

Planning for Adoption of Clinical Care Practices in Global Health

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A Trial for Improving Perinatal Care in Latin America. The Guidelines Trial



Global Network for Women's and Children's Health Research

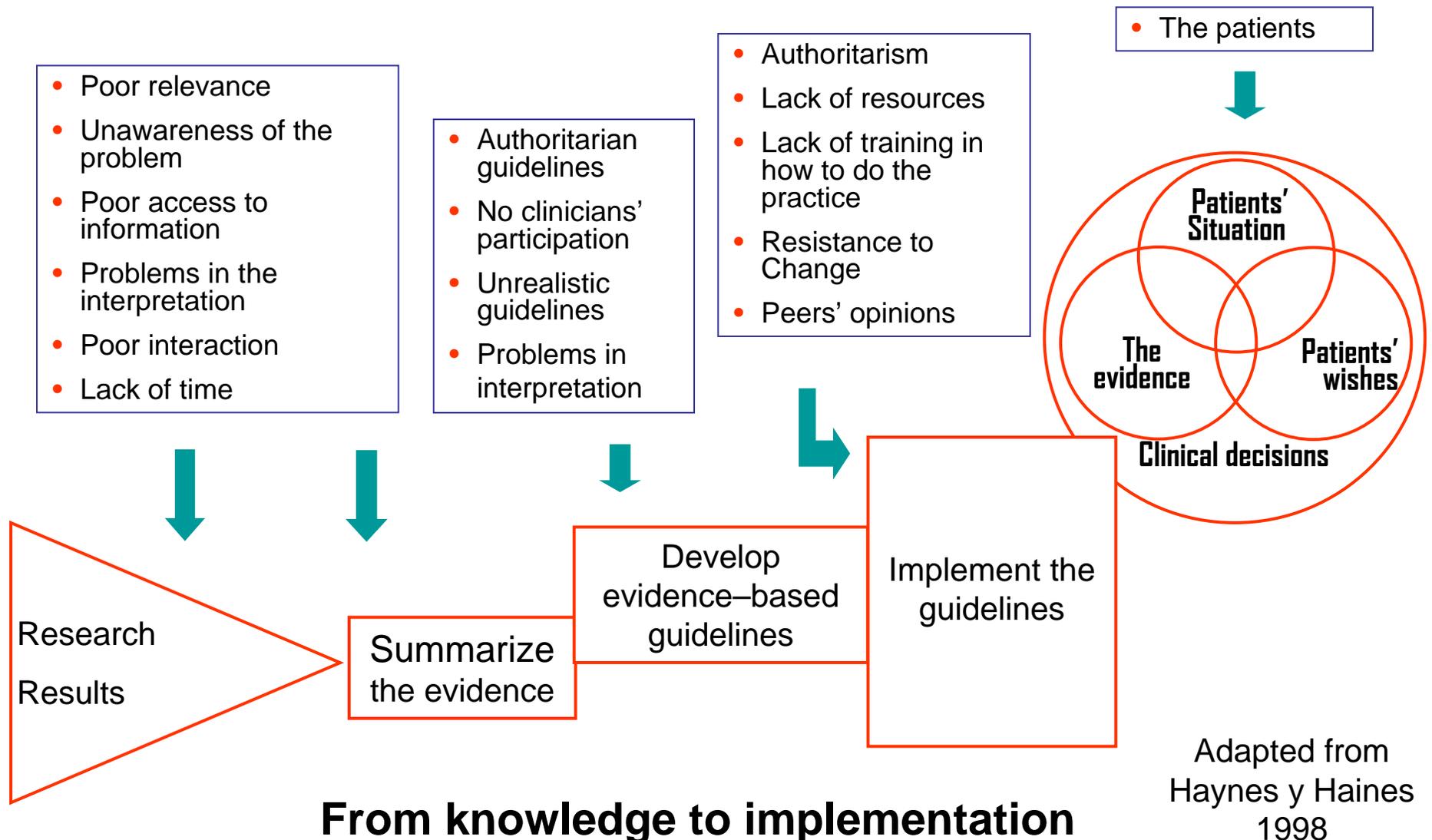
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Main Specific Aim

- To perform a randomized controlled trial of a behavioral intervention intended to increase the use of two evidence-based birth practices:
 - the selective use of episiotomies
 - active management of the third stage of labor (10 I.U. of oxytocin).

