



Knowledge translation and dissemination
for change

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Dana-Farber Cancer Institute
October 26, 2010

Thank you!

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TReND Website Working Group

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Harvard School of Public Health
Dana-Farber Cancer Institute
- Brian Flaherty, PhD
University of Washington

Background

Faculty and staff from DFCI and the Dana-Farber/Harvard Cancer Center's Health Communication Core (HCC) developed the TReND website to:

- help facilitate the mission of TReND
- serve as a legacy for the efforts of the TReND working groups

Communication goals

- Support the *translation of research into practice* by providing a resource for researchers, community advocates, policy-makers and journalists interested in learning about tobacco-related disparities
- Facilitate knowledge sharing, communication, and collaboration among TReND researchers

Audiences

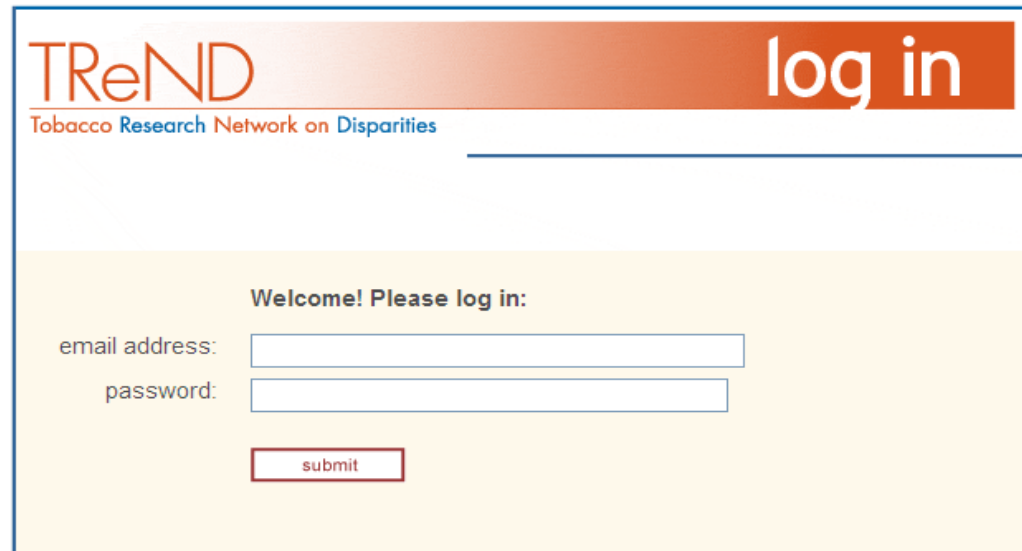
Groups working to eliminate tobacco-related health disparities

- Researchers
- Policymakers & advocates
- Practitioners (medical, public health, NGOs)

Communication chronology

2005

Intranet to facilitate communication and knowledge sharing among networks members across the country



The screenshot shows a web login interface for TReND. At the top, there is a header bar with the TReND logo on the left and a 'log in' button on the right. Below the header, the text 'Tobacco Research Network on Disparities' is displayed. The main content area has a light yellow background and contains the text 'Welcome! Please log in:'. Below this text are two input fields: one for 'email address:' and one for 'password:'. At the bottom of the form is a 'submit' button.

TReND

log in

Tobacco Research Network on Disparities

Welcome! Please log in:

email address:

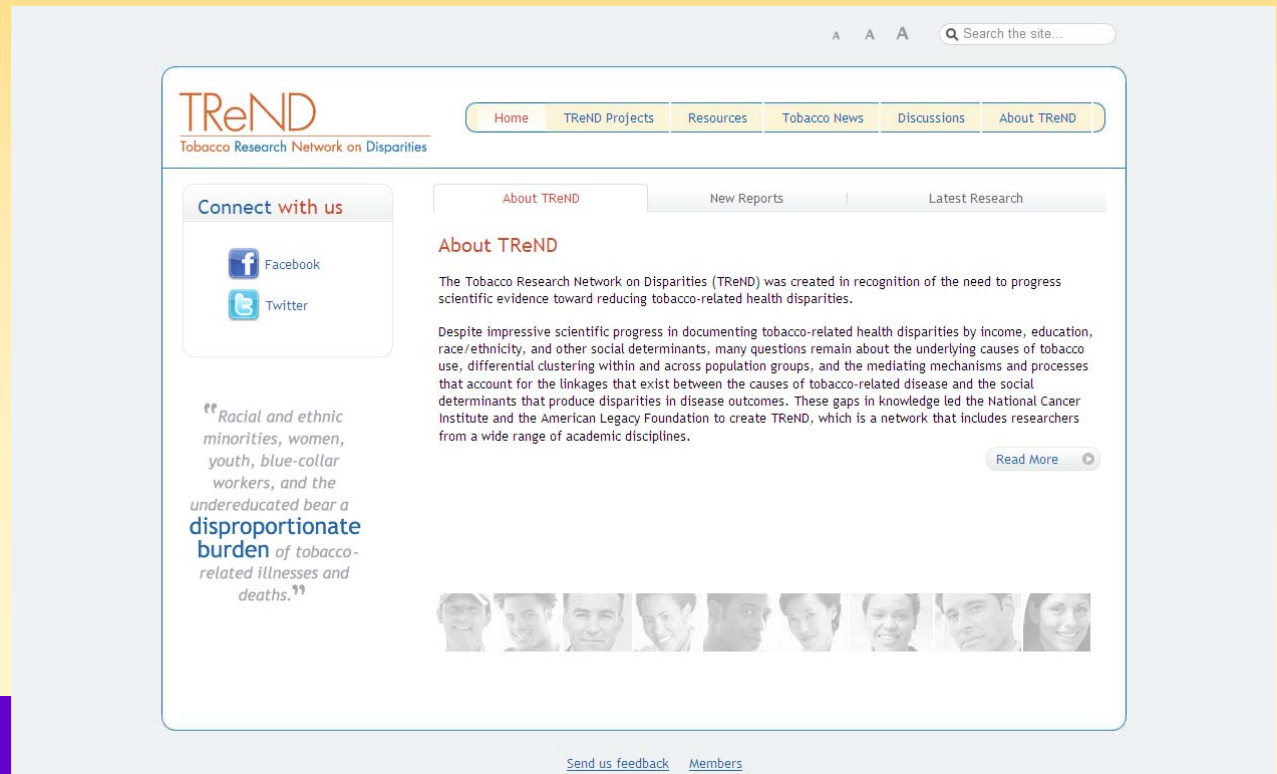
password:

submit

Communication chronology

2008

Public website to disseminate tobacco disparities research



Site traffic

Dashboard

May 1, 2009 - Oct 22, 2010



Site Usage

4,682 Visits

12,630 Pageviews

2.70 Pages/Visit

61.66% Bounce Rate

00:02:05 Avg. Time on Site

70.16% % New Visits

Traffic Sources Overview



■ Search Engines
3,013.00 (64.35%)

