

Brown School

Less text and more graphics: Dissemination preferences of tobacco control practitioners

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Public health practitioners have *limited time and access* to review

Recommendations for D&I Researchers

Consider practitioner time constraints

that take less time to read and understand.

scientists to change how they convey information.

Design resources for sharing

scientific evidence and varying levels of expertise in the topic area.

Increasing uptake of evidence-based programs and policies requires

Consider practitioner time constraints
Practitioners overwhelmingly preferred short resources

Online toolkits and webinars were also popular among

Think about how practitioners do their work

from anywhere, including mobile devices.

Practitioners wanted to learn about new resources

Fact sheets, infographics, and policy briefs are easy for

practitioners to share with partners and decision makers.

respondents. These web-based resources can be accessed

through tools they already use for work, such as email and

webinars. Social media is less commonly used for work-

BACKGROUND

Dissemination & Implementation Gap

Problem

A gap exists between what public health researchers know and what practitioners do.

Outcomes

- Delayed and improper program implementation
- Missed implementation opportunities
- Unequal distribution of effective programs and policies

Solution

D&I strategies have the potential bridge this gap.

- Facilitate push of scientific information and pull of evidence from the field
- Understand how practitioners access and use scientific information



Surveying Public Health Practitioners

In spring 2019, the Center for Public Health Systems Science surveyed public health practitioners about:

- Use of tobacco control resources produced by the Center and its partners
- Future resource needs
- Dissemination preferences

Our respondents were program staff and partners of state tobacco control and chronic disease programs. We summarized results with descriptive statistics and qualitative thematic analysis.

