Impact of a national knowledge translation & exchange platform to support community-based obesity prevention implementation

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AIC, Sydney – September 2014
• Policy, decision-making
• Research
• Practice/service delivery
• Other / on the fence
CO-OPS – why

- Community-based initiatives (CBIs) promising evidence
- Differing interventions, methods, lack of information-sharing
- Need systematic approach to support Knowledge translation and exchange
- CO-OPS: KTE to link and support CBIs
CO-OPS – what

• KTE and CoP evidence, theory, prev. experience, stakeholder preferences
• Implement KTE activities with CBIs – KTA model
• **Push** (e.g. resources, dissemination), **Pull** (e.g. training) and **Exchange** (relationship between knowledge users, producers e.g. knowledge broker)
• Evaluation
CO-OPS – why and what

• KTE evidence, theory, previous experience, stakeholder preferences
• Implement KTE activities with CBIs
• Evaluate process and impact

Advice & support

CO-OPS offers guidance and support and will be able to assist you with any queries relating to project planning, evaluation, data collection, management and resources. If we don’t know the answer, we’ll endeavour to find it or put you in contact with someone who does.

We recognise that there are a range of different initiatives throughout Australia of varying size and scope, each with an important role in community-based obesity prevention. The CO-OPS Collaboration aims to develop resources and support systems that account for these differences.

CO-OPS employs a Knowledge Broker who is available to CO-OPS network to facilitate the knowledge translation process. What is a knowledge broker?

We help you access and translate research and evidence that will assist you in the following areas:

- **Planning**
  - Having a strong plan is paramount in order to design a successful project. CO-OPS can provide planning tools and logic models to help you get started.

- **Implementation**
  - CO-OPS can advise and support you to ensure quality implementation. We can help you maximise the use of resources and assess the strengths and weaknesses of your plan.

- **Data Gathering**
  - Your baseline data will drive your health promotion initiative. CO-OPS can provide research articles about your identified issue and suggest tools to help you gather relevant data.

- **Evidence-informed practice**
  - Use evidence to increase the potential effectiveness of your project.

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**Register with CO-OPS**

If you are passionate about community-based obesity prevention, you are not alone. Join the CO-OPS network comprising health professionals, policy officers, researchers and clinicians. Registration is free and allows you to access CO-OPS resource library and forum.

**CO-OPS Short Course: Obesity Prevention - health promotion practitioner’s perceptions of effective engagement with vulnerable groups.**

Locations determined by demand [Read more]
CO-OPS map – obesity prevention CBI

http://www.co-ops.net.au/map

### Evaluation

<table>
<thead>
<tr>
<th>Objective (What)</th>
<th>Purpose (Why)</th>
<th>Method / Indicator (How)</th>
</tr>
</thead>
</table>

#### Formative

<table>
<thead>
<tr>
<th>Member needs</th>
<th>Actions based on need</th>
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<tbody>
<tr>
<td>Expectations</td>
<td>Actions delivered according to expectations</td>
</tr>
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</table>

#### Process

<table>
<thead>
<tr>
<th>Experiences</th>
<th>Activities meet expect’ns</th>
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<tbody>
<tr>
<td>Reach</td>
<td>Reach existing &amp; new members</td>
</tr>
<tr>
<td>Dose</td>
<td>Dose of activities delivered</td>
</tr>
<tr>
<td>Adoption</td>
<td>Activities adopted /used</td>
</tr>
<tr>
<td>Quality, range, cost</td>
<td>Delivered as planned/adapted, responsive, costed</td>
</tr>
<tr>
<td>Alignment/coordination</td>
<td>Coordinate with national &amp; state efforts</td>
</tr>
<tr>
<td>CO-OPS overall implementation</td>
<td>Implemented as planned or adapted, Contributes to evidence base</td>
</tr>
<tr>
<td>Objective (What)</td>
<td>Purpose (Why)</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Use of CO-OPS tools, evidence, resources</td>
<td>Tools and resources used to inform best practice</td>
</tr>
<tr>
<td>Networking / Information-seeking</td>
<td>Contribute to networks for information sharing</td>
</tr>
<tr>
<td>Improvements in practice</td>
<td>Contributes to improvements in access, confidence, skills</td>
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<tr>
<td>Economic assessment</td>
<td>Value for investment, willingness to pay</td>
</tr>
</tbody>
</table>
results (1)