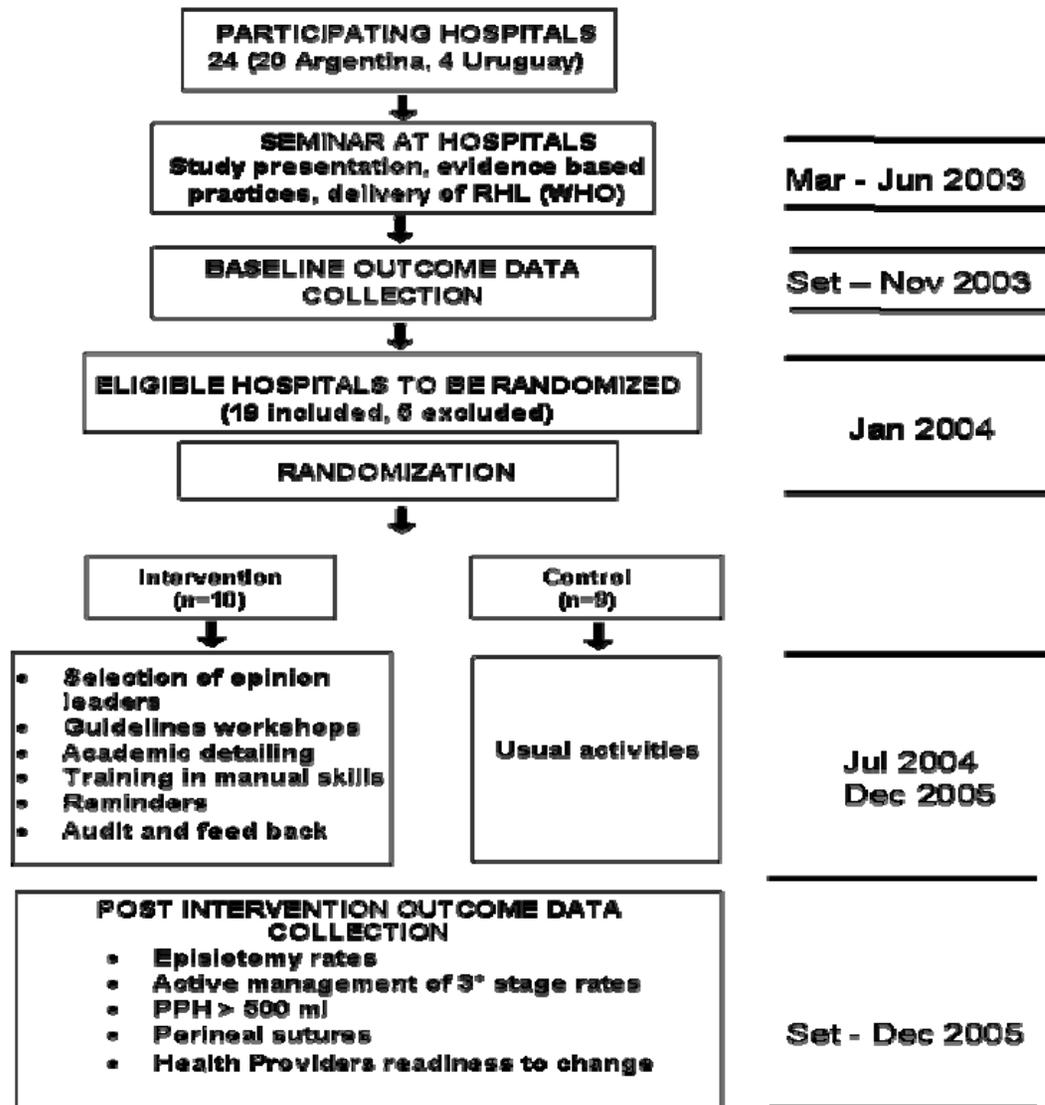
Barriers *Formative Research 2002*



Behavioral Intervention

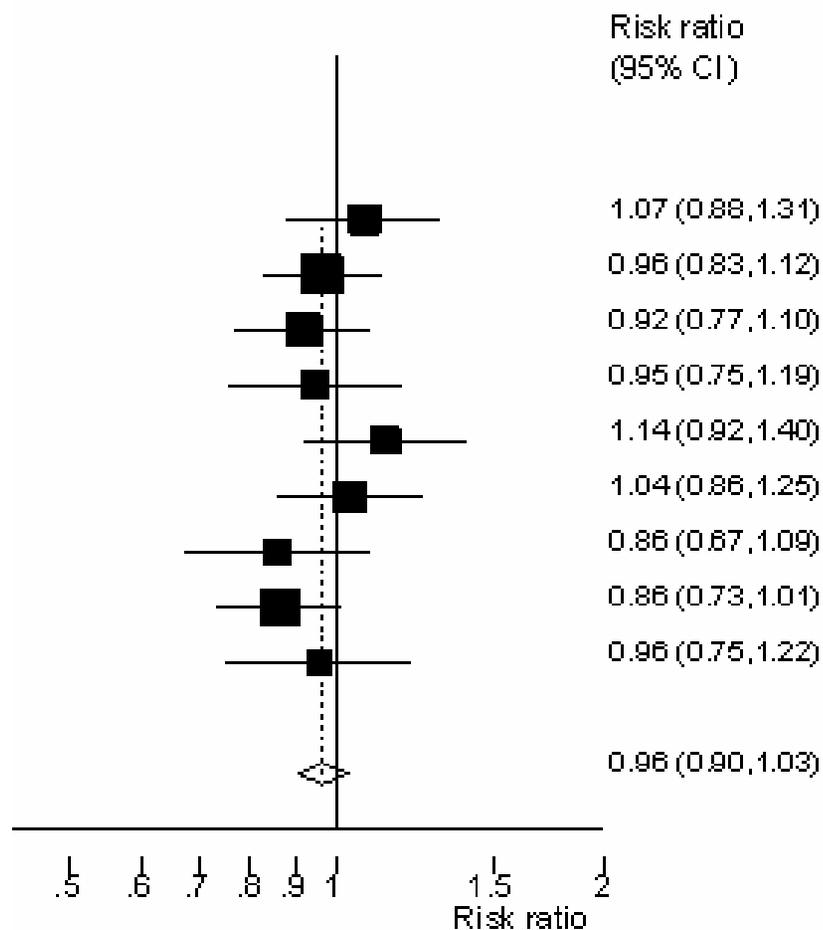
- Identification and training of opinion leaders who developed evidence-based guidelines.
- Multifaceted approach to disseminate, implement, and maintain the guidelines:
 - seminars, academic detailing
 - training in manual skills
 - reminders
 - feedback on utilization rates.