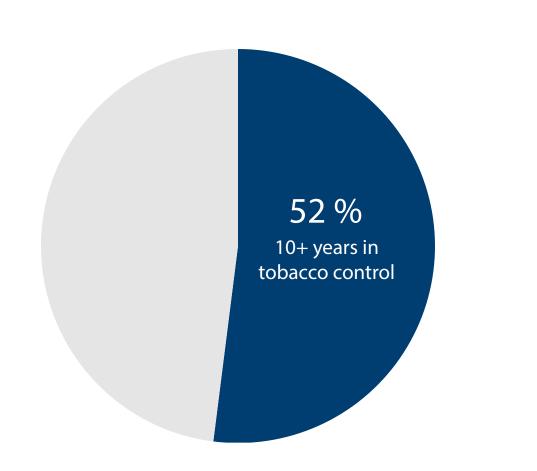
RESULTS

Key Findings

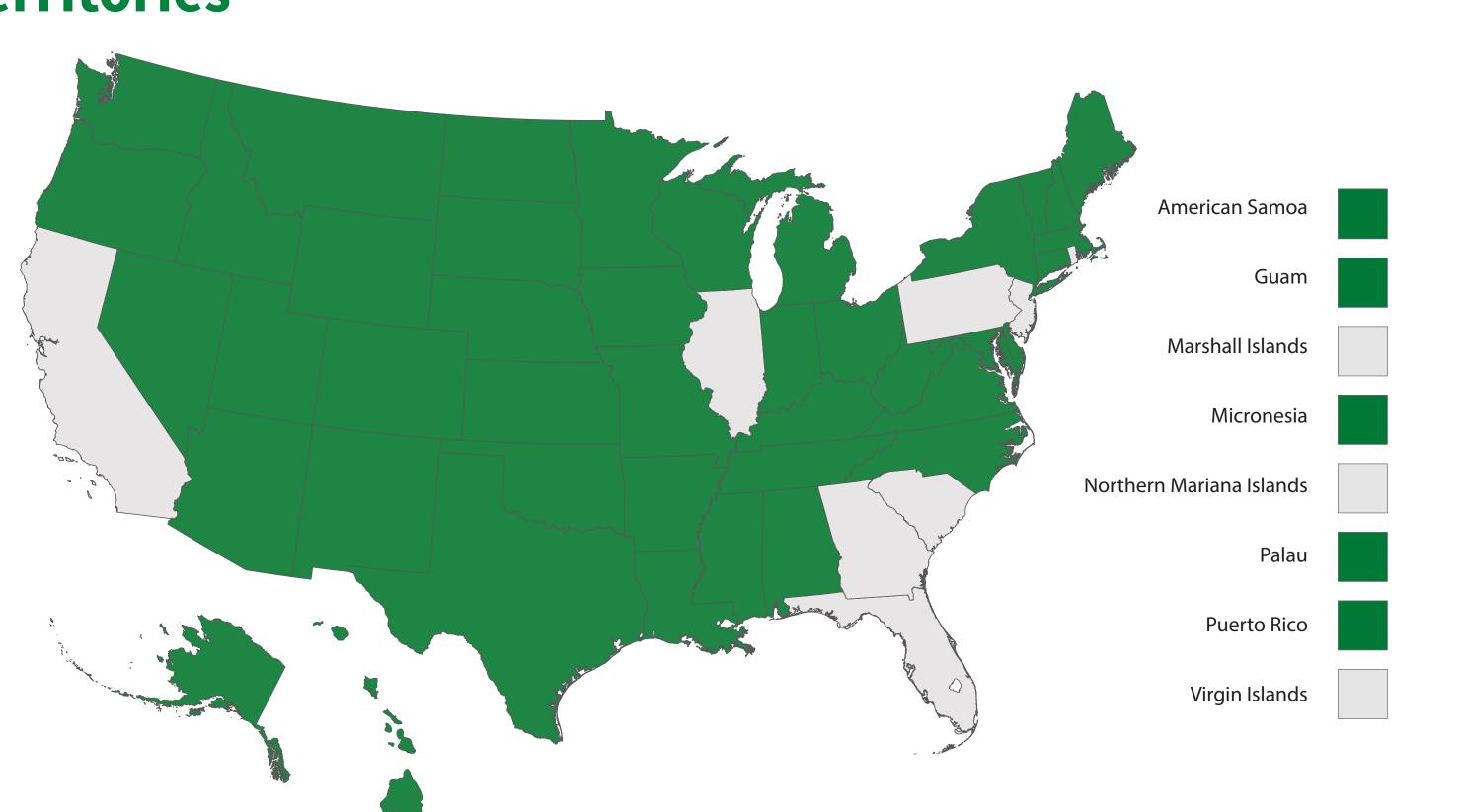
- Brief, digestible formats are most useful
- Online dissemination is also useful
- Academic articles and longer reports are least useful

Respondents

Over half (52%) of the 97 respondents had a decade or more of experience in tobacco control



