



DIRECTOR'S NOTE



DOUGLAS LUKE, PHD

PROFESSOR, BROWN SCHOOL AND DIRECTOR, CENTER FOR PUBLIC HEALTH SYSTEMS SCIENCE

I have been thinking a lot about a particular word that connects to much of the work we do at CPHSS – translation. In our work, translation means taking information that is in one form and transforming it so that it can be understood by others. We do this in many ways at the Center. Most commonly, we translate technical scientific or evaluation information into forms that can be understood by non-technical audiences. We sometimes do this by using various types of ‘social math’ that can help distill complicated data or patterns into more understandable concepts. I came across a good example of this in an animated movie, If the World Were 100 People, that may have been based on this earlier infographic, The World as 100 People.



Screenshot from "If the World Were 100 People" video, GOOD Data

Another way we translate is when we engage in multi-, inter-, or transdisciplinary work. Transdisciplinary science is highly valued at the Brown School. We feel that many of the most pressing social and health problems facing us cannot be solved without the combined and integrated work of scientists who come from different backgrounds and bring with them different methods, theories, and skill-sets. However, that requires translation. In our Tobacco Town project, I serve less as the tobacco policy expert or the systems science expert. Instead, I serve as a bridge between the epidemiologists on one side and the modelers on the other, explaining to each side what the other means (or at least wants!).

In another subtler way, I think we employ translation when we examine a wide variety of information and distill it down to its most important elements. Our User Guide series does this, as well as many of our evaluation reports. This type of translation is less about taking complicated technical information and making it understandable. Rather, it is about surveying a field of work and highlighting the important themes, patterns, or pieces of information most relevant to particular audiences. This is why a good

review article is not just a list of all of the papers that have been published on a topic. Instead, it has a point of view that leads to a set of conclusions or recommendations that in turn can influence the audience.

Translation, of course, is hard. It takes time, and we're often not

sure that we're getting it right. See this example, called Lost in Translation.

And for any of us who have studied other languages, we know that there are concepts and ideas that are impossible to translate. For example, there's a list of ten German words that have no English equivalents.



"The World as 100 People" infographic, Jack Hagley

(It doesn't even include Schadenfreude, which does have a simple translation: How many Democrats are feeling about Republicans during this primary season.) Finally, if anybody is interested in exploring translation in books or TV, I can recommend the following: Embassytown is a science fiction novel by China Mieville that describes an alien culture whose language does not allow lying or even speculation; much of its plot is based on the almost impossible challenge of translation. One of the best episodes of Star Trek TNG was Darmok, which also explores translation of alien languages. If you watch the whole episode you will be able to translate the Darmok and Jalad on the Ocean YouTube clip into English.

CENTER NEWS

CPHSS announces new Associate Director

Nikole Lobb Dougherty was recently promoted to Associate Director of CPHSS. Nikole brings over eight years of evaluation project design, management, and oversight experience to this new role where she will provide strategic and operational leadership for all CPHSS projects. As an Evaluation Project Manager with the Center for over five years, Nikole has overseen the evaluation of several mixed-methods, multi-site, public health-related initiatives. In her new role, Nikole will continue to contribute to current projects, while also providing oversight and leadership for other Center work. Please congratulate Nikole!

Center moves from North Campus to Danforth

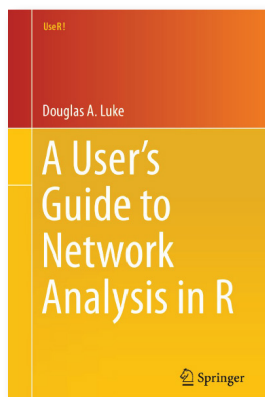
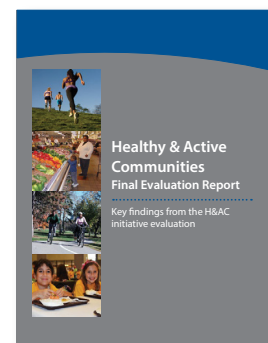
Last fall, CPHSS relocated from Washington University's North Campus to the 2nd floor of Goldfarb Hall on the Danforth Campus. Now housed within the Brown School's three-building campus (Hillman Hall, Goldfarb Hall, and Brown Hall), CPHSS staff and faculty are better situated to collaborate with their Brown School partners. They are also enjoying the lively campus environment and expanded resources that main campus offers. Please stop by to visit at Goldfarb Hall, Suite 223!