Trial Design and Timeline

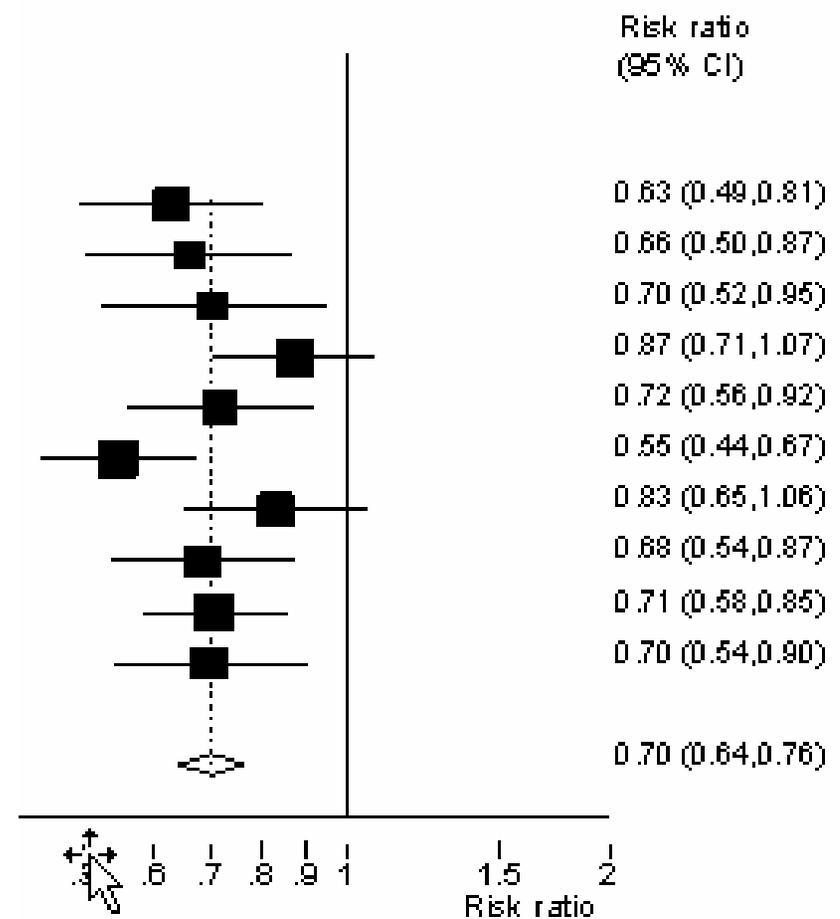


Episiotomy

Control Hospitals

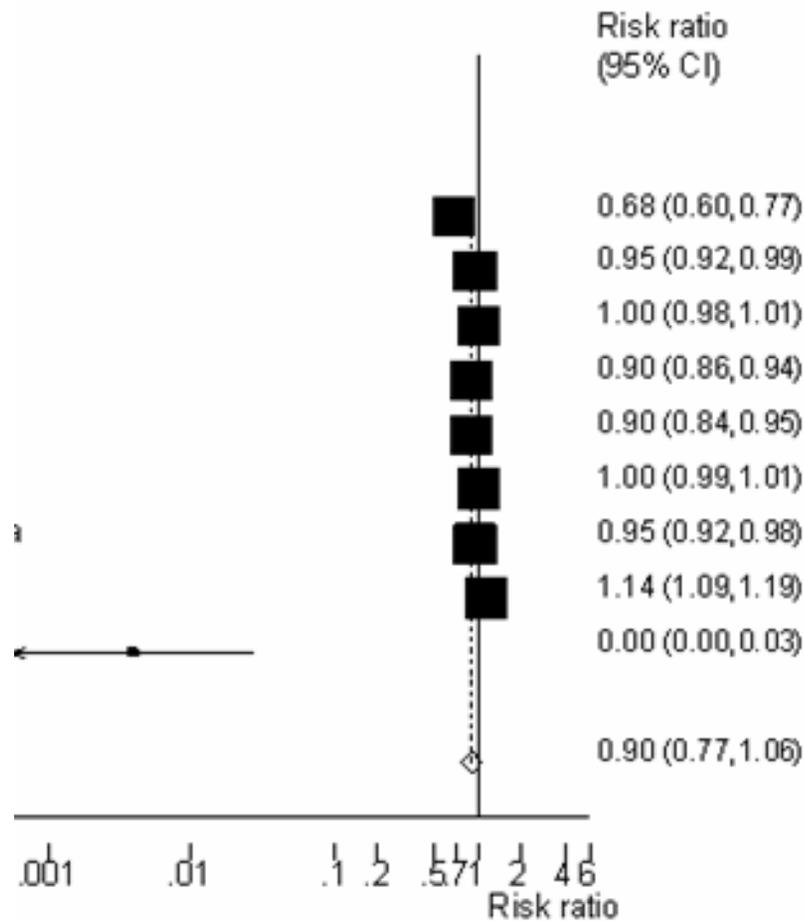


Intervention Hospitals

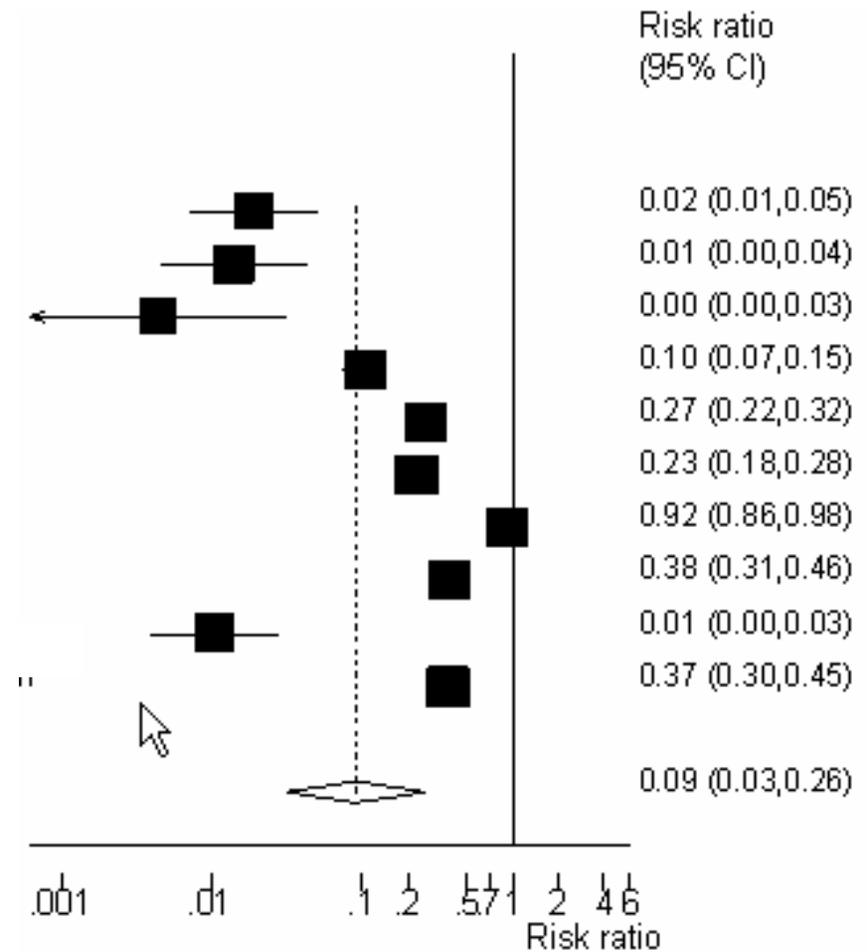


No Active Management

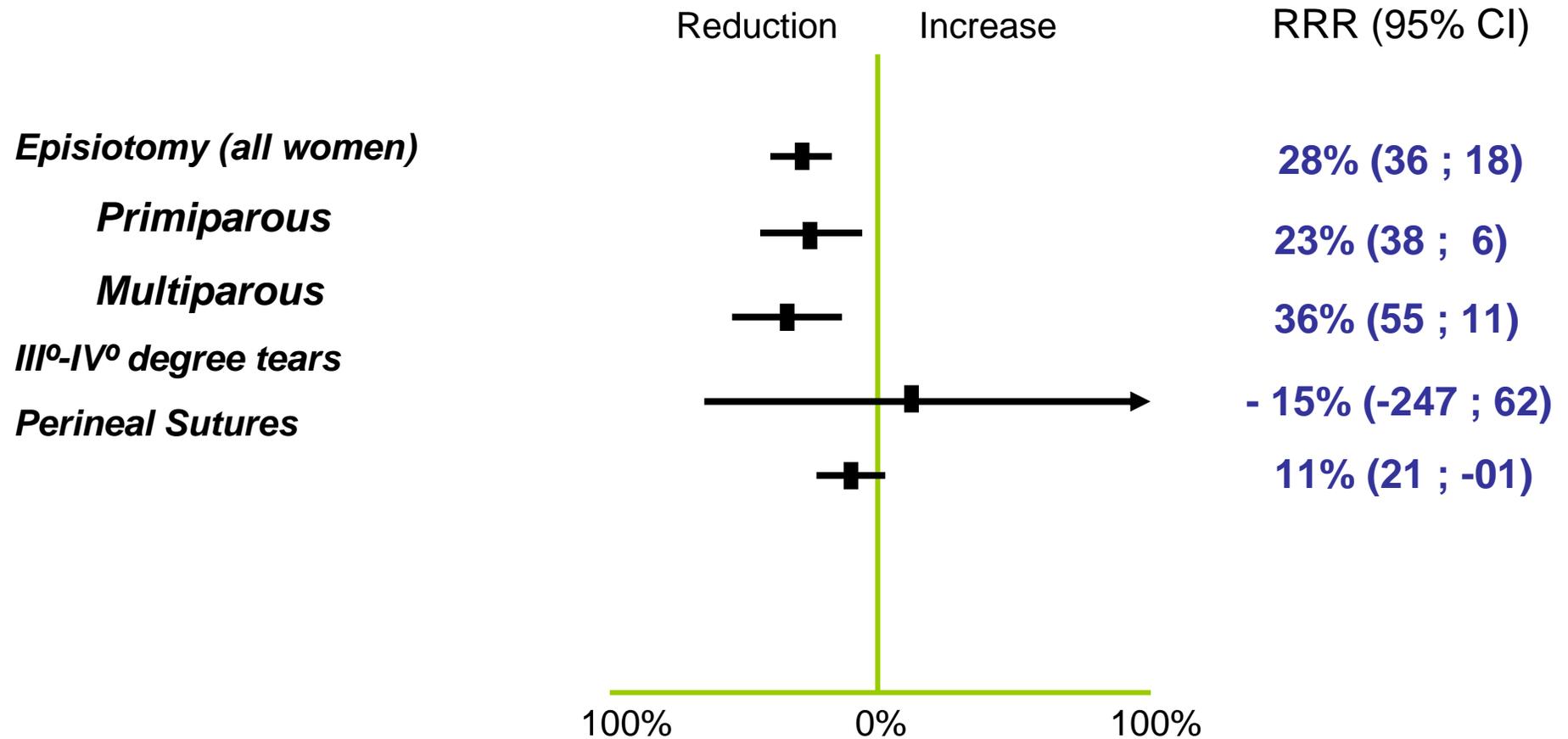
Control Hospitals



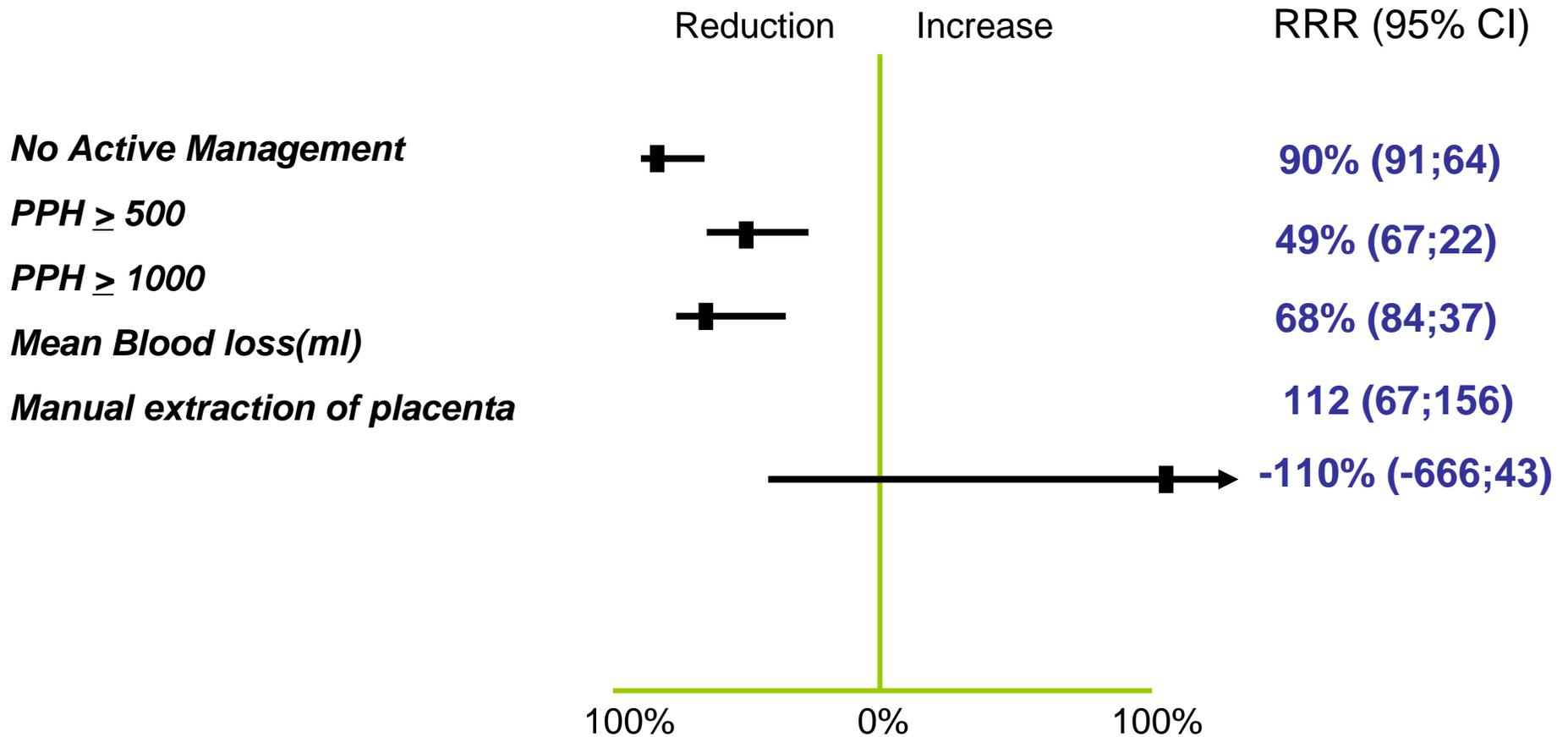
Intervention Hospitals



Summary of Results

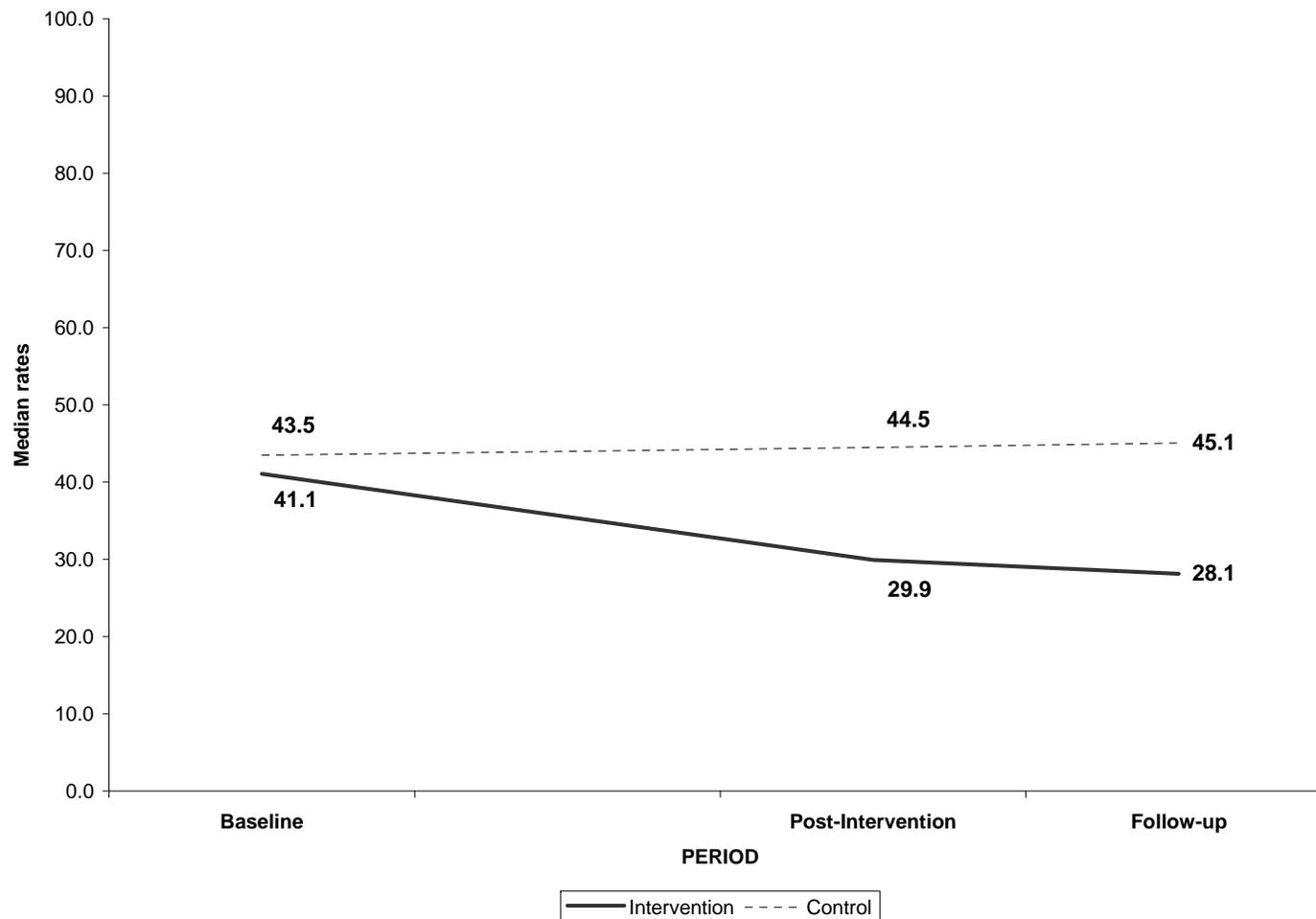


Summary of results



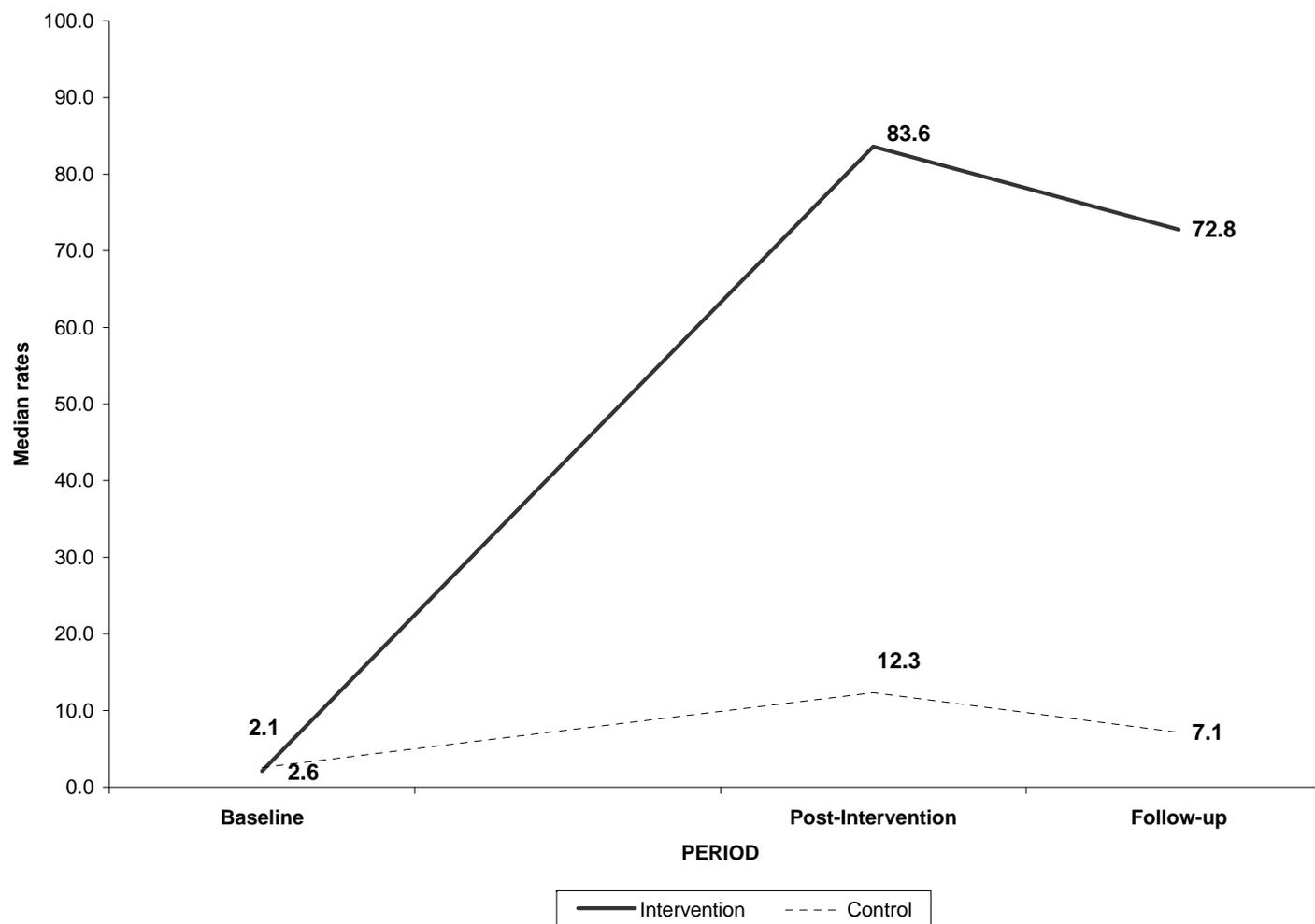
Follow-up One Year

Episiotomy



Follow-up One Year

Active Management of 3rd Stage



Ghana Project

Working on a plan for site visits to hospital facilities in Ghana to implement activities to improve maternal outcomes: The Guidelines Trial

Prevention of Postpartum Hemorrhage (POPPHI) Project

Ghana Project

Objective

- To increase the use of active management of the third stage of labor by implementing an educational intervention that consists of workshops to:
 - develop evidence-based clinical practice guidelines;
 - implement dissemination activities like academic detailing; and
 - implement reminders and monitoring reports.

Ghana Project

Specific Objectives

- The facilitators will be invited to a 3-day workshop with the following objectives:
 - To develop adapted recommendations to promote the adoption of evidence-based clinical practices to reduce post-partum hemorrhage (PPH);
 - To train facilitators in effective dissemination of guidelines through academic detailing; and
 - To train facilitators in manual skills using anatomical models.

Ghana Project

Participants:

- Ob/Gyn departments of two teaching hospitals (Korle-Bu and Komfe Noche? - not defined yet) in Accra and Kumasi

Tutors:

- Institute for Clinical Effectiveness and Health Policy

Funding:

- POPPHI

Thank You



A Trial for Improving Perinatal Care in Latin America. The Guidelines Trial



Formative Research to Develop and Tailor the Intervention

Site 1

Global Network for Women's and Children's Health Research

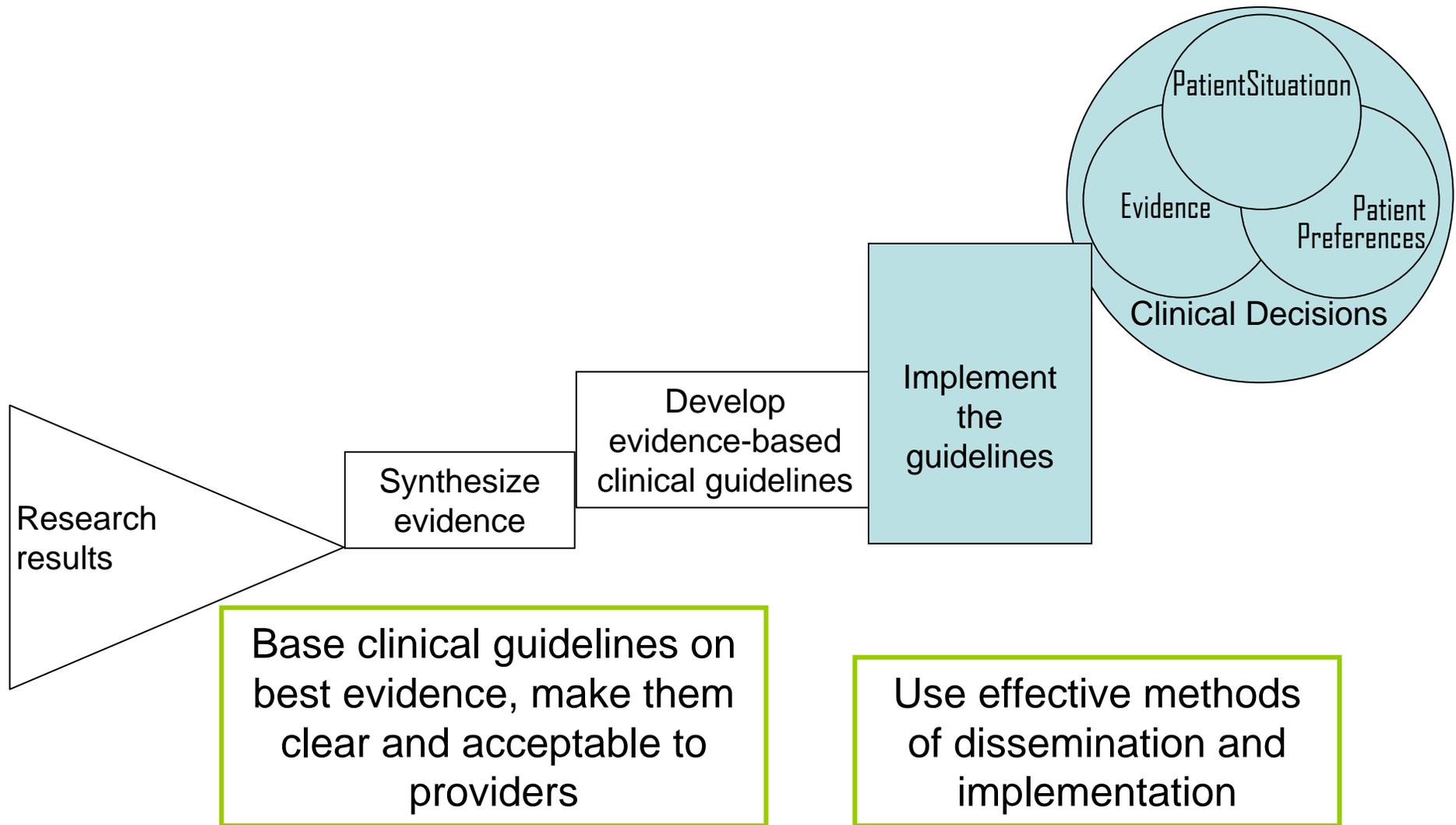
Marci Campbell, Ph.D., M.P.H., R.D.

Department of Nutrition, School of Public Health, University of North
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Project Team

- UNC
 - Marci Campbell, Kant Bangdiwala, John Thorp, Andrea Meier
- Tulane
 - Pierre Buekens (PI)
- CLAP/IECS
 - Fernando Althabe, Jose Belizan (PI), Eduardo Bergel, Maria Belizan, Giselle Tomasso, Maria-Luisa Cafferata, Gonzalo Sotero, Ariel Karolinski, Agustina Codazzi, Mercedes Colomar, Andrea Blake, Ana Maria Bonotti, Betzabe Butron, Alicia Del Pino, Mariela Ferronato, Marcela Walter, Marcelo Delgado.
- RTI
 - Ty Hartwell, Nora Kropp
- NICHD
 - Nancy Moss, Linda Wright

From Knowledge to Implementation: Promoting Use of EBM in Clinical Practice



Adapted from Haynes y Haines 1998

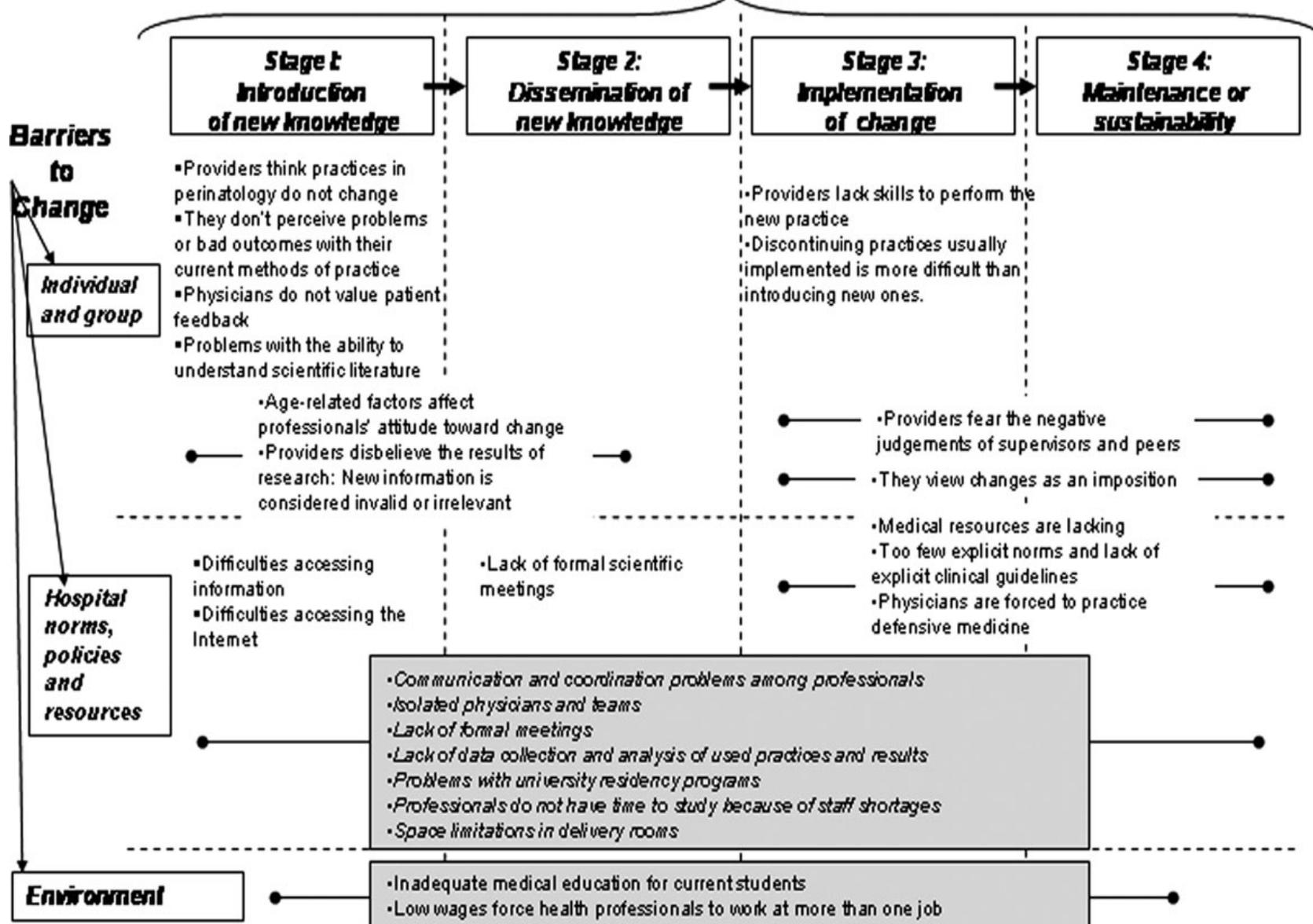
Behavioral Intervention

- Identification and training of opinion leaders/peers in public hospitals
- Multifaceted approach to disseminate, implement, and maintain the guidelines:
 - Seminars and education about guidelines
 - Academic detailing visits
 - Training in manual skills
 - Reminders
 - Access to guidelines (e.g. Cochrane database) via web
 - Feedback on utilization rates.

