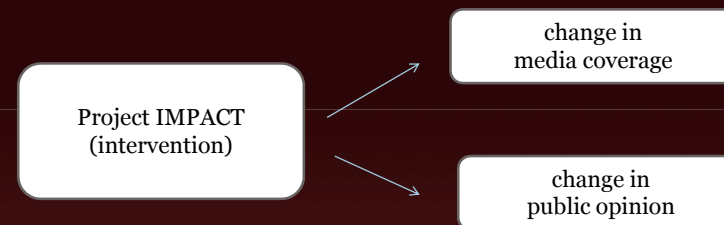
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Summary



with more
attention paid to...



health disparities, esp.
tobacco-related

&



social/contextual factors
as causes/solutions

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Structuring Participation

- Needs Assessment and Community Conversations
- Facilitating Collaborations & Partnerships
- Community Advisory Group –MassCONNECT
- Community Project Advisory Committee –PLANET MassCONNECT
- Local Community Working Groups
- Monthly, sometimes weekly, visits to the Communities/Coalitions

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Community Project Advisory Committee (C-PAC)

- Comprised of community leaders and study investigators
- Will meet at least quarterly
- Provides study oversight



V. Lora



D. Knight



I. Kawachi



G. Sorensen



E. Puleo



K. Viswanath



D. Williams



A. Geller

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Needs Assessment: Worcester Neighborhood Conversations

- Worcester residents shared their perspectives on life and health
 - Emphasis on weight, physical activity and nutrition
 - Themes will inform future work
- Funding came from Harvard Catalyst via the MassCONNECT partnership
- MassCONNECT provided support around guide development and planning



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Facilitating Partnerships: Boston Mammography Van in Lawrence

- MassCONNECT facilitated efforts in the development of a partnership with the MHTF, the YWCA of Greater Lawrence, and the Boston Mammography Van (BMV).
- The Van made **five** visits from May 2007 through May 2008.
- Comparisons of BMV operations data from FY07 with data collected from the Lawrence BMV events indicate that **the program has filled a need for mammogram services among underserved women in Lawrence.**



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Boston Mammography Van in Lawrence (Pilot Events, 2007-2008)

5/12, 8/25, 11/3, 3/29, 5/3

	LAWRENCE	BOSTON (FY2007)
MAMMOGRAMS COMPLETED	183	4,036
1 ST EVER MAMMOGRAMS	23% (n=42)	12%
ABNORMAL MAMMOGRAMS	14% (n=25)	7%
WOMEN WITH ABNORMAL MAMMOGRAMS WHO RECEIVED FOLLOW- UP AND DIAGNOSIS WITHIN 2 MONTHS	80% (n=20)	71%

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DATA COLLECTED BY THE YUCCA OF GREATER LAWRENCE AND BOSTON MAMMOGRAPHY VAN STUDY, HARVARD SCHOOL OF PUBLIC HEALTH, VISWANATH LAB, DANA-FARBER CANCER INSTITUTE

Investing in the Community (1)

- Resources for Community Partners
 - \$22k annually each for cost of project implementation
 - Support for MassCONNECT-sponsored trainings and community events
 - Leverage Grants: 2 Ro1s, 5 Pilots, Internal grants
- PLANET MassCONNECT
 - 1 FTE per community (Community Health Worker)
 - \$10k per coalition annually (Yrs 1-5)
 - Competitive mini-grants: \$10k per year to implement pilot intervention (Yrs 3-5)

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Investing in the Community (2)

- Human Capital
 - MassCONNECT
 - » Media Trainings
 - » Panels around “Unnatural Causes”
 - » Social Network Analysis Workshops
 - PLANET MassCONNECT
 - » Workshops in EBI Usage
 - » Structure Informal and Formal Social Network

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Human Capital: Media Workshops



- How do local mass media cover or do not cover news on cancer-related health disparities?
- How can community groups work with the media to raise the salience for the topic of health disparities?
- How can reporting of health disparities be enhanced by training local community groups to communicate with the media to cover cancer disparities more accurately and more promptly?