DISSEMINATION UPDATES

H&AC team releases final evaluation report

The Healthy & Active Communities Initiative project team recently published its **final report** on the 8-year evaluation project, funded by the Missouri Foundation for Health. Key findings of the report, which were presented to partners via an interactive PDF, include:

- Policy and systems change are crucial
- Relationships with stakeholders matter
- Creating change, building infrastructure, and building capacity takes time
- Planning for sustainability is essential



Douglas Luke publishes user's guide to network analysis in R

Published in 2015, Douglas A. Luke's new book, **A User's Guide to Network Analysis in R**, presents a comprehensive resource for the mastery of network analysis in R. The new book:

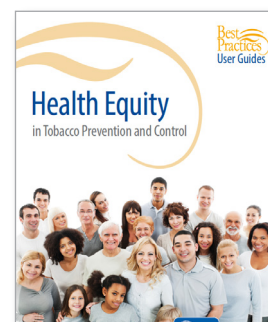
- Provides a practical, hands-on tour of the major network analytic tasks R is capable of, including network data management, network visualization, network description, and network modeling
- Includes all R code needed for examples used throughout the book
- Serves as an excellent reference resource for teaching and learning network science, analytics, and techniques

CDC publishes user guide on health equity in tobacco control

The Centers for Disease Control and Prevention's (CDC's) Office on Smoking and Health has published a new *Best Practices* user guide: **Health Equity in Tobacco Prevention and Control, 2015**. The guide was written in partnership with the Center's User Guide team, and will serve as a companion to the *2014 Best Practices for Comprehensive Tobacco Control Programs*.

The guide is designed to help tobacco control partners:

- Select and implement evidence-based strategies to promote health equity and reduce tobacco-related disparities
- Learn from real-world examples of efforts to achieve health equity in tobacco prevention and control
- Provide information to gain support for tobacco control efforts that focus on health equity
- Identify the best tobacco control resources and tools to help in planning efforts



DISSEMINATION UPDATES

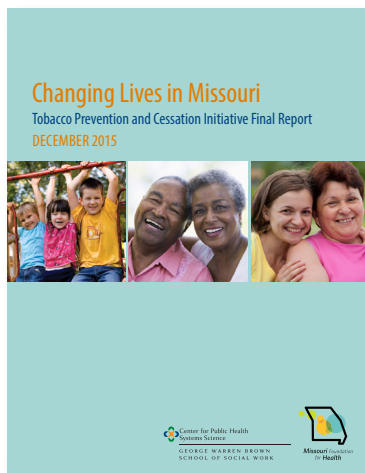
TPCI team releases final evaluation report

The Tobacco Prevention and Cessation Initiative project team recently published its **final report** on this 10-year evaluation project, funded by the Missouri Foundation for Health. Conclusions from the initiative, which were presented to partners via an interactive PDF, include:

- MFH provided important leadership, infrastructure, and capacity building for tobacco control professionals in Missouri through TPCI.
- Community-wide policy changes advocated by TPCI grantees reached numerous Missourians and had an impact on smoking rates and corresponding healthcare costs.
- Although grantees did not initially prioritize sustainability planning, by the end of TPCI most grantees had identified ways to continue at least some aspects of their programs.

Lessons learned from the initiative include:

- Advocating for policy and systems changes is key
- Capacity building is important and takes time
- A clearly defined and flexible portfolio structure is essential
- Planning for sustainability from the beginning is critical



SYSTEMS SCIENCE NEWS

New interest group focuses on network science

The Network Science Interest Group is a community of scholars, researchers, and evaluators at Washington University who are interested in network science and network analysis in its various forms. The mission of the NSIG is to share network ideas, provide resources for the broader community, and enhance the network of network scientists. Sessions are held once per month during the academic year and include a mix of formal and informal presentations and discussions. Visit the new **NSIG website** for more information or to get involved.



May NSIG Meeting

May 23, 2016
3:30 pm - 5:00 pm
Goldfarb 132

Check out the recent Institute for Public Health blog post with CPHSS authors —

**Social Network Analysis:
Tools for Effective Evaluation
and Research**

FUNDING NEWS

North Dakota Evaluation

CPHSS received a \$900,000 grant to evaluate North Dakota's comprehensive tobacco prevention and control program. The Center will partner with the Brown School Evaluation Center, the Health Communication Research Laboratory (HCRL), and the newly formed Center for Health Economics and Policy (CHEP) on this 2-year project.

User Guide & Sustainability

The Center was recently awarded a \$2.8 million, 5-year grant to continue work on two projects for the CDC's Office on Smoking and Health: 1) a series of tobacco control user guides and 2) the Program Sustainability Assessment Tool, available at sustaintool.org.

Tobacco Town Minnesota

CPHSS will soon begin work on an 18-month collaborative project with the Public Health Law Center (Minnesota) and the Brookings Center on Social Dynamics and Policy. This agent-based modeling study will measure the impact of menthol and retailer density policies in Minnesota.