Formative Research (2002)

- Objectives:
 - Evaluate existing barriers/facilitators
 - Evaluate feasibility and acceptability of planned intervention components
 - “Tailor” the intervention to the Latin American culture, norms, and context
- Interviews (3) with administrators
- Focus groups (8) with staff physicians, residents, midwives, and pregnant women

Change Processes



Change Facilitators

- Younger physicians/residents
- Early adopters – “champions”
- Participation in decision-making
- Seeing/doing – experience w/new practice
- “Boca a boca” communication
- Support from administrators

Adapting the Intervention

- Based on formative research:
 - “Facilitadores” preferred name for opinion leaders
 - Academic detailing (“visitas personales”) protocol based on Motivational Interviewing
 - Peers/academic detailers need to be matched to position/hierarchy in hospital
 - Facilitadores need more support/training – added monthly meetings/booster sessions
 - Lack of internet access for health providers





Process Evaluation Information

- High level of implementation of components
- >90% response rates to surveys
- Variability across hospitals/situations
- Reminders noticed at first:
 - All put signs in delivery room, few in charts
 - Monthly reports ignored after awhile
- Few people used Cochrane/guideline info
- Most perceived impact: hands-on training and personal visits/academic detailing

Reminders



Lessons for Dissemination

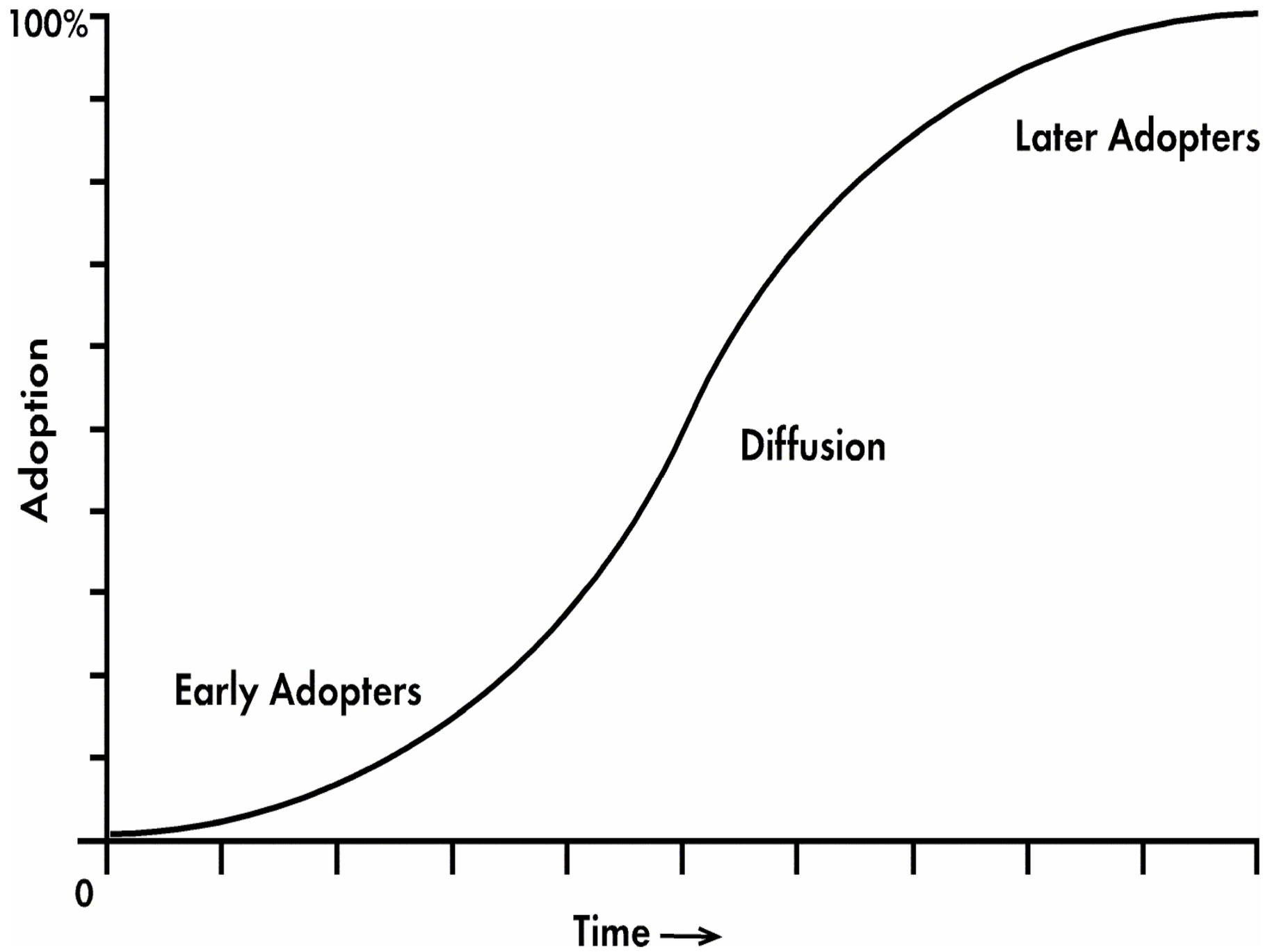
- Adaptation based on local context and culture, e.g.:
 - Intervention components
 - “Naming” and terms used
 - Strategies and access issues
- Qualitative methods and observation
- Detailed process/implementation evaluation



Use of Diffusion Theory in Formative Research

James Dearing, Ph.D., M.A.

Center for Health Dissemination and Implementation Research,
Kaiser Permanente of Colorado, Denver CO