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Human Capital: *Media Workshop in Lawrence*

- Friday, June 8, 2007
- Workshop Highlight: *Panel of Media and CBO Members*
- **30** Participants registered
- Participants received training & resources
 - List of local media and contacts
 - Media Campaign matrix to assist with intervention planning
 - Templates for press releases and media alerts



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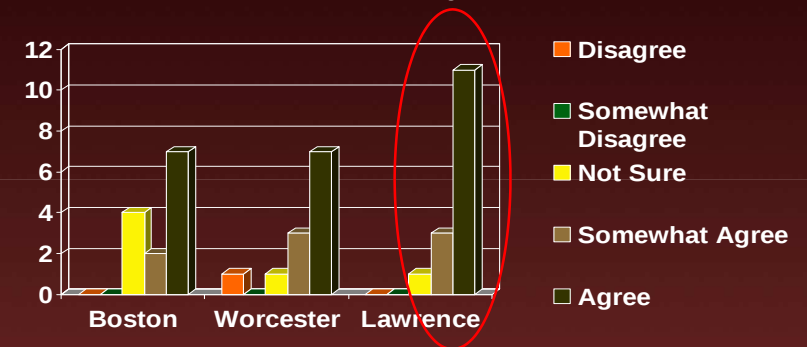
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After this workshop, I...

...will use this information to design health messages to create awareness within the community.



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PLANET MassCONNECT Training

- Six training workshops will be conducted in each community
- Each training will have approximately 10 participants
 - Minimum of 60 trained Dissemination Experts in Worcester at end of project period
- Training protocol and manuals will be developed and modified as the grant period continues



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Social Capital: *A Social Network Analysis*

- How the MassCONNECT network has developed structurally from its inception in 2005 until the present
- The relationship between key network characteristics and specific MassCONNECT outcomes
- The extent to which MassCONNECT has fulfilled its purpose of developing an organizational network in Boston, Lawrence, and Worcester

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Social Networking Analysis

- SNA conducted to measure:
 - How the MassCONNECT network has developed structurally from its inception until the present
 - The relationship between key network characteristics and specific MassCONNECT outcomes
- The extent to which MassCONNECT has fulfilled its purpose of developing an organizational network in Boston, Lawrence, and Worcester



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How was the MassCONNECT SNA conducted?

- 39 interviews carried out between December 2008 and February 2009.
- Members asked to participate if they received MassCONNECT funding or participated in or planned MassCONNECT events, meetings, or projects.
 - Community Coalitions
 - Community Agencies
 - Research Teams and Individuals
 - Policymakers and Individual Public Health Leaders
- 72% overall response rate.

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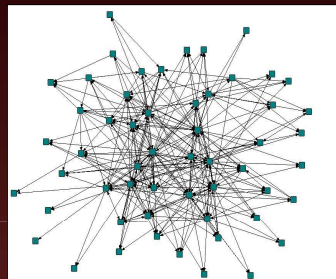
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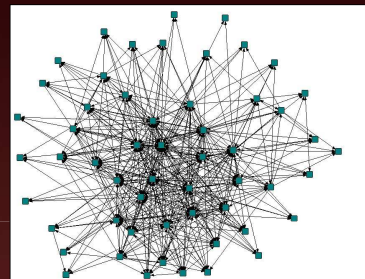
How connected was the MassCONNECT network?

Expanded Network: Baseline

Expanded Network: 4-Year



10.27% network density



20.07% network density

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Knowledge Production

Continuous Monitoring and Evaluation

- Workshops Evaluations
- Key Informant Interviews
- Needs Assessment Surveys
- Focus Groups
- Pilot Interventions
- Media Surveillance
- Major leveraged grants
- Surveys of Community-based organizations
- Community Surveys: Project IMPACT

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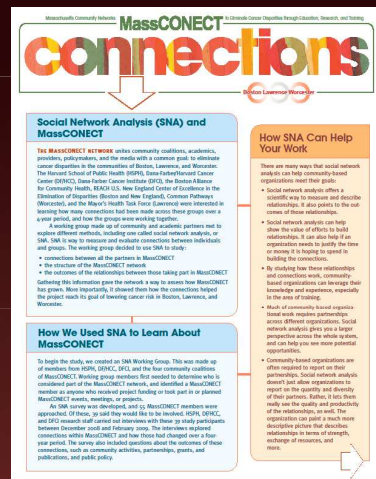
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Knowledge Transfer: Giving Back to the Community (1)

MassCONNECT

- Plans for Year 5 include dissemination of project findings to community
 - Overseen by Dissemination and Communications Working Group
- Dissemination Toolkit under development
 - One-page briefs on projects
 - Posters
 - PowerPoint slides with data
 - Training Curricula on CD-ROM
- MassCONNECT staff and partners to have a presence at local meetings and conferences



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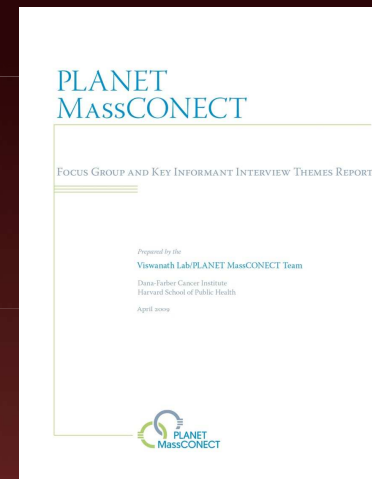
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Knowledge Transfer: Giving Back to the Community (2)