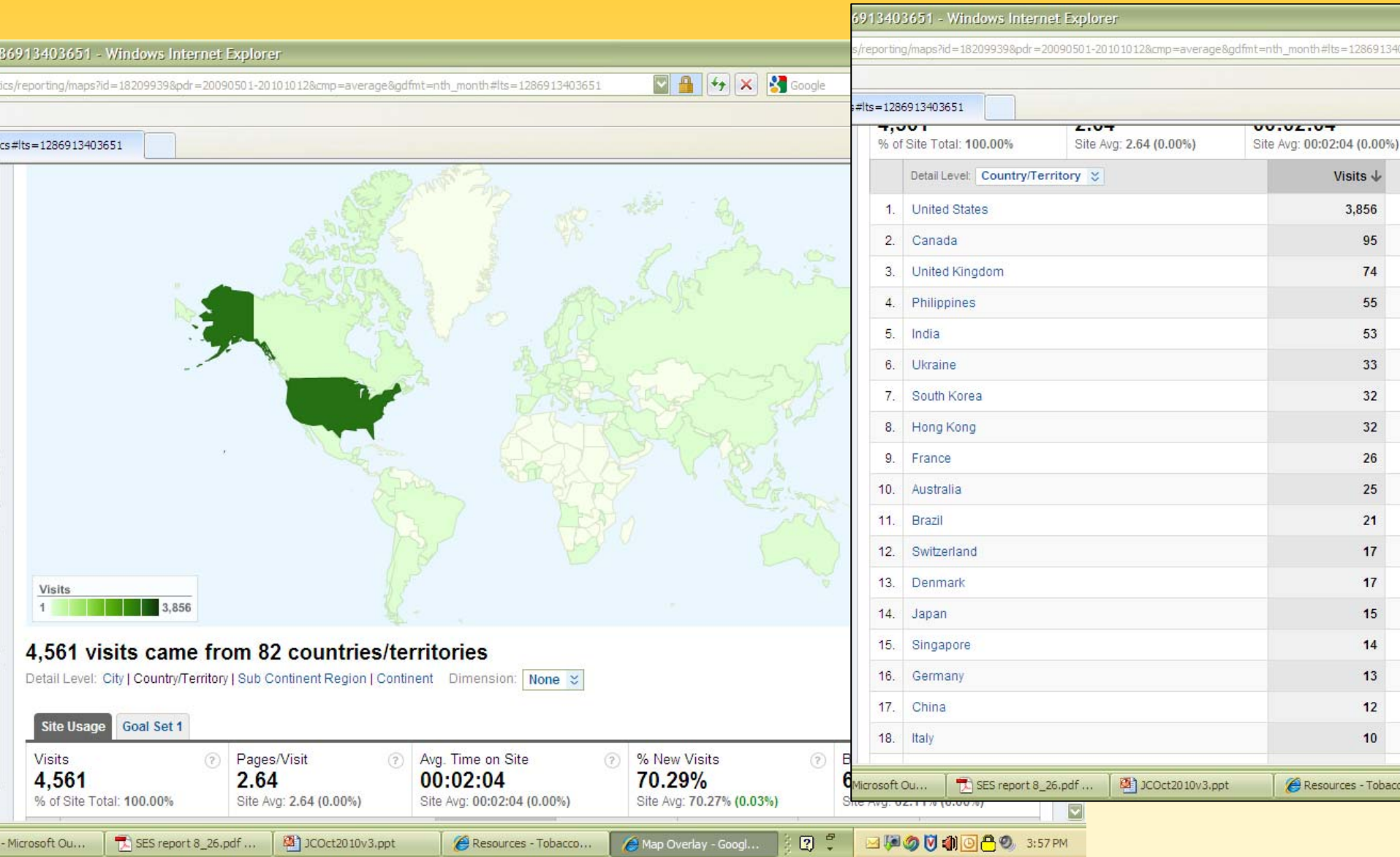
■ Direct Traffic
1,048.00 (22.38%)

■ Referring Sites
621.00 (13.26%)

Content Overview

Pages	Pageviews	% Pageviews
/	2,919	23.11%
/index.php	420	3.33%
/index.php/resources/conferences-a-...	363	2.87%
/index.php/about-trend/people	322	2.55%

Site traffic



Usability testing

February and March 2010

Usability testing conducted on web portal to examine the user experience:

- navigability of site
- how user-friendly it is

Was the website fulfilling it's goals?

Usability testing

Methods

- Testing was conducted in the HCC's ECHO Lab and in the field
- Seven tests were conducted:
 - four researchers
 - two community-organizational staff
 - one journalist

Usability testing

Findings & recommendations

"Racial and ethnic minorities, women, youth, blue-collar workers, and the undereducated bear a disproportionate burden of tobacco-related illnesses and deaths."

"Smoking remains the leading preventable cause of death in the U.S., causing 1 of every 5 deaths each year."



"Embedded in the challenge to eliminate health disparities is the need to address tobacco use and related diseases among underserved and understudied"



"Effective strategies are needed to reduce tobacco use among members of U.S. racial/ethnic groups and thus diminish their burden of tobacco-related diseases and deaths"

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Home

About TReND

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Communication chronology

2010

TReND “Legacy” web portal relaunch





"Tobacco use is a **powerful**
and **pervasive** cause of
health disparities."

"Equity, social determinants and
public health programmes, WHO"

TOBACCO IS THE MOST PREVENTABLE CAUSE OF DEATH IN THE WORLD TODAY.

Why do more than 80% of the world's tobacco-related deaths and chronic diseases occur in **low- and middle-income countries**?

Why do most deaths attributable to second-hand tobacco smoke occur among **children & women**?

Why are tobacco's harmful effects concentrated among groups who are **the most vulnerable**?

The public web portal of the Tobacco Research Network on Disparities (TReND) provides researchers, policymakers, practitioners, and advocates with resources that support efforts to eliminate tobacco-related health disparities.