Innovations spread because of 3 factors

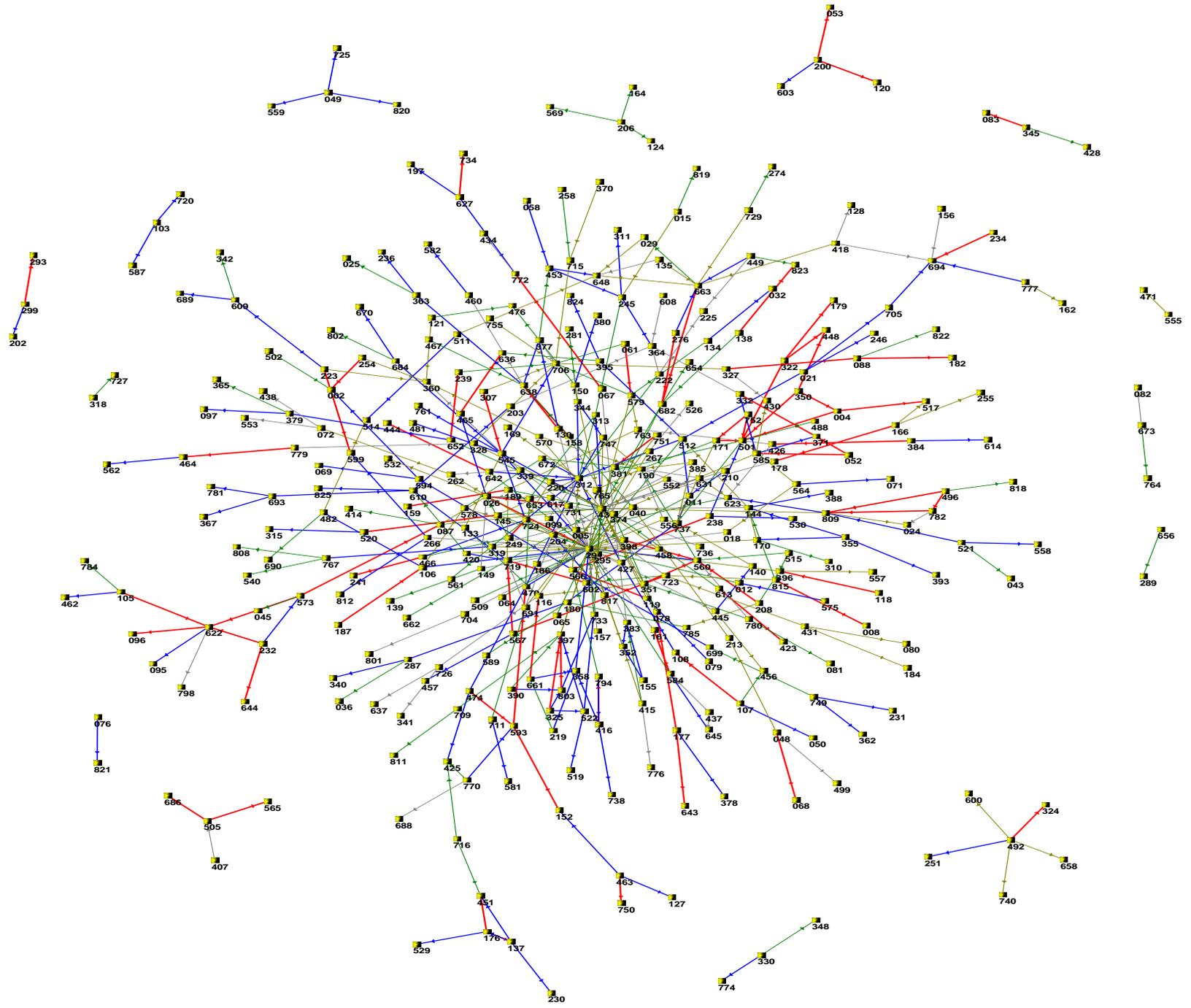
- Context
- Perception of the innovation by target audience members
- The attention and response by especially influential members of the target audience

Let's discuss the latter two factors

What potential adopters think about the innovation

- Perceived advantages
 - Cost *****
 - Simplicity *****
 - Compatibility *****
 - Evidence **
 - Trialability *
 - Observability *

What potential adopters think *other*
potential adopters think about the
innovation...



Q & A

Questions?



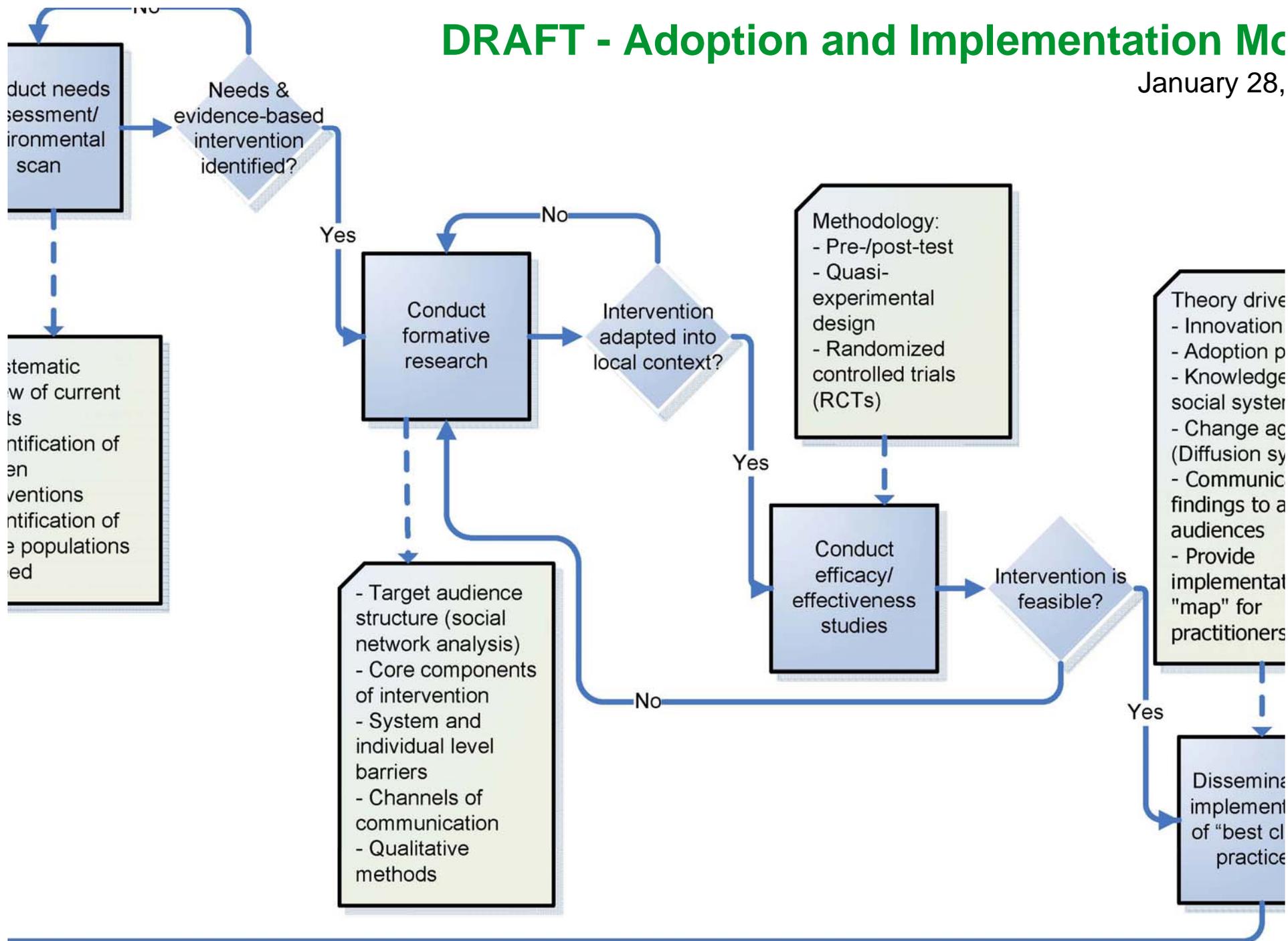
A New Model for the Adoption and Implementation of Evidence-Based Interventions

Madeleine Wallace, Ph.D.

Evaluation Branch, Division of Program Coordination, Planning, and
Strategic Initiatives, National Institutes of Health, Bethesda MD

DRAFT - Adoption and Implementation Model

January 28,



Group Discussion & Presentations

Goals

- Refine a late-stage translational social influence model designed to increase the likelihood of adoption and successful implementation of evidence-based interventions.
- Discuss the translation of an effective obstetrical care intervention from Argentina to Ghana.
- Solicit input about the implications of this type of research for the fields of clinical practice and international development.



Discussion Summary & Next Steps

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