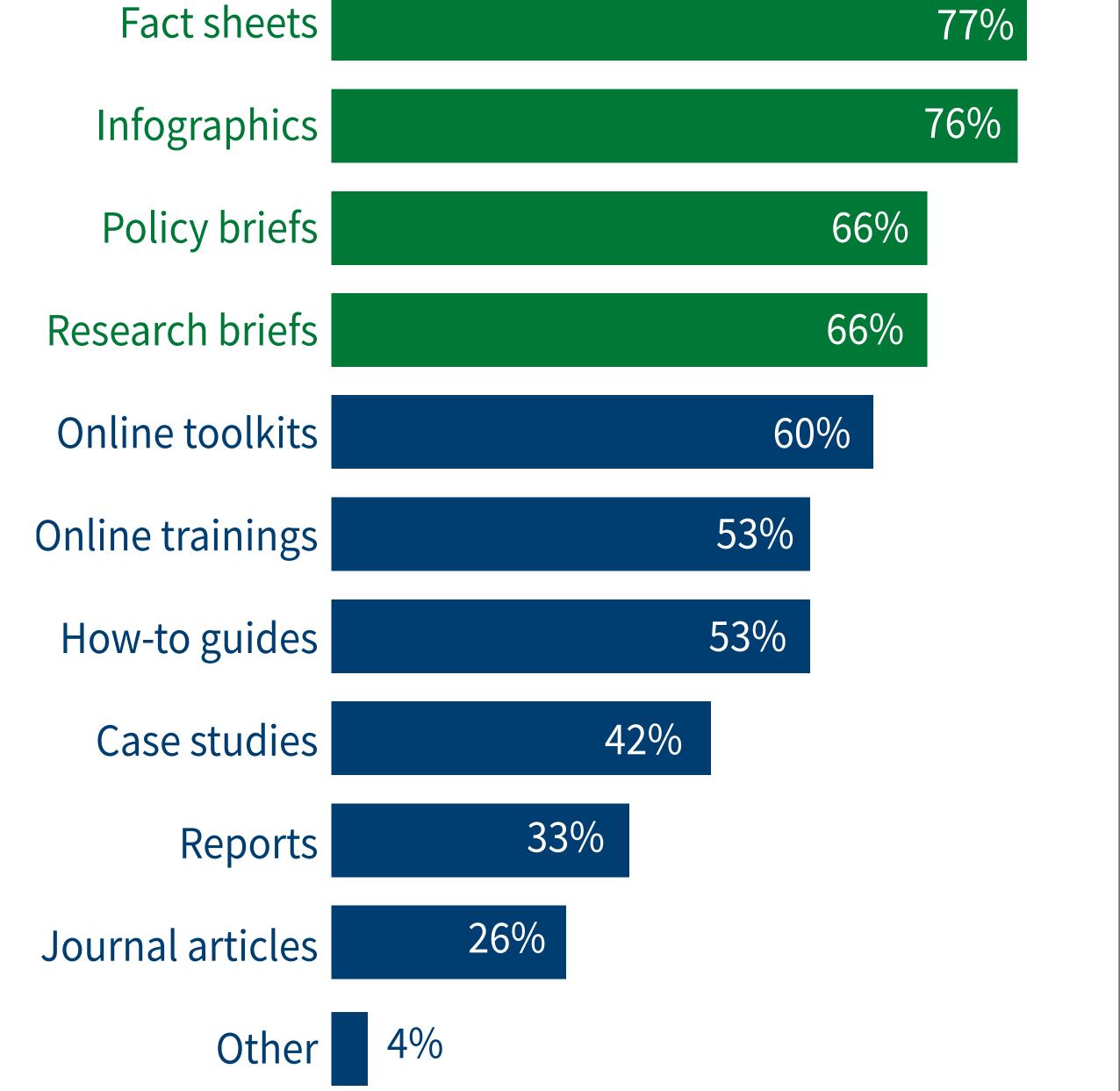
Respondents represented 85% of 50 U.S. states and 9 territories



