


TREND'S DISSEMINATION EFFORTS: PRODUCTS, STRATEGIES, AND NEXT STEPS

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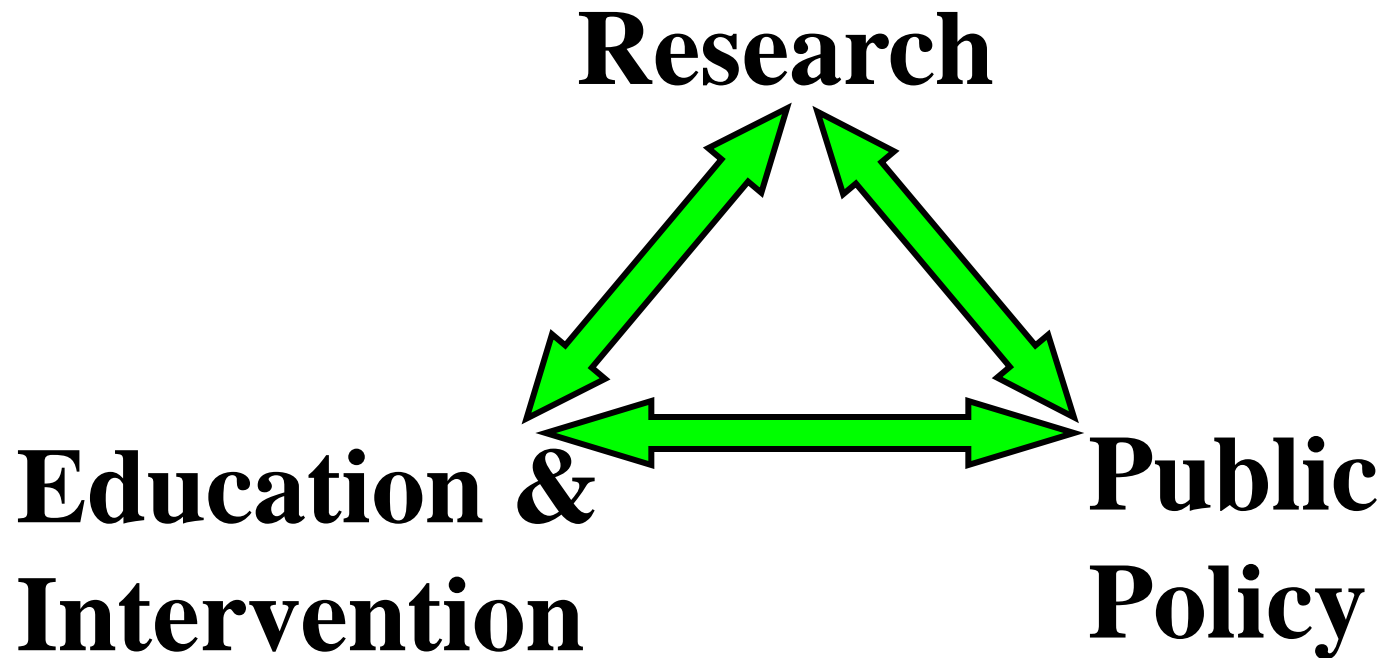
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- Using Research Findings in Tobacco Control
 - Overview of TReND Strategies and Products
 - Case Study – Knowledge Brokerage

Using Research Findings in Tobacco Control

Research and Tobacco Control

- History of the tobacco industry misusing and manipulating scientific research to block or derail tobacco control efforts
- The misuse of science continues to be a key and effective strategy for the tobacco industry
- Findings from research continues to be an effective tobacco control tool for public health

