

# Application of Dissemination and Implementation Science to the Spread of Evidenced-Based Practice

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**STANFORD**  
SCHOOL OF MEDICINE  
*Stanford University Medical Center*

**NICHQ** National Initiative for  
Children's Healthcare Quality



**Center for Health Dissemination  
and Implementation Research**

# The Slow Spread of Research

- Stage 1: Basic Research/idea development
- Stage 2: Intervention pilot studies
- Stage 3: Efficacy study
- Stage 4: Effectiveness study
- Stage 5: Adaptation to Real World

*Stage 5 assumed to be beyond research...*

# Spread: Closing the Gap between what we Know and What we do

- Failure to follow evidenced based guidelines in clinical care years after implementation
- The slow spread of the use of validated instruments for developmental screening
- The small percentage of clinicians who screen for maternal depression in spite of good evidence
- The inability of our organizations to get clinicians to wash their hands

*Strong evidence is necessary but not sufficient  
for effective spread*



BILL MURRAY

# Lost In Translation

The new film written and directed by Sofia Coppola

# Conference Objectives

- Increase awareness and knowledge of the principles of dissemination and implementation science and their roles in translational research
- Demonstrate, through case studies, effective methods and tools for dissemination and implementation
- To develop a guide for designing research and projects that can be disseminated and implemented to a broad target population.

# Agenda Day 1

- Introductions and Review of Conference Objectives  
*David Bergman, Charles Homer and Arne Beck*
- Presentation of 21st Century Well Child Care Case Study, the Prism Model and the RE-AIM process *David Bergman, Arne Beck and Russ Glasgow*
- Exploration: Creating an Intervention that is Readily Adoptable  
*David Bergman and Simon Hambidge*
- 21st Century WCC: Putting Your Intervention into the Field  
*Arne Beck and Alanna Rahm*
- LUNCH : Case Study; Notes From the Field: Achieving Change In Obesity Car  
*Charles Homer*
- Notes From the Field – Reach Out and Read and other Projects  
*Barry Zuckerman*
- Beyond the Pilot: Spreading the Word *Arne Beck and James Dearing*
- Case Study: Notes from the Field- Collaborative Networks to Spread Change  
*Paul Kurtin*
- Wrap-up of Day 1 *David Bergman*

# Agenda Day 2

- Case Study: Notes from the Field- The Spread of the Medical Home in Minnesota *Jeffrey Schiff*
- Measuring and Maintaining the Implementation Process: The RE-AIM Process *Russ Glasgow*
- T3 Translational Research: Designing Research for Widespread Dissemination and Implementation *Peter Szilagyi*
- Next steps *David Bergman, Charles Homer and Arne Beck*