PLANET MassCONNECT



- Two comprehensive reports on barriers to the adoption of Evidence-Based Interventions (EBIs)
- Portal will be built in a content management system so that it can be maintained by the community groups
- Training modules and materials will be given to community groups for future use

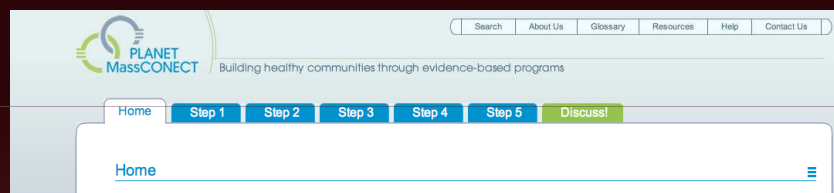
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PLANET MassCONNECT Web Portal



- Portal development has been informed by the data from focus groups and survey
- Purpose of the portal will be threefold:
 - A "One-stop dissemination market place", with links to the PLANET and the NCI's Cancer Information Service, as well as other services
 - Home for the local Community Resources Guide and other resources for planning programs in the community
 - A forum for the exchange of information

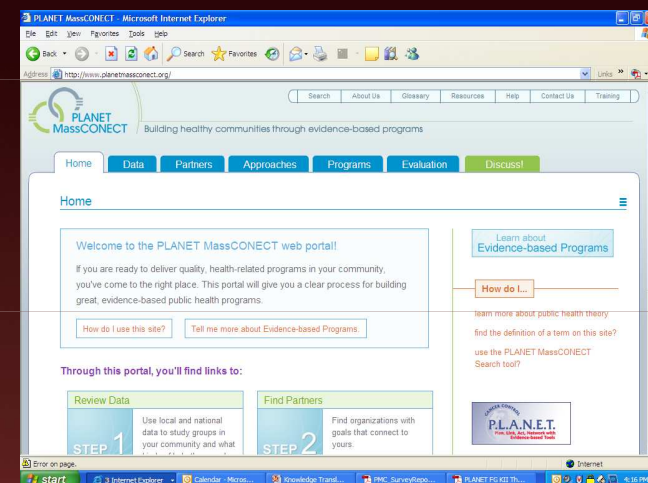
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PLANET MassCONNECT Home Page



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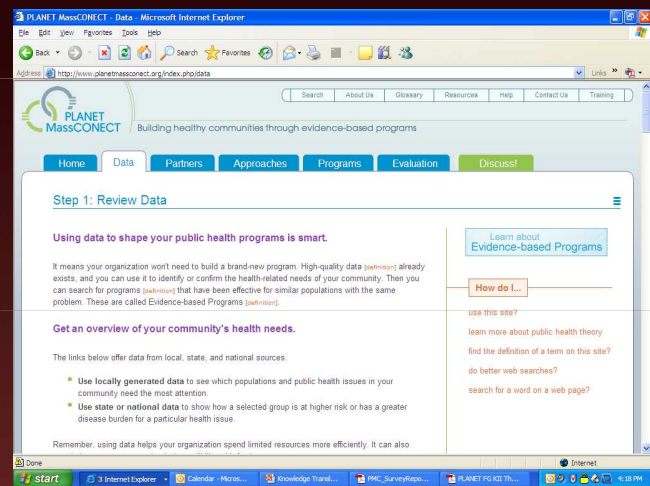
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PLANET MassCONNECT

Step 1: Data



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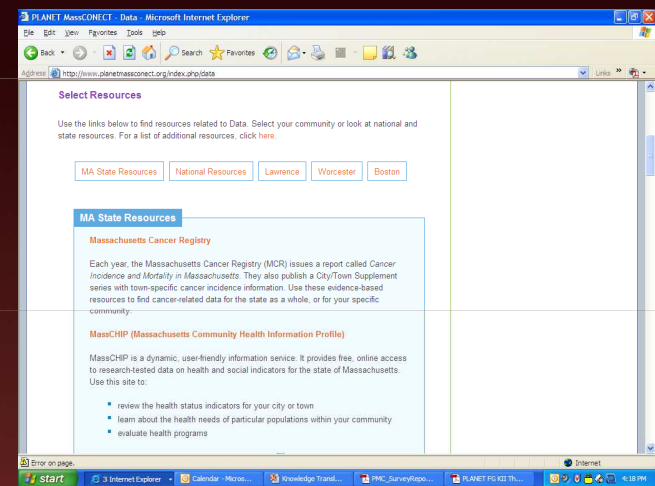
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Step 1: Data (Resources Available)



