Sharing evidence from rehabilitation science:

A Knowledge Translation approach

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April 2018

*A vision of Canada where people with disabilities enjoy full participation and citizenship,
supported by a coherent framework of legislation, regulation and programs.*

A Knowledge Translation approach

Knowledge translation consists of 3 decisions:

1. *Audience*

2. *Medium / Messenger*

3. *Message*

A Knowledge Translation approach

Media / Audience	Peer-reviewed	Presentations / workshops	Newsletters	Social media	Creative media
Physicians?	*Message*				
Policy-makers?		*Message*		*Message*	
Consumers / media?			*Message*		*Message*

- ***Politicians –*** elected officials

- ***Bureaucracy*** – non-partisan professionals

- ***Staffers*** – administrative staff

1. What do they need to know? What do they already know?

2. Where & how do they typically seek information?

3. Who will they listen to?

- **Relevant** – *to government's priorities*

- **Timely** – *for the policy agenda*

- **BRIEF** – *1 pg., focused on government's needs;*

- **Accessible** – *compelling and effective;*

- **Rigorous** – *offers confidence in your findings;*

- **Solution-oriented** – *responses to the problem;*

- **Collaborative** – *created collaboratively with user.*

Think about how receptive you are to information being ***pushed*** at you –

vs. information that you ***pull*** from trusted and authoritative source.

- Solicited *vs.* unsolicited

- *Briefing notes*
- *Targeted / invited presentations*
- *Newsletters*
- *Consultation process*
- *Social media*

| PLAN	Assemble evidence in brief and compelling fashion, with recommendations for best practices	Academic partners
DO	Mobilize consumers and use networks to disseminate research findings to policy partners	Community & Policy
STUDY	Study effectiveness of "Do" phase; gather new information from policy partners on what worked and what didn't; furnish additional information as needed	Academic
ACT	Reach out to a broader group of stakeholders, using best advice from all partners	Community & Policy

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Academic Partners -- use their research skill to:

- Formulate questions and conduct research, in consultation with partners

- Undertake reviews of literature to identify best practices

- Seek external funding if needed to supplement resources

- Conduct policy analysis

- Prepare policy briefs to assemble policy-relevant research
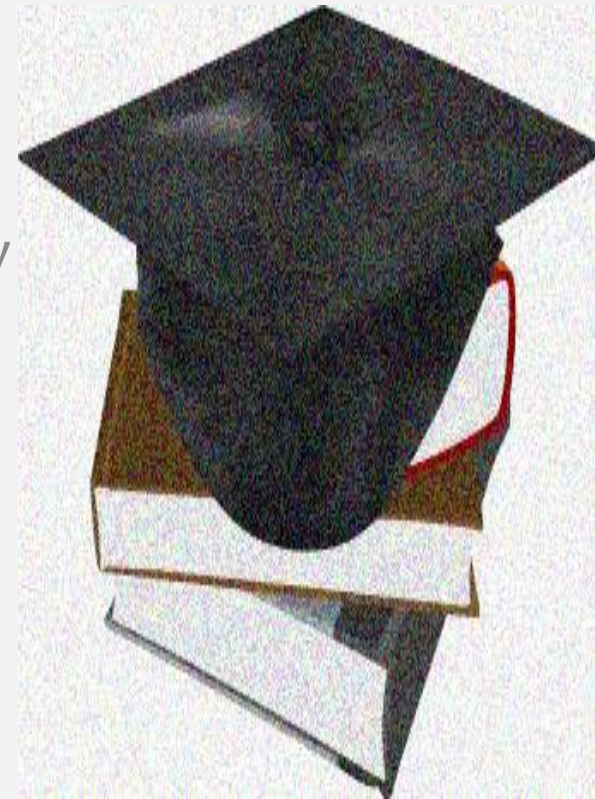
Community Partners – use their experience and membership to:

- identify important issues and ensure research responds to priority needs of consumers

- Identify and recruit research participants

- Reaching out to policy-makers on behalf of their membership

- Getting information out to their distribution networks

Policy Partners -- function in an advisory capacity to:

- Assist in understanding the policy environment of particular issues

- Assist in identifying appropriate contact persons in government

- Assist in framing messages to take government priorities, sensitive issues, program developments into consideration

- Assist in understanding timelines of particular policy issues and opportunities for citizen engagement
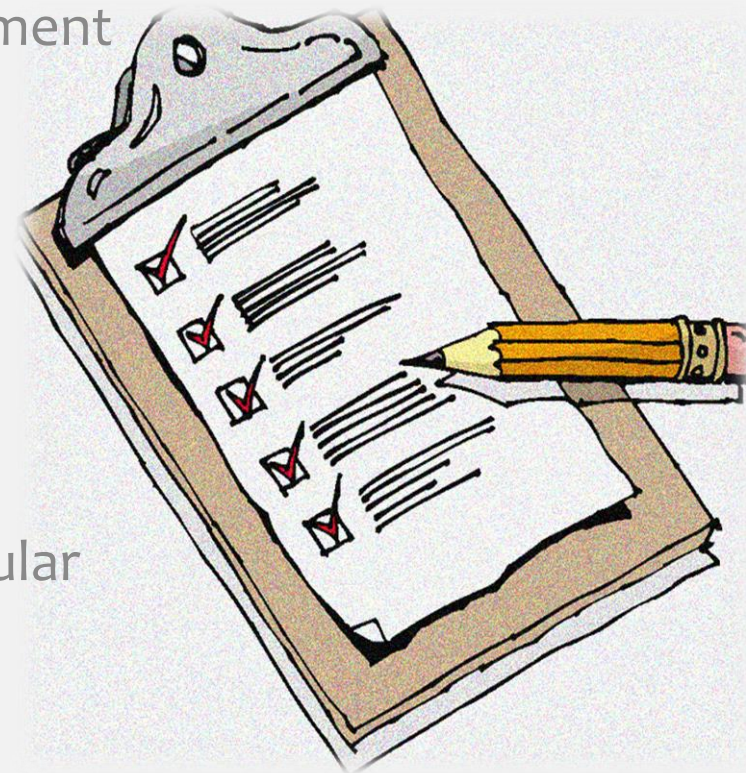
1.   A significant problem
    a)   *Their problem, not yours (no literature is not a problem)*
    b)   *Scope & magnitude of the problem*
    c)   *Visibility & impact; implications of doing nothing*
    d)   *Relationship to policy agenda*
    e)   *Cost*