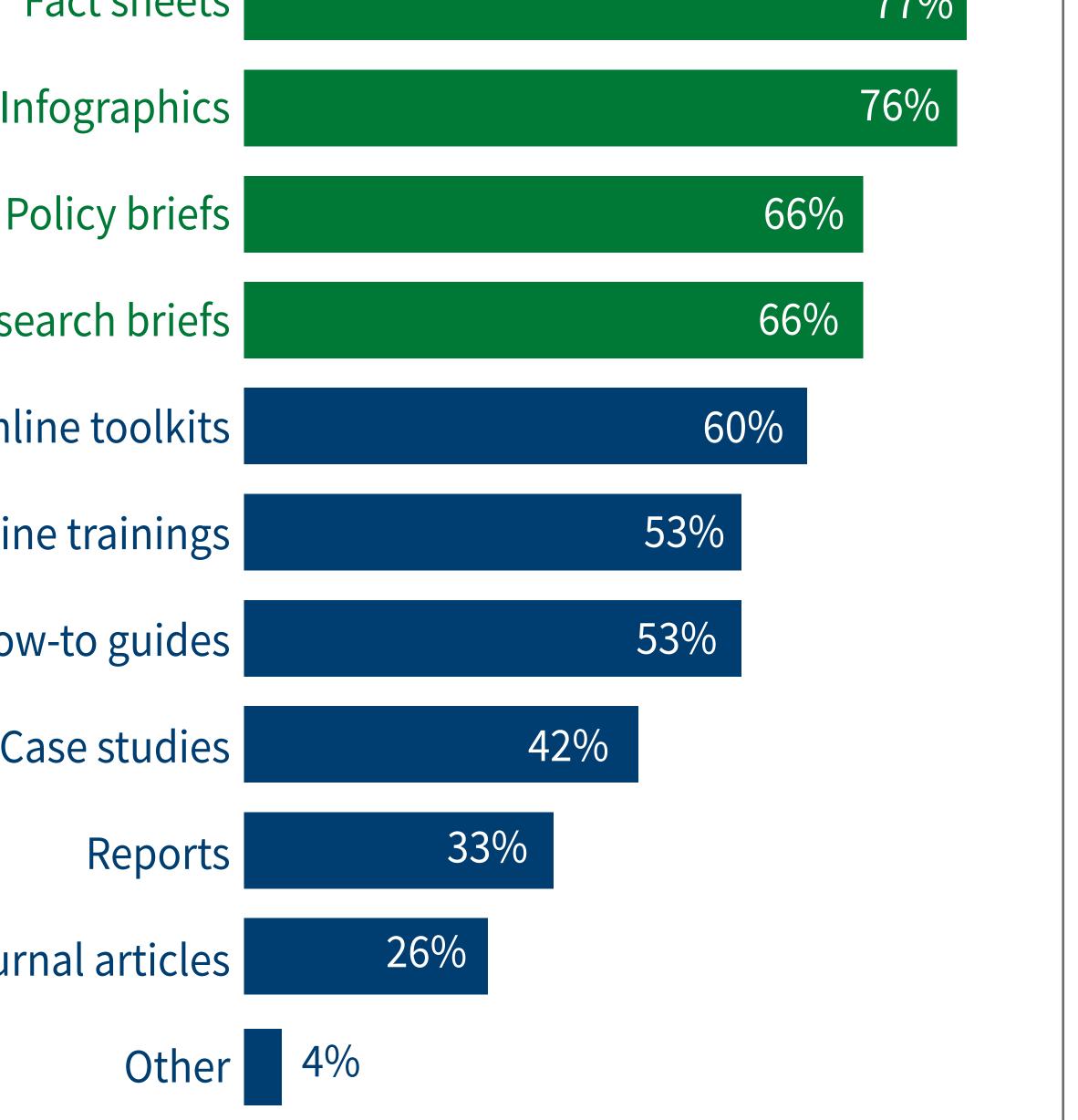
Future Resource Needs & Dissemination Preferences

Respondents found brief, digestible formats like fact sheets, policy briefs, research briefs, and infographics most useful.

Online formats, how-to guides, and case studies were also popular. Less than one-third found academic articles or traditional reports helpful.



learn about new resources. Less than one-quarter





resources on tobacco control strategies in the future



Mitigate access issues

related purposes.¹

IMPLICATIONS

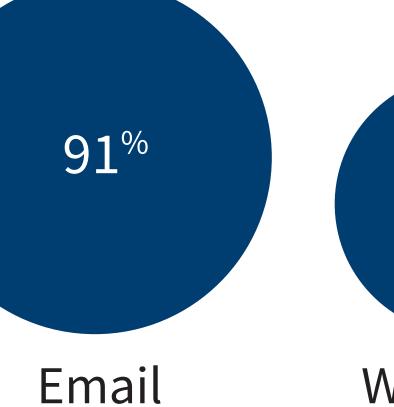
Articles and conferences were least preferred. Practitioners may lack the access or financial resources to use these channels. Publishing in open access journals and other channels can reduce access issues.



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Respondents overwhelmingly preferred email to

preferred academic conferences or social media (not shown).



In-person Internet trainings