

Sexual Health to the People: Knowledge Translation in Sexual Health Research

Lori A. Brotto, PhD, R Psych (she/her)
Professor, Dept of Ob/Gyn | University of British Columbia
Canada Research Chair | Women's Sexual Health
Executive Director | Women's Health Research Institute

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Fizer's COVID "vaccine" responsible for hepatitis outbreak in children

misinformation = false or inaccurate information that is spread unintentionally or without the intent to deceive

disinformation = deliberate creation and dissemination of false or misleading information with the intent to deceive, manipulate, or influence public opinion or behaviour

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A word cloud centered around the term "knowledge translation". Other prominent words include "mobilization", "research", "implementation", "transfer", "translation", "knowledge", and "researcher".

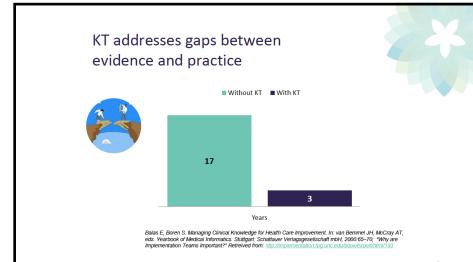
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KNOWLEDGE IS NOT DATA OR INFORMATION

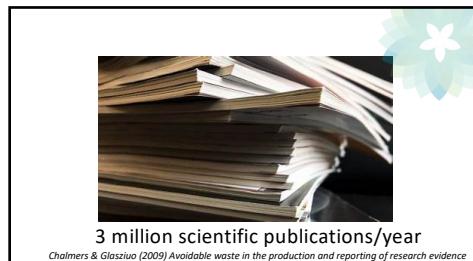
- **Data:** an ordered sequence of given items or events
- **Information:** a context-based arrangement of items or events whereby relations between them are shown
- **Knowledge:** the **judgement** of the significance of events and items

“Knowledge is not just data and information. Knowledge is judgment.”

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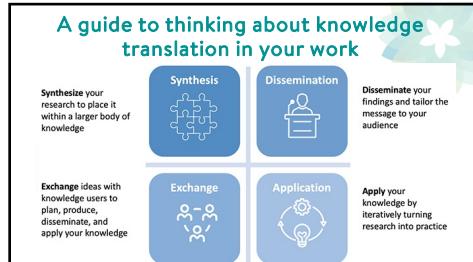
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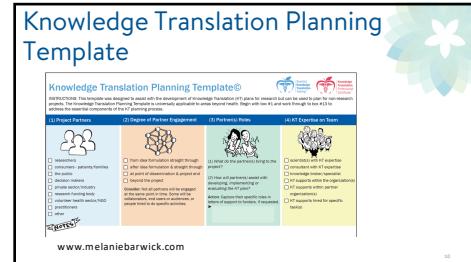
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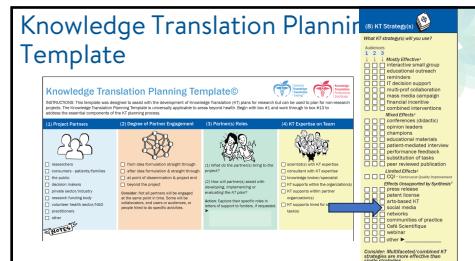
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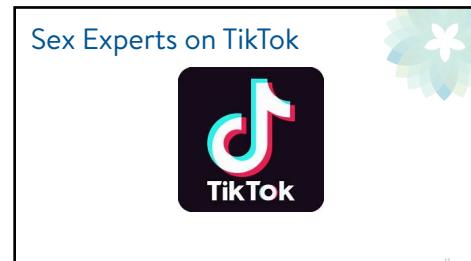
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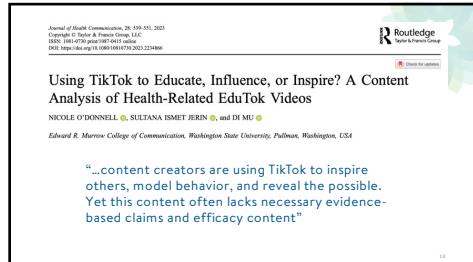
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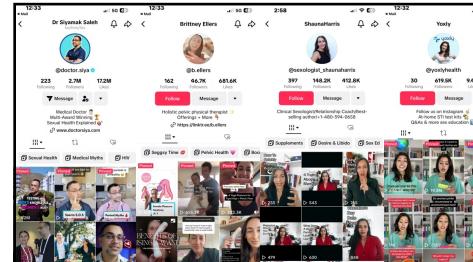
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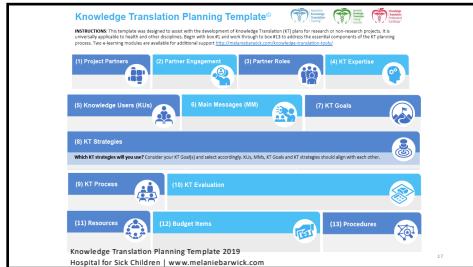
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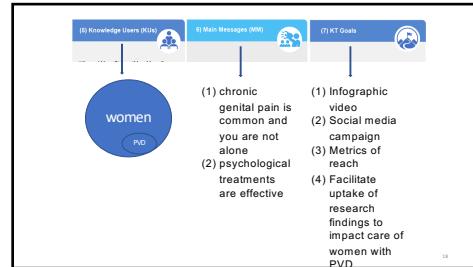
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(B) KT Process | **(H) KT Evaluation**