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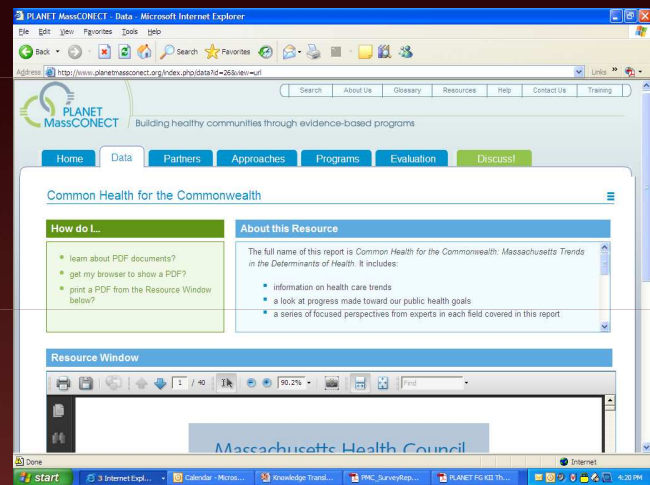
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Step 1: Data (Resources Frame Page)



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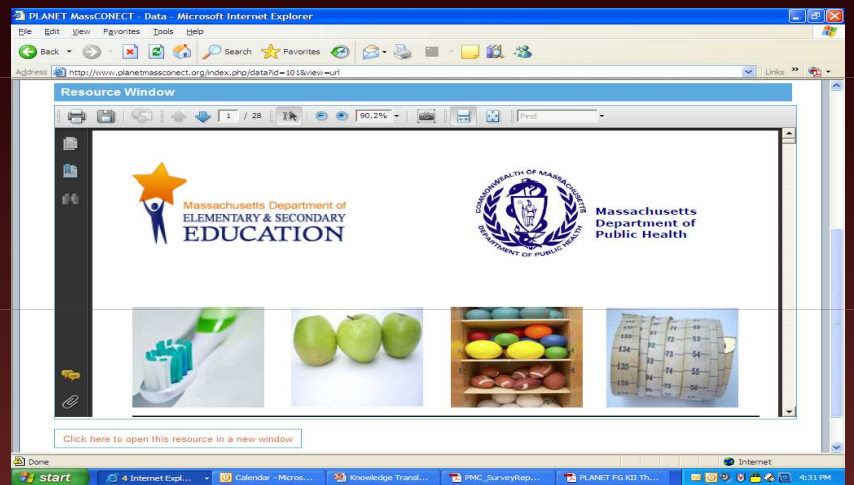
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Step 1: Data (Resources Frame Page - 2)



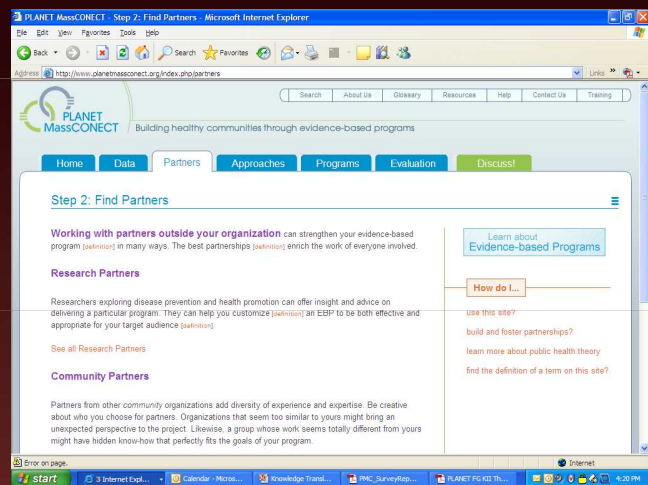
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PLANET MassCONNECT Step 2: Partners