2.   A research finding -- *Research you have done or can cite from the literature*

- *What are the most pressing problems dealt with by the people you serve?*

- *What problem motivates the research you do?*

- *Whose problem is it? How would THEY express it?*

Can you complete the phrase:

"Our research shows that ..."?

Let's be honest …

- Level 1 – systematic reviews, RCT's
- Level 2 – Cohort, longitudinal
- Level 3 – Observational studies
- Level 4 – Case studies
- Level 5 – Expert opinion

(Oxford Centre for EBM)

EXAMPLE #1
The problem

*"**Our research shows that** people with disabilities receive an inferior standard of primary care because they can't be examined properly".*

- *One of the most significant barriers to primary care for people with disabilities is the absence of adjustable exam tables & lifts.*
- *Only 18% of practices we surveyed were capable of getting people with disabilities onto an exam table.*

EXAMPLE #1
The message

- *Worked with Ontario Ministry of Health & Long-term Care to ensure funding for adjustable exam tables and ceiling track lifts in all 200 Family Health Teams in Ontario*

- *Used existing contacts in government*

- *Used pending legislation on accessibility (AODA, 2006) to convince them to take leadership*

- *Made case based on Ontario survey data*

- *Provided detailed specs on "made in Canada" equipment*

- *Approached them to "do the right thing" together with us and our partners!*

EXAMPLE #1
Elements of its success

- *Personal relationship, collaborative approach*

- *Specific recommendation; did all the thinking for them*

- *Region-specific data, based on our own research*

- *Directly related to priority government policy and legislation*

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EXAMPLE #2
The problem

*"**Our research shows that** disability policy suffers from a lack of concensus about what disability issues are and how best to address them"*.

- *What do we mean when we talk about disability issues – does it include all age groups, all disabilities?*

- *What about inter-sectoral issues, like women's or visible minority issues? Whose responsibility are those?*

- *What constitutes good, robust disability policy?*

EXAMPLE #2
The message

- *We worked with partners in the federal Office of Disability Issues and the Ontario Disability Directorate to anticipate a format that might work across Ministries*
- *Created a one-page Disability Policy Lens*
  http://www.disabilitypolicyalliance.ca/tools/disability-policy-lens-2nd-ed.html
- *Used literature to identify best practices in other jurisdictions*
- *Consulted broadly with disability experts*
- *Offered it to pilot test and assist in refinement*

EXAMPLE #2
Elements of its success

- *Personal relationship, collaborative approach*

- *Brief and sensitive to context*

- *Timely in terms of current federal government activities*

- *Doesn't over-simplify or suggest "one-size-fits-all" solution*

- *Compatible with current "gender lens" focus*
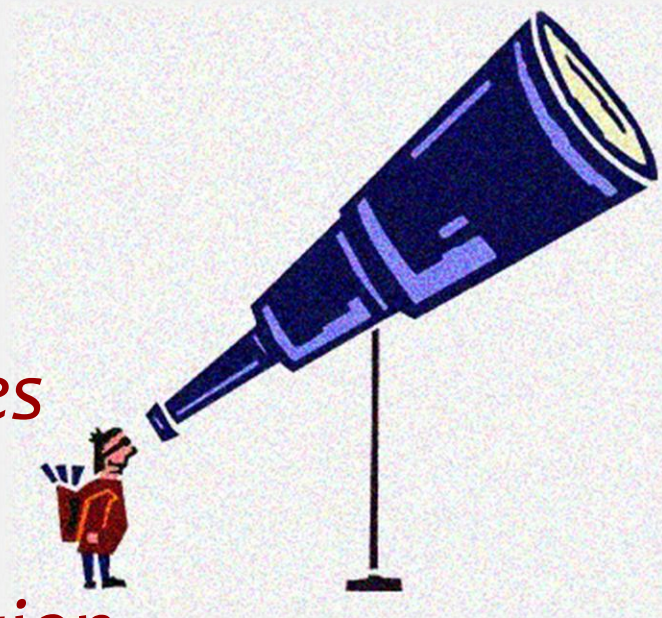
In summary …

- **AUDIENCE**: *Commit to your partners*

- **MEDIUM**: *Figure out the best medium & spokesperson*

- **MESSAGE**: *Say something!!*

Thank you for your interest and attention

I'm sorry to tell you that there is no magic formula … just a lifelong commitment to working with partners, speaking out, creating high-quality new knowledge, and making the world a better place for the people you serve!

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Acknowledgements