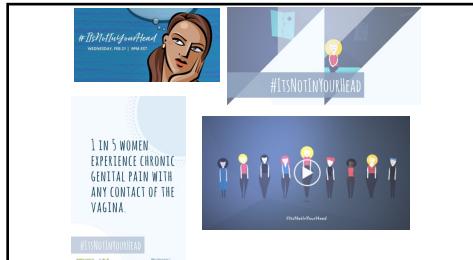
- Created original content to promote the campaign messages using the script, GIF clips and stills from the #ItsNotInYourHead video
- Shared online media which featured Brotto discussing PVD and Mindfulness to promote the science behind the campaign messages.
- Consulted patient partner with lived experience who helped promote content, and gave a credible voice to the campaign.
- Published 2-3 original tweets per week, 1 original Facebook post, and 1 Instagram post per wk. Posted messages with image or graphic where possible.
- Tapped into existing online communities that dealt with chronic pain, women's health issues, reproductive health issues, positive sex, and leveraged the support of women's health influencers, and relevant organisations with an established following of our target audiences.

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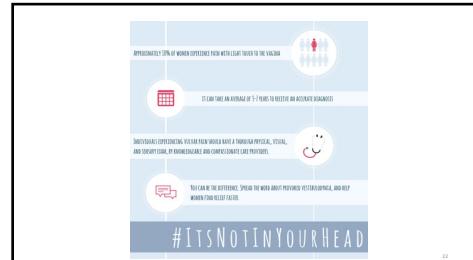
(B) KT Process | **(H) KT Evaluation**

- Hosted chats on Twitter with various groups to demystify some of the commons myths around PVD and share evidence based information.
- Wrote Blog Posts promoting the campaign and trial findings for various outlets with significant followings.
- Aligned promotion with trending and viral hashtags, awareness days, or 'take action weeks' (e.g. #FactFriday, #MindfulnessMondays, World Compassion Day, Sexual Health Week, and National Pain Week.)
- Developed an easily downloadable and user friendly social media toolkit which included template posts, graphics, and guidelines on how and when to use them on social media platforms.
- Weekly retrieval of metrics to analyse what content was performing well so we could strategically target future posts.

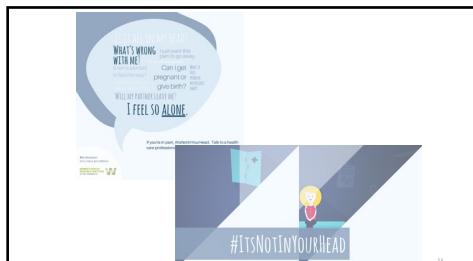
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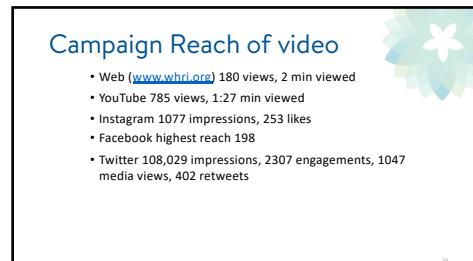
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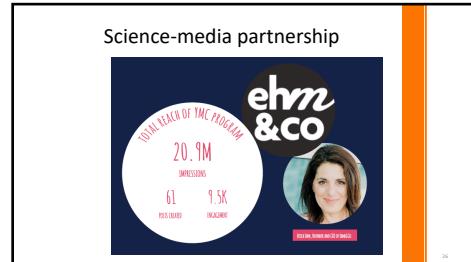
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Science-media partnership

- Custom article: 1942 page views, 3:24 min spent on site
- Social media posts: 368,115 potential social impressions, 185 engagement
- Facebook live event: 30,900 views
- Twitter party: 19,049,942 potential social impressions, 4873 engagement