The Tobacco Research Network on Disparities (TReND) was created by the National Cancer Institute and the Legacy Foundation to help understand and eliminate health disparities related to tobacco.

One-stop, timely, reliable

Information and resources to support the translation of knowledge into practice

- Research
- Policies and programs
- Facts and statistics
- Resources


Complements NCI TReND web pages

TReND

Tobacco Research Network on Disparities

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“Embedded in the challenge to eliminate health disparities is the need to address tobacco use and related diseases among underserved and understudied”

“Eliminating Tobacco-Related Health Disparities: Directions for Future Research,” American Journal of Public Health

About TReND

The Tobacco Research Network on Disparities (TReND) is a core group of researchers from diverse disciplines and institutions who are working together to increase our understanding of the relationship between tobacco and health disparities. The goal of their research is to promote effective ways of reducing the unequal burden of tobacco’s harmful effects on groups who are most at-risk.

In 2002, participants in the National Conference on Tobacco and Health Disparities identified key areas in which knowledge about tobacco and health disparities was lacking. They outlined a research agenda that called upon many different scientific disciplines to help eliminate these disparities.

In response, the [National Cancer Institute](#) in collaboration with the [Legacy Foundation](#) established the Tobacco Research Network on Disparities with the mission of generating new research and translating it into action.

Read [interviews](#) with some of the TReND researchers...

Visit [NCI’s site](#) for detailed information about TReND’s [research projects](#) and investigators.

[Send us feedback](#) • [Member login](#) • © 2010 Tobacco Research Network on Disparities.

Useful, accurate, current

TReND

Tobacco Research Network on Disparities

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[Children and youth](#)[Education and income](#)[Ethnicity and race](#)[Gender](#)[Geography](#)[Other underserved groups](#)

Photo: WHO

Ethnicity and race

- **American Indians/Alaska Natives (35%) have the highest** rate of smoking in the US, followed by African Americans and whites (22%), Hispanics (16%) and Asian Americans (13%).
"Current Cigarette Smoking Among Adults Aged ≥18 Years --- United States, 2009," US Centers for Disease Control and Prevention
- **25% of US adults who identify themselves as "multiracial" or "other race"** (not white, black, or Hispanic) currently smoke-- a greater percentage of current smokers than in any other racial/ethnic category.
"Adult Tobacco Survey--19 States, 2003-2007," Centers for Disease Control and Prevention
- **African Americans** are disproportionately diagnosed with and die from tobacco-related illness.
American Cancer Society
- **More than 80% of African-Americans smoke metholated cigarettes**, which cause greater harm to health, compared to 25% of white smokers.
American Lung Association

[See related resources >](#)

"Effective strategies are

Targeted to specific audiences

Search the site...

TReND

Tobacco Research Network on Disparities

Home



About TReND


Fast facts

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"The mission of TReND is to eliminate tobacco related disparities through transdisciplinary research that advocates the science, translates this scientific knowledge into practice, and informs public policy."

"The Tobacco Research Network on Disparities (TReND)," Journal of Epidemiology and Public Health

Research

The National Cancer Institute, in collaboration with the Legacy Foundation, established the Tobacco Research Network on Disparities with the mission of generating new research and translating it into action.

Visit NCI's site for detailed information about TReND's research projects and investigators.

Influence of movies, television, and newspapers on tobacco use among men and women in India

Program successfully pairs smoking cessation with increased fruit and vegetable consumption among construction workers

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Accessible, easy to understand

Search the site...

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Tobacco Research Network **on Disparities**

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*"The challenge of eliminating disparities requires concerted efforts by **scientists, health professionals, policy makers, and others** to address inequities in health as well as to amend the scientific research agenda."*

"Eliminating Tobacco-Related Health Disparities:
Directions for Future Research,"
American Journal of Public Health

Policies and practice

Programs and policies addressing tobacco-related health disparities are most effective when they apply the results of research and build on the experiences of others.

To support advocates and policymakers who need fast, easy access to current evidence that can inform their decision making, TReND identifies the most useful, timely published resources and research and provides clear, concise summaries with links to full original documents.