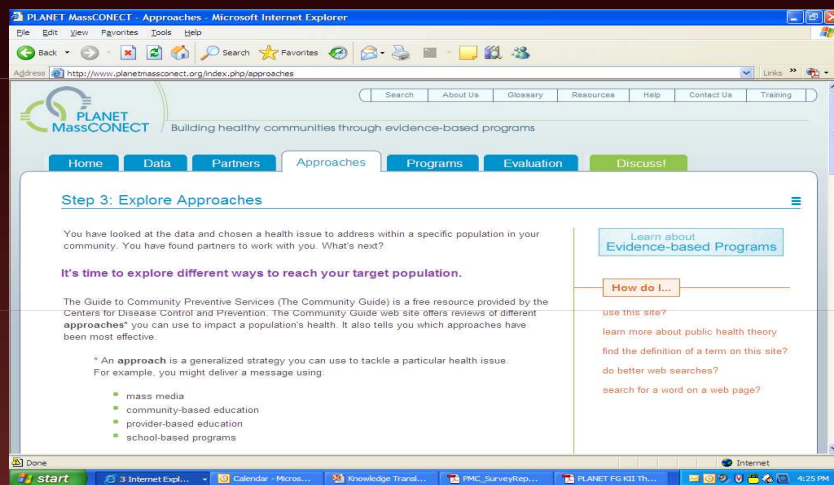
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PLANET MassCONNECT Step 3: Approaches



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PLANET MassCONNECT Step 3: Approaches (Community Guide)



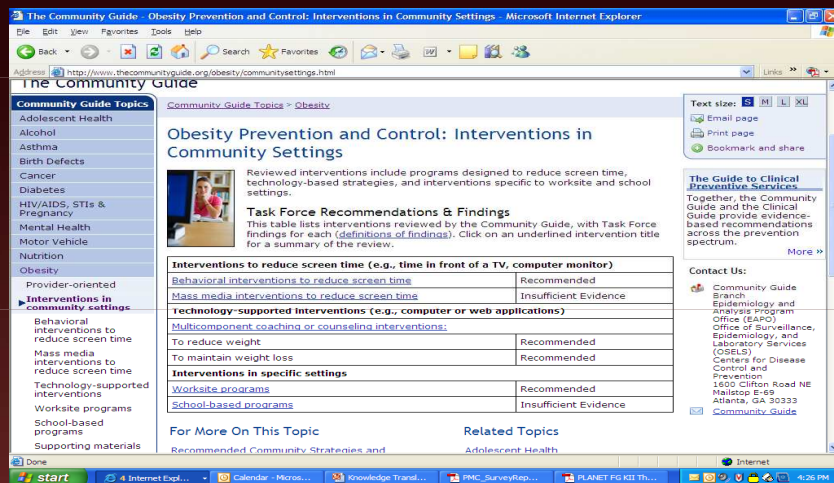
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PLANET MassCONNECT Step 3: Approaches (Community Guide)



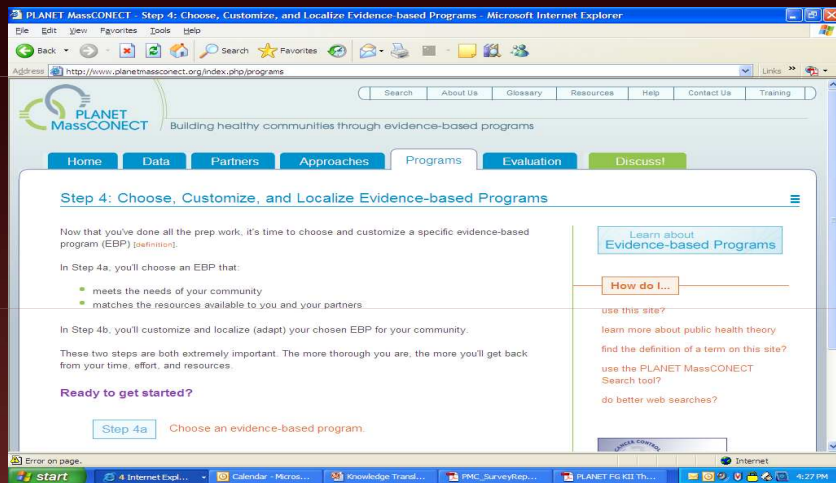
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PLANET MassCONNECT Step 4: Choose & Adapt Programs



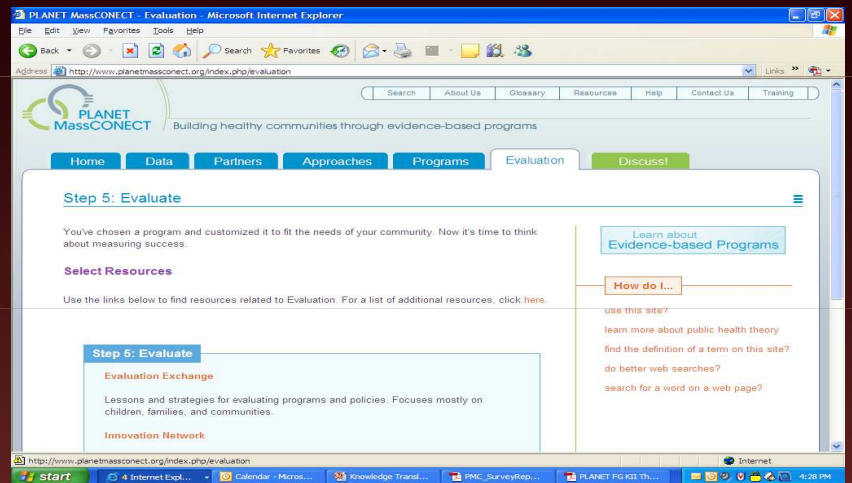
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PLANET MassCONNECT Step 5: Evaluate Your Program