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[@cphsswustl](https://twitter.com/cphsswustl)



STAFF NEWS

CPHSS Welcomes New Staff

Erin Foster

Senior Research Assistant
CDC Best Practices User Guide project

Patricia Gouzien

Project Coordinator
North Dakota Tobacco Control Evaluation project

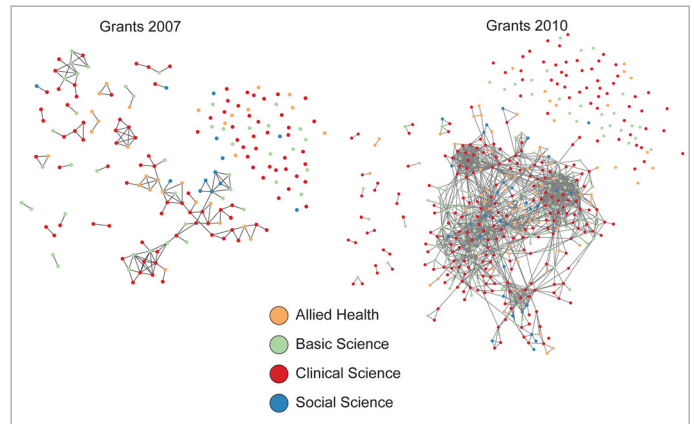
Michelle Hasan

Senior Research Assistant
Expanding Coverage Initiative Evaluation project

FEATURED RESEARCH

Study examines academic “cross-pollination”

This PLOS ONE paper, with authors Amar Dhand, Doug Luke, Bobbi Carothers, and Brad Evanoff examines the role of disciplinary affiliation in academic collaboration between investigators, specifically researchers in the Institute of Clinical and Translational Sciences (ICTS) at Washington University in St. Louis.



Using exponential random graph models, the study showed that disciplinary affiliation “independently predicted collaboration in grant and publication networks... This research may inform better evaluation models of university-based collaboration, and offer a road map to improve cross-disciplinary collaboration with discipline-informed network interventions.”

Dhand A, Luke DA, Carothers BJ, Evanoff BA (2016) Academic Cross-Pollination: The Role of Disciplinary Affiliation in Research Collaboration. *PLOS ONE* 11(1). Download the [open access publication](#).

EVENT ANNOUNCEMENT:



Emerging Science in State and Community Tobacco Control Policy and Practice

May 4, 2016, 1:00-4:00 p.m.
at the National Press Club in Washington, D.C.
Visit the [SCTC website](#) to register and learn more.

CONTACT US

The CPHSS Connection is published by the Center three times a year to keep its community informed. Please send comments or questions to **Laura Brossart** at lbrossart@wustl.edu. Follow us online at cphss.wustl.edu or on Twitter at [@cphsswustl](https://twitter.com/cphsswustl).

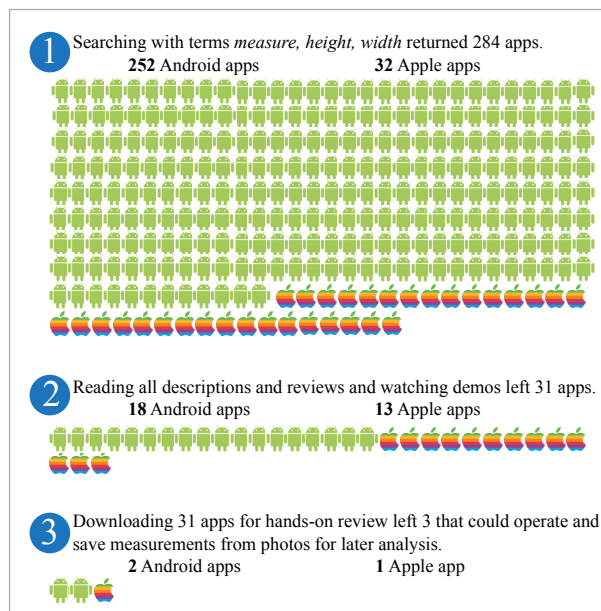


Center for Public Health Systems Science
GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK



Study evaluates using apps for measuring tobacco product displays

This study, with authors Todd Combs, Sarah Moreland-Russell, and Jason Roche addressed the need for an objective measurement tool for measuring tobacco product displays in convenience stores, supermarkets, pharmacies, and other retailers nationwide. The influence



of these displays on tobacco product purchase and initiation, particularly on young people and vulnerable populations, is well known. The researchers analyzed 5 tools (3 apps and 2 other devices) that measure area and distance in photos, measurements that could be used to assess tobacco product displays, finding that most instruments produced reliable estimates.

Combs T, Moreland-Russell S, Roche J (2015). Evaluation of Measurement Tools for Tobacco Product Displays: Is there an App for that? *AIMS Public Health*. Download the [open access publication](#).