Membership growth
- Increased 108% from 940 (2007-11) to 1954 (2012-14) members

Website
- Average #visitors per month **1177** (cf 2013 **1052**; 2012: **518**)
- Access and downloads of library resources
  - Online CBI map 100/ month
  - Best Practice Principles 70 /month
  - Case studies of practice 65 /month
  - Evidence summaries 45 /month

Social media
- Twitter 376 followers, Facebook 204 likers
reach
reach

Yes, heard of CO-OPS | No

- National Wshop May 13
- PD Sustainability [$] Aug 13
- PD Sustainability + Engagement Oct 13
- PD Tailored sustainability [$] Feb 14
- PD Adv. Sustainability [$] Feb 14
- National Wshop May 14
results (2)

Knowledge Broker support requests

• >100 received since Feb 2013
• For: Advice/opinion (50%), tools/resources (24%), evidence (17%), referral (6%)
• During: Strategy development (39%), evaluation (12%), project review (10%)
• Focus: Planning (28%), Evaluation (26%), Org culture, capacity building (6%)
• Response: Access (63%), knowledge/skills (16%), confidence (6%), exchange (6%)
• ~ 39 minutes to complete

Case studies - ‘practice-based evidence’

• Submission process and appraisal tool developed and piloted
• Appraisal and review process being implemented
• Adopted and engaged >10 CBIs so far – case studies produced
• Online dissemination
results (3)

National workshops
May 2013, May 2014
• ~100 attended each year (n=178 total) all states represented
• Nearly half of registrants not yet members (85% attendees were)
• Expectations: registrants wanted to broaden thinking, learn things, networks
• Higher reported gains in all these areas

Professional development
Sustainability and engagement 2013-14
• Bris., Syd., Melb, Adel., Perth
### Change in workshop participants’ self-rated confidence, understanding and attitudes towards sustainability, three workshops 2013-14

*Pre workshop n=163, Post workshop n=214*

<table>
<thead>
<tr>
<th>Thinking about the likely sustainability of your initiative/project and its outcomes, please rate the following:</th>
<th>Not at all/Low</th>
<th>Somewhat/Moderate</th>
<th>Completely/High</th>
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<tbody>
<tr>
<td><strong>How confident are you in assessing whether your initiative/project is likely to be sustained?</strong></td>
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<tr>
<td><strong>Overall, how would you rate your level of understanding about key concepts for sustainability? (e.g. gathering evidence, embedding into policy, building capacity, etc)</strong></td>
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<tr>
<td><strong>Thinking about planning for sustainability of your initiative/project and its outcomes, how important are the following factors:</strong></td>
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<tr>
<td>Embedding the initiative/project activities into core policies/ procedures</td>
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<tr>
<td>Seeking organisational commitment and support from someone with authority or seniority</td>
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“Increase range of initiatives across the spectrum of the socio-ecological model (increase the balance between programmatic/individual to systemic/policy)"

“Feeling confident that my planning to date has taken into account many of the building blocks and that I can improve/strengthen our approach by learning from the case study”

“This would have been excellent as an inclusion to HCC workshops held at the commencement of project/phases. [...] Lots of very valuable information provided.”

“Thankyou for this information it has been valued and has been utilised across all programs under the [LG area name] project delivery.”
remaining questions

Still to be done
• Interviews, tracer searches, SNA

Hasn’t been done
• Economic assessment – ROI?
• Value, WTP (Qual)

Context and challenges
• Workforce
• From a CoP to a coordinated KTE platform
• Long time to see impacts, outcomes
• No comparison
conclusions

• CO-OPS is working with a range of professionals to implement and evaluate a KTP
• Early evaluation shows
  • Adoption, acceptability, expectations, experiences positive
  • Confidence and knowledge improvements
  • Further impacts unknown
• Longer term impact and sustainability to be explored – needs
  • Organisation, system support
  • Coordination with jurisdictional efforts
  • Engage broader stakeholder groups, researchers
Thank you

CO-OPS is a collaboration between

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Worldly

THE UNIVERSITY OF SYDNEY

THE UNIVERSITY OF MELBOURNE

Flinders UNIVERSITY

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