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Choosing an Evidence-Based Program (EBPs)

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Knowledge Translation for CBO's: Choosing an evidence-based program

- Create program goals
- Create program objectives
- Consider criteria to select a program

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The process

1. Define goals and objectives
2. Use them to drive our program choice

Remember to consider

- The resources and expertise of your organization and your partners
- The needs/culture of your target audience

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Goals and objectives



WHO will be affected and **WHAT** will change after the program

HOW the goals will be achieved; more specific than goals. Should be **SMART**:

S—Specific
M—Measurable
A—Achievable
R—Realistic
T—Time-framed

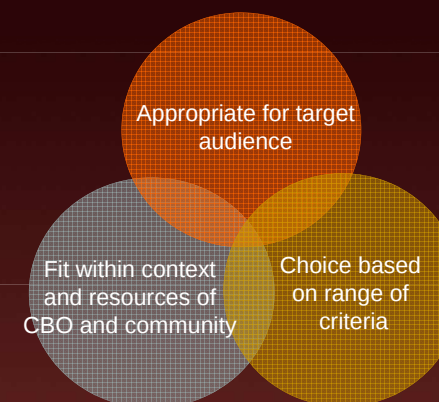
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Exercise: Develop goals and objectives

- Write down one goal you might use for your program
- List two objectives
 - Note how each is SMART
 - » S—Specific
 - » M—Measurable
 - » A—Achievable
 - » R—Realistic
 - » T—Time-framed

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Effective programs



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Discussion: Things to consider *Organizational factors*

- What resources are available?
 - Money, labor, skills, and/or time
 - Expertise and experience
 - Capacity to deliver the program
 - Staff readiness

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Discussion: Things to consider *Health Topic*

- Was the program designed to address your health topic?
 - e.g., breast or prostate cancer, nutrition, physical activity, smoking, mental health, addiction (recreational drug use, alcohol, gambling)

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Discussion: Things to consider *Program fit with goals and objectives*

- How well does the program match your goals and objectives?

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Discussion: Things to consider *Target audience*

- Was the program conducted with similar groups / communities?
 - » Socioeconomic status
 - » Resources (Time, Transportation, Support, and Access)
 - » Race or Ethnicity
 - » Age
 - » Gender
 - » Traditions and values
 - » Competing demands
 - » Community setting (Urban or Rural)

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Discussion: Things to consider *Evaluation*

- How do evaluation materials meet your needs?
 - Availability of evaluation materials
 - Group's ability to conduct evaluation
 - Match between tested measures and group's objectives

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Discussion: Things to consider *Customization*

- Does the program need to be adapted to fit your needs?
- Is there information available about what adaptations are acceptable?
- Is adaptation assistance available?

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Using PLANET MassCONNECT & RTIPS to Find EBP's

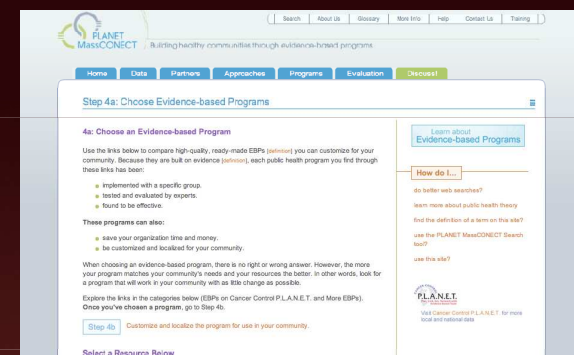
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PLANET MassCONNECT Search Strategy



- Example population and topic of interest:
 - Hispanic urban population
 - School or community based
 - Prevents obesity in children

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RTIPS Search Page

Research-tested Intervention Programs (RTIPs)

[RTIPs- Moving Science into Programs for People](#)
[RTIPs Home](#)
[Frequently Asked Questions](#)
[Fact Sheet](#)
[Contact Us](#)

[Cancer Control PLANET Home](#)

Search

Select program attributes (if you like) and then click the button at the bottom of the page to get a list of relevant programs. Multiple selections within a category expand your criteria, selections in different categories narrow them.