Tobacco Control -- A Comprehensive Approach

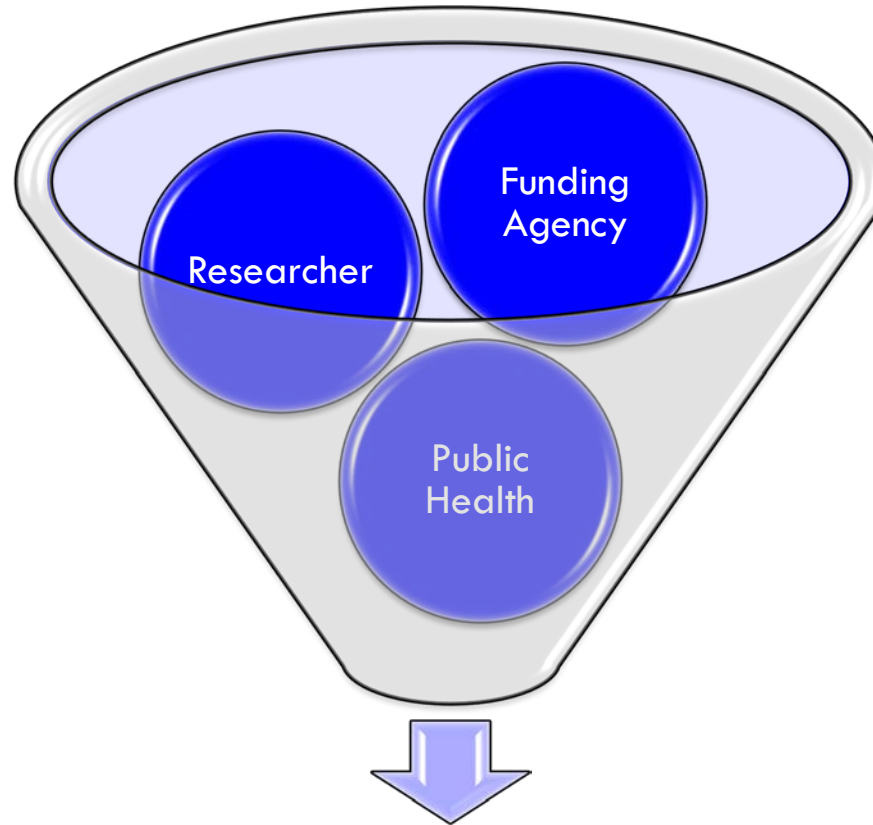


**Health disparity research findings
are key to tobacco control**

Translation — A matter of semantics

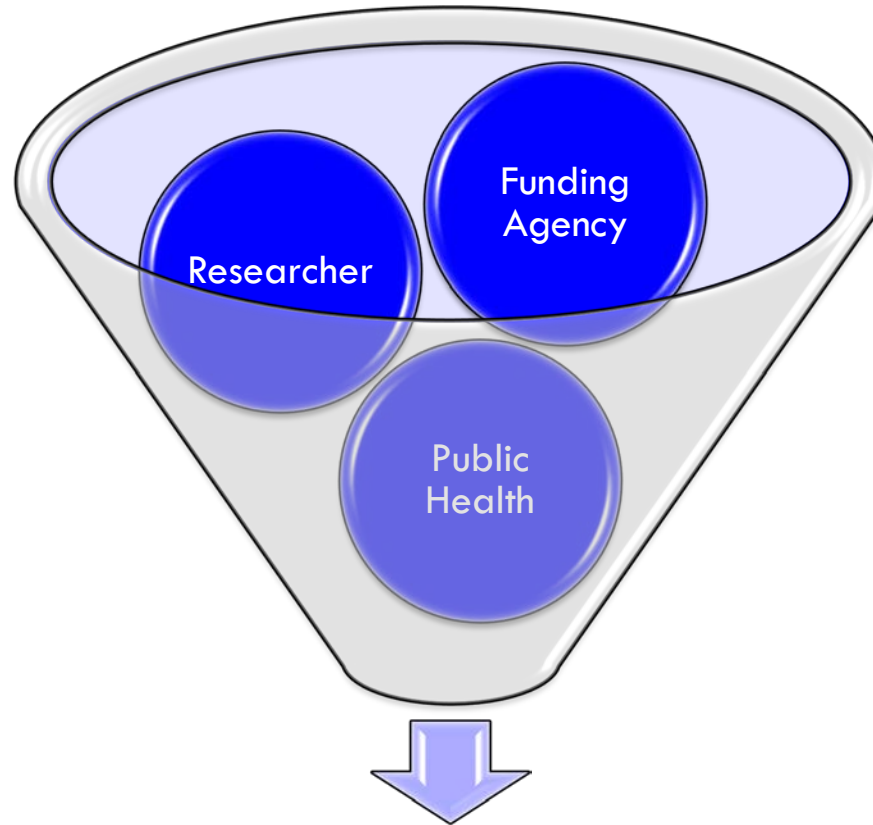
- ‘research translation’, ‘translational research’, or ‘translating research’
 - Meaning depends on where and from who in the research enterprise the words originate
- Common definition of ‘translational research’
 - bench-to-bedside
 - the “curbside”, “home”, “public” -- not sufficiently addressed
- Knowledge Brokerage
 - knowledge transfer, health informatics, medical informatics

Who is responsible? — Research Translation



Optimal Consumption of Knowledge

Who is responsible? — Research Translation



Public/Consumer/Client/Patient/Policy Maker



TReND

TReND

- Mission

- Eliminate tobacco-related health disparities through transdisciplinary research that advances the science, **translates the scientific knowledge into practice, and informs public policy.**

- Goal

- **Establish mechanisms for effectively translating science, communicating the results, and interacting with other networks and community advocacy groups.**

- Principle

- **Translation of research findings**

TReND Translation Efforts

- Elimination of tobacco health disparities
 - Robust tobacco health disparities research findings
- Dissemination of findings
 - Research community
 - Tobacco control communities
 - Public health & health care communities
 - Public policy community
 - General public
 - Funders
 - News media
 - Other stakeholders

TReND Translation Efforts

- Optimize communication/dissemination channels
 - Clarify and prioritize multiple targets (audiences) and intended message penetration
 - Customize dissemination plan for each TReND product
 - Collaborate with partners
 - Energize networks
 - Cross disseminate products when possible
 - Provide free access of TReND products
 - Central web repository of TReND products