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Erica Ehm @EricaEhm

You know social media is awesome when a twitter party about vulva pain is trending across Canada. Talk about powerful knowledge translation!
#ItsNotInYourHead

21/02/2018, 18:45

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Campaign Reflections

- | | |
|---|---|
| What worked? | Limitations? |
| <ul style="list-style-type: none"> • Dedicated campaign team • Patient partner • Partnership with Ehm&Co | <ul style="list-style-type: none"> • Digital marketing partnership \$\$\$ • Does awareness → behaviour change? • Who is viewing? |

Brotto, L.A., Nelson, M., Barry, L., & Maher, C. (2021). #ItsNotInYourHead: A social media campaign to disseminate information on Provoked Vestibulodynia. *Archives of Sexual Behavior*, 50(1), 57-68.

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Case Example 2

#DebunkingDesire



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Sexual Interest/Arousal Disorder



Distressing low desire for > 6 months, during most sexual encounters, no initiation, no responsibility, low arousal, few/no fantasies

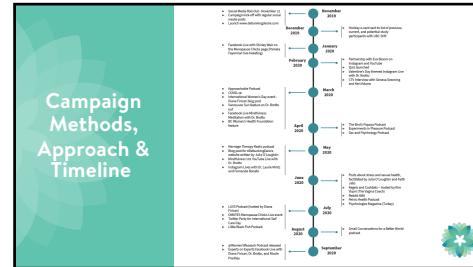
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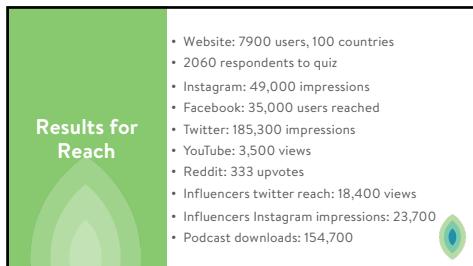
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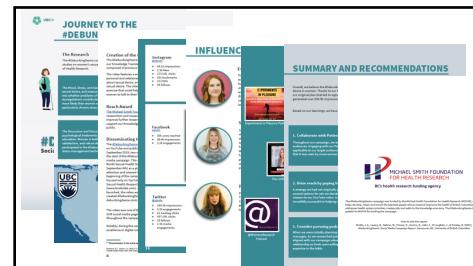
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Campaign Reflections

What worked? Limitations?

- Using existing research lab's social accounts to house the campaign
- Podcasts are free and very effective for reach
- Influencers with aligned values
- Need a community-engaged strategy to promote longevity of the key messages
- Does awareness → behaviour change?

Lavery, B.M., Nelson, M., Firican, D., Prestley, N., Kumru, R., Jabs, F., O'Loughlin, J., & Brotto, L.A. (2024). #DebunkingDesire: Sexual science, social media, and strategy in the pursuit of knowledge dissemination. *Journal of Sex and Marital Therapy*, 50(1), 1-17.

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A CIHR-funded Knowledge Mobilization strategy for sexual health and genito-pelvic pain in women and genderdiverse persons

SHAPE
Sexual Health and Genito-Pelvic Pain Empowerment Hub

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Social media as a vehicle for collaborative KT with under-served communities

"nothing about us without us"
Peer-to-peer sharing of health info

Serves as access points for communities
Use for teaching purposes
Improves accessibility

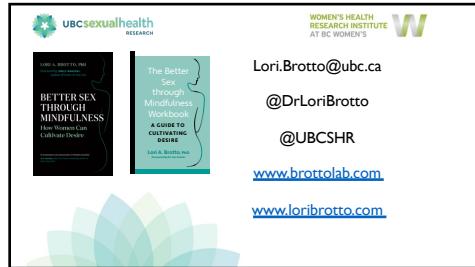
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Special Issue
Eds: Natalie Rosen & Lori Brotto, Jan 2021

Archives of SEXUAL BEHAVIOR

Testing Knowledge of Sexual Configuration Theory
An Empirical Study of Knowledge About Sex and the Function of Knowledge
Radical Empathy: An Empirically Based Knowledge Sharing Initiative About Sex and the Function of Knowledge
Empirical Evaluation of Rainbow Reflective: A Comic Book Anthology
Radical Feminist Digital Storytelling by, with, and for Women
Community-Based Participatory Approaches to Knowledge Dissemination for Prevention: Case Study of the Inviting Options Program
Democratizing Access to Community-Based Survey Findings Through Dynamic Data Visualization
Early Assessment of Integrated Knowledge Translation Effects in Mobile Sex Workers in Their Communities
Multilevel Fixed & Social Media Campaign to Disseminate Information on PrEP and Undetectability

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