Topics

- ☐ Breast Cancer Screening
- ☐ Cervical Cancer Screening
- ☐ Colorectal Cancer Screening
- ☐ Diet/Nutrition
- ☐ Informed Decision Making
- ☒ Physical Activity
- ☐ Sun Safety
- ☐ Survivorship
- ☐ Tobacco

Setting

- ☒ Community
- ☐ Religious establishments
- ☐ Rural
- ☐ Suburban
- ☐ Urban/Inner City
- ☒ School-based
- ☐ Clinical
- ☐ Workplace
- ☐ Home-based
- ☒ Day care / Preschool

Materials

- ☐ Available on RTIPs
- ☐ Partially available on RTIPs
- ☐ Available from third party only

Origination

- ☐ Canada
- ☐ United States

Age

- ☒ Children (0-10 years)
- ☐ Adolescents (11-18 years)
- ☐ Young Adults (19-30 years)
- ☐ Adults (40-65 years)
- ☐ Older Adults (65+ years)

Race/Ethnicity
(of any % of the study population)

- ☐ Alaskan Native
- ☐ American Indian
- ☐ Asian
- ☐ Black, not of Hispanic or Latino origin
- ☒ Hispanic or Latino
- ☐ Pacific Islander
- ☐ White, not of Hispanic or Latino origin

Gender

- ☐ Male
- ☐ Female

Note:
 • Not selecting any search criteria will return all 107 programs
 • Selecting all search criteria will not return all programs

Search Results

Research-tested Intervention Programs (RTIPs)

[RTIPs- Moving Science into Programs for People](#)
[RTIPs Home](#)
[Frequently Asked Questions](#)
[Fact Sheet](#)
[Contact Us](#)

[Cancer Control PLANET Home](#)

Intervention Programs

Search Criteria Used: Adolescents (11-18 years), Children (0-10 years), Community, Day care / Preschool, Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based
[Refine Your Search](#)

Program Title & Description (9 programs listed)	Program Focus	Population Focus
1. 5-a-Day Power Plus School-based program designed to increase fruit and vegetable consumption. (1998) NCI (Grant number: CA59805) Criteria Matched: Children (0-10 years), Diet/Nutrition, Hispanic or Latino, School-based	Behavior Modification	School Children
2. Bienestar School-based program designed to promote healthy dietary habits and increase physical activity among elementary school students. (2004) NIDDK (Grant number: DK59213) Criteria Matched: Children (0-10 years), Community, Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based	Behavior Modification	School Children
3. Coordinated Approach to Child Health (CATCH) Designed to promote healthy eating habits and increase physical activity among children and adolescents. (1996) NHLBI (Grant number: HL39927), NHLBI (Grant number: HL39582), NHLBI (Grant number: HL39870), NHLBI (Grant number: HL33906), NHLBI (Grant number: HL39880) Criteria Matched: Adolescents (11-18 years), Children (0-10 years), Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based	Behavior Modification	School Children
4. Physical Activity and Nutrition for Health Designed to increase physical activity and promote healthy dietary habits. (2005) NHLBI (Grant number: HL39880)	Awareness building and Behavior Modification	School Children

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Research-tested Intervention Programs (RTIPs)

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- The Need
- The Program
- Community Guide Finding
- Time Required
- Intended Audience
- Suitable Settings
- Required Resources
- About the Study
- Program Scores
 - Research Integrity
 - Intervention Impact for Physical Activity
 - Intervention Impact for Diet/Nutrition
 - Dissemination Capability
- Publications

For optimal printing results, it is recommended to use the landscape orientation when printing program summary pages.

The Need

Mexican Americans have a greater prevalence of diagnosed and undiagnosed diabetes mellitus than African Americans and non-Hispanic Whites. Mexican American children are at increased risk for type 2 diabetes mellitus because they have more fat stored in the central portion of the body, a higher body mass index, and lower physical activity levels than other U.S. children. In addition, Mexican American children consume more dietary fat and fewer portions of fruits and vegetables than are recommended by national standards. Because lifestyle changes are more likely to sustain from an early age than are interventions in adulthood, culturally

Products

Preview and order the materials from the developer

Bienestar - Products

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1st Grade Curriculum
 Matching Teacher's Manual and Student Workbook available.
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Physical Activity and Nutrition for Health

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Physical Activity and Nutrition for Health - Products

