Results of a knowledge brokering intervention to promote evidence-informed public health decision making

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Peel Public Health

- Located in the Greater Toronto Area (GTA) west of Toronto, ON
- Governed by regional council that acts as board of health
- Total population: 1,159,405 over 1254 square km of urban and rural communities
- Diverse population: Total immigrant population of 561,240 (48%)

Source: Region of Peel Planning

Canadian Public Health Association Conference, June 16, 2010
Health Evidence

- Launched 2005
- @ McMaster University
- Access to pre-appraised evidence & capacity development support for EIDM
- Serves 4,700+ registered users
New in Evidence-Informed Decision Making…

Most accessed review this week
May 10, 2010
Prevention of childhood obesity: A review of systematic reviews

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Knowledge Broker Project Goals

- facilitate development of individual and team capacity for evidence-informed public health decision making (EIDM) at Peel Public Health, Communicable Diseases Division

- contribute to Peel Public Health’s strategic initiative to foster EIDM throughout the organization
Short and Long-Term Goals

**SHORT TERM**
- search capacity
- critical consumer
- shift toward EIDM approach
- identify/address barriers
- internal brokers
- develop confidence

**LONG TERM**
- EIDM across organization
- Implement full EIDM spectrum
- address barriers
- internal brokers fully engaged to foster comfort and confidence in EIDM amongst all staff
Evaluation Goals

- Descriptive account of brokering
- Perceptions of staff and the broker regarding the process
- Challenges, barriers, and facilitators of EIDM
Activities

Through site visits, telephone and email:

- Development of questions, lit search & appraisal
- Awareness of resources
- Development of tools
- Sharing through conferences
- Small group work with other staff
Mentorship Project Timeline

- **June 2008 early discussions**
- **July 2008** proposal submission
- **Oct 29-31** SV#1
- **Oct 6** initial meeting
- **Nov SV#2**
- **Jan 6-8** SV#3
- **Jan 20** t/c AMoH
- **Feb 2-4** SV#4
- **Mar 2-6** SV#5
- **Jun 25** SV#7
- **Sep 8-10** SV#9
- **Nov 1-3** SV#10
- **Nov** SV#2
- **Dec 2008** project extended
- **May 2009** project extended
- **Jul 20-3** SV#8
- **Sep 8-10** SV#9
- **Project evaluation**
Evaluation Methods

- Interviews recorded with notes kept

- Documentation and audio files were used in analysis to generate common themes and note any inconsistencies

- Report reviewed by those interviewed
Results
Impact of Brokering

- new philosophy
- becoming more critical consumers
- giving structure to the process
- resources and tools
EIDM Facilitators

- clear and strong organizational mandate
- strong leadership
- structured process with supporting resources
Brokering Work Facilitators

- personal & professional qualities
- predictable, monthly interactions
- external and internal supports
Challenges

- Time
- Communication
- Uncertainty
- Access
Qualities of a Broker

<table>
<thead>
<tr>
<th>Knowledgeable</th>
<th>Available</th>
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<tbody>
<tr>
<td>Acknowledges existing expertise</td>
<td>Clear, easy to understand</td>
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<tr>
<td>Practical</td>
<td>Not too academic</td>
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<tr>
<td>Professional but not “stuffy”</td>
<td>Easy to talk to and work with</td>
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<tr>
<td>Non-judgmental</td>
<td>Starting where people are at</td>
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<tr>
<td>Approachable</td>
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Recommendations

- Acknowledge time needed for EIDM
- Involve staff in:
  - planning of work
  - strategic planning
- Set goals & establish timeline jointly
- Provide support 1-2 years
- Tailor support
Recommendations, cont.

- Mid-cycle assessment
- Specific activities (conferences, speakers, workshops)
- Progressively more active role for staff
- Ongoing staff support
- Brokering support on “retainer”
Key Components

- Facilitate transition to critical consumers

- Give structure to EIDM, with resources and tools

- Promote positive relationship to engage staff in EIDM

- Provide opportunities to practice and apply skills
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