FDA enforcement action plan for tobacco promotion and advertising restrictions

WHO report highlights tobacco use and social inequity

AHRQ National Healthcare Disparities Report

AACR Tobacco and Cancer Policy Statement 4-13-2010

CDC report on Adult Tobacco Survey highlights disparities

Links and linkages

TReND

Tobacco Research Network on Disparities

- Home
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- Policies and practice
- Resources

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- Facts & statistics
- Key reports
- Networks & organizations
- Open-access journals
- Policy guides
- Community tools
- Clinician resources
- Training



Resources

The web portal of the Tobacco Research Network on Disparities (TReND) provides researchers, policymakers, practitioners, and advocates with access to current, useful, and reliable resources to support their efforts to eliminate tobacco-related health disparities.

- Facts & statistics
- Key reports**
- Networks and organizations
- Open-access journals
- Policy guides
- Community tools
- Clinician resources
- Training

Marketing and outreach

- Social media
- Print
- Online
- You!

Outreach: Social media

twitter

Have an account? [Sign in](#)

Get short, timely messages from Tobacco Disparities.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @tobaccoresearch**.

Sign Up

Get updates via SMS by texting **follow tobaccoresearch** to **40404** in the United States
Codes for other countries



tobaccoresearch

Influence of School Policies on Smoking Prevalence Among Students in Grades 5-9, Canada, 2004-2005. Openaccess.
<http://tinyurl.com/37aujtn>

7:28 AM Oct 23rd via web

Photoshopping prevention: software-aided aging increases

Name Tobacco Disparities

Web <http://www.tobacco...>

Bio Tobacco Research Network on Disparities (TReND) public web portal of information and resources for researchers, policymakers, practitioners, and advocates.

323 **256** **17**
following followers listed

Tweets **339**

Favorites

Following



TReND

www.tobaccodisparities.org

Tobacco
Research
Network
on Disparities



www.tobaccodisparities.org

Outreach: Social media

facebook



Search



Home



Suggest to Friends

The Tobacco Research Network on Disparities (TReND) ~ progressing scientific evidence toward reducing tobacco-related health disparities

Follow us on Twitter!
@tobaccoresearch

Official website:
www.tobaccoresearch.org

79 People Like This



Lisa
Gualtieri



Angeline
Bilotta-Sousa



Patricia
Henderson

Tobacco Disparities



Wall

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Tobacco Disparities This session "Measuring Impact: Methodological Challenges" is the next discussion. Dr. Robert Hornik (UPenn), Dr. Barbara Loken (University of Minnesota), and Dr. Donna Vallon (American Legacy Foundation) will be speaking.

Friday at 11:23am



Tobacco Disparities Dr. Sophia Chan from the University of Hong Kong spoke about tobacco control challenges in Hong Kong. The smoking phenomenon in China causes several barriers.

Friday at 11:09am



Tobacco Disparities University of South Carolina's Dr. Jim Thrasher spoke about "Smoking & entertainment media: Perspectives from Latin America and Mexico." Exposure, accessibility, and ratings in movies and media was discussed.



Faculty Staff: Health Promotion, Education, and Behavior

www.sph.sc.edu

HPEB Arnold School of Public Health University of South Carolina 800 Sumter St., Room 216 Columbia, SC 29208

Friday at 10:42am · Share · Flag

Emily Zobel Kontos likes this.



Tobacco Disparities Dr. Melanie Green from University of North Carolina, Chapel Hill just presented an interesting talk about transportation through narratives (such as in movies) to

Outreach

Print: TReND special journal issues

- Addiction
- Journal of Health Promotion

Online: Ongoing

- Biomed Central
- Tobacco Control
- PLOS One
- American Journal of Public Health

Outreach

How can you help spread the word?

- Include TReND slide in presentations
- Distribute info cards
- Word of mouth / email to your networks
- Follow us on twitter and facebook:
 - twitter.com/tobaccoresearch
 - [Facebook.com/tobaccoresearch](https://facebook.com/tobaccoresearch)
- Feedback, content suggestions, updates about your work

Next steps

The new web portal will serve as an ongoing legacy of TReND's achievements and its efforts to address tobacco-related health disparities.

- Updated content
- Further expansion of its social media presence
- Ongoing marketing
- Technology management and support

Our team over the years

- Brad Kaiser
- Joe Charbonneau
- Kelly Blake
- Betsy Eichel
- Lisa Lowery
- Joe Jorge
- Vinu Ilakkuvan
- Catherine Coleman
- Lauren Becker
- Dave Rothfarb
- Adam Gerberick
- Eugenie Olson
- Cori Couture

Site developed by Health Communication
Core of the DF/HCC

www.healthcommcore.org