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Program Comparison Sheet

	Bienestar	Physical Activity and Nutrition for Health
Health Topic (should always match)	Diabetes + Obesity	Obesity + Cardiovascular Disease
Program Fit with Goals and Objectives	Matches our objectives (nutrition, physical activity)	Matches our objectives (nutrition, physical activity)
Organizational Factors , e.g. resources such as money or partner capacity	Materials must be purchased Takes advantages of partnerships in schools and after-schools	Materials are free to download and use Takes advantages of partnerships in schools
Audience the program was tested with , e.g. socioeconomic status, race / ethnicity, setting, community context	Mexican-Americans Low-income	Urban, African-American
Evaluation , e.g. availability of materials, group's ability to conduct the evaluation	Materials are available Can use most measures, but not diabetes-related measures	Materials are available Can use most measures, but not cardiovascular disease measures
Customization , e.g. extent to which customization is needed, support available	Minimal customization needed Support available	Customization to meet language, cultural references, etc. is vital Unclear if support is available

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Dissemination Planning Matrix

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Campaign Planning Matrix

Example: “Get the Lead out of MA Waters”

Primary Sponsors	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
TURI	Anglers using lead sinkers (and other gear) in MA inland waters (Potentially try to reach subsistence anglers – a different audience than recreational anglers)	There are harmful effects to wildlife, waters, and potentially humans from lead exposure. Less hazardous alternatives do exist and are readily available.	Ducks Unlimited, MA Audubon, NE Aquarium Potentially sporting good shops where fishing licenses are sold. Makers of non-lead alternatives (if willing to donate materials)	Educate anglers of health and environmental effects. Provide information about alternative sinkers	Create educational materials for distribution. Organize material exchanges in feasible locations – exchanging non-lead sinkers for their lead sinkers.	Educational materials distributed at partner's properties and educational facilities. Derbies, sporting good shops, fishing events, fishing publications.	To reduce the amount of lead used in recreational fishing, thereby reducing the potential for lead exposure and poisoning of wildlife and humans Educate anglers about accessible and feasible alternatives.	1 year, (all TURI grants are 1 year)	# of flyers distributed. Amount of lead collected. Amount of alternatives distributed. # of publications about hazards of lead sinkers Feedback from partners Eventually the lowering of lead poisoning in wildlife!

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Primary Sponsor

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
TURI									

- Any agency or organization that is playing an active and lead role in the outreach campaign.

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Audiences

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
	Anglers using lead sinkers (and other gear) in MA inland waters (Potentially try to reach subsistence anglers – a different audience than recreational anglers)								

- Closely identify and define the characteristics of your target audience.

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Message

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
		There are harmful effects to wildlife, waters, and potentially humans from lead exposure. Less hazardous alternatives do exist and are readily available.							

- What are we planning to communicate, and how?

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Partners

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
			Ducks Unlimited, MA Audubon, NE Aquarium Potentially sporting good shops where fishing licenses are sold. Makers of non-lead alternatives (if willing to donate materials)						

- Identify and work with partners who can build upon the strengths of the campaign.

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Strategy & Tactics

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
				Educate anglers of health and environmental effects. Provide information about alternative sinkers	Create educational materials for distribution. Organize material exchanges in feasible locations - exchanging non-lead sinkers for their lead sinkers.				

- A strategy may structure the actions to achieve the outreach goals.
- A tactic is the specific action taken to meet the goal.

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Channels

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
						Educational materials distributed at partner's properties and educational facilities. Derbies, sporting good shops, fishing events, fishing publications.			

- The means through which the health information is disseminated to the target audiences.

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Impact Sought & Timetable

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
							To reduce the amount of lead used in recreational fishing, thereby reducing the potential for lead exposure and poisoning of wildlife and humans Educate anglers about accessible and feasible alternatives.	1 year. (all TUR grants are 1 year)	

- The impact sought refers to the goal of the outreach campaign.
- A timeline will provide an idea of requirements in resources, and help to minimize the danger of unrealistic goals.

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Tracking/Evaluation

Primary Sponsor	Audiences	Message	Partners	Strategy	Tactics	Channels	Impact Sought	Time Line	Tracking/ Evaluation
									# of flyers distributed. Amount of lead collected. Amount of alternatives distributed. # of publications about hazards of lead sinkers Feedback from partners Eventually the lowering of lead poisoning in wildlife!

- Include measures of success of the outreach campaign.

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Members of the Lab

- Cassandra Anderson
- Michael McCauley, PhD
- Jaclyn Alexander-Molloy, MS
- Rebekah Nagler, PhD
- Carmenza Bruff
- Sara Minsky, MPH
- Josephine Crisostomo, MPH
- Shoba Ramanadhan, ScD
- Ezequiel Galarce, PhD
- Neyha Sehgal, MPH
- Lisa Lowery, BS

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