TReND Products

- TReND Sponsored/Co-Sponsored Meetings 2004-2010 (n=10)
 - Media, methodology/measurement, policy, training, general
- TReND Meeting Reports and Book Chapters 2004-2011 (n=8)
 - Meeting reports, book chapters
- TReND Sponsored/Co-Sponsored Special Journal Issues and Supplements 2006-2011 (n=7)
 - Policy, methodology/measurement, cancer disparities, interventions, menthol, global inequities

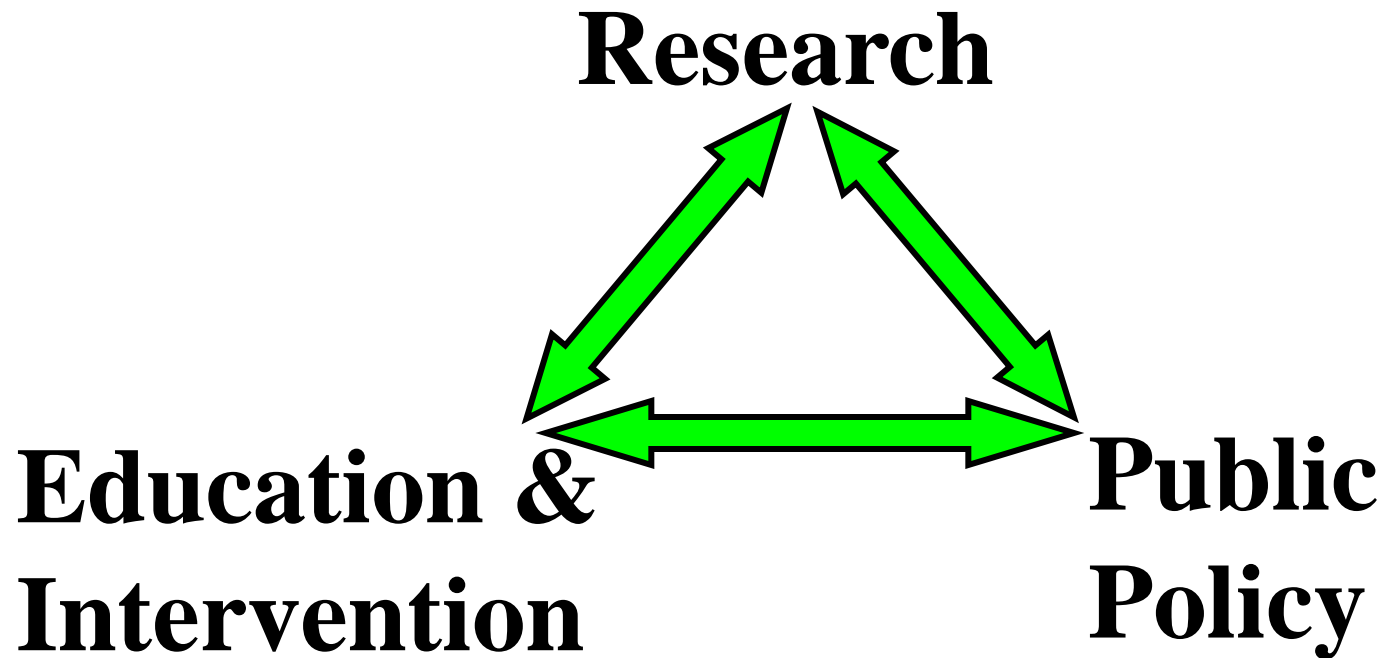
TReND Products

- TReND Peer Reviewed Publications 2004-2011 (n=86)
 - Policy, methodology/measurement, cancer disparities, cessation/dependence etiology/initiation, sociodemographics, psychosocial, media/communications, biology
- TReND Panels (n=4) and Presentations (n=58) 2004-2010
 - Panel/symposia, domestic presentations, international presentations
- TReND Website
 - <http://tobaccodisparities.org/>

Case Study – Knowledge Brokerage

LGBT of Color Sampling Methodology report

LGBT of Color Sampling Methodology report



Knowledge Brokerage:

the collection, indexing, storage, retrieval, sharing, optimal dissemination and application/use of robust and empirically validated research findings found in the scientific literature, including “grey literature” and “white papers”, in such a way where they can readily be used to advance policy and public health, improve performance of health systems, and utilize by the general public.

LGBT of Color Sampling Methodology report

□ Communication channels

- TReND
- Listservs
- National Networks
- On-topic and allied organizations
- Conferences
- Meetings – public and private
- Websites
- Networking, word of mouth, viral attempts
- Cross dissemination

LGBT of Color Sampling Methodology report

- Examples of reach beyond usual targets
 - ▣ IOM report
 - ▣ 2010 NIH meeting on LGBT
 - ▣ National LGBT organizations
 - ▣ Foundations
 - ▣ Resource for students

**EVERYBODY GETS SO MUCH
INFORMATION ALL DAY LONG THAT
THEY LOSE THEIR COMMON SENSE.**

GERTRUDE STEIN