



Public Health  
Agency of Canada

Agence de santé  
publique du Canada

# Strategies for the Effective Transfer of Research Evidence to Decision Makers

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Dissemination Strategy from the Canadian  
Incidence Study of Reported Child Abuse & Neglect 2003

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Sophie Hyman, B.A.  
Anne-Marie Ugnat, Ph.D.  
Peter Dudding, MSW

World Conference on Prevention of Family Violence Banff, AB

October 2005



# Presentation Objectives

- To describe the Canadian Incidence Study of Reported Child Abuse & Neglect (CIS-2003)
- To provide an overview of a knowledge transfer framework
- To share evidence of effective research dissemination strategies
- To share 'lessons learned' from the development of the CIS-2003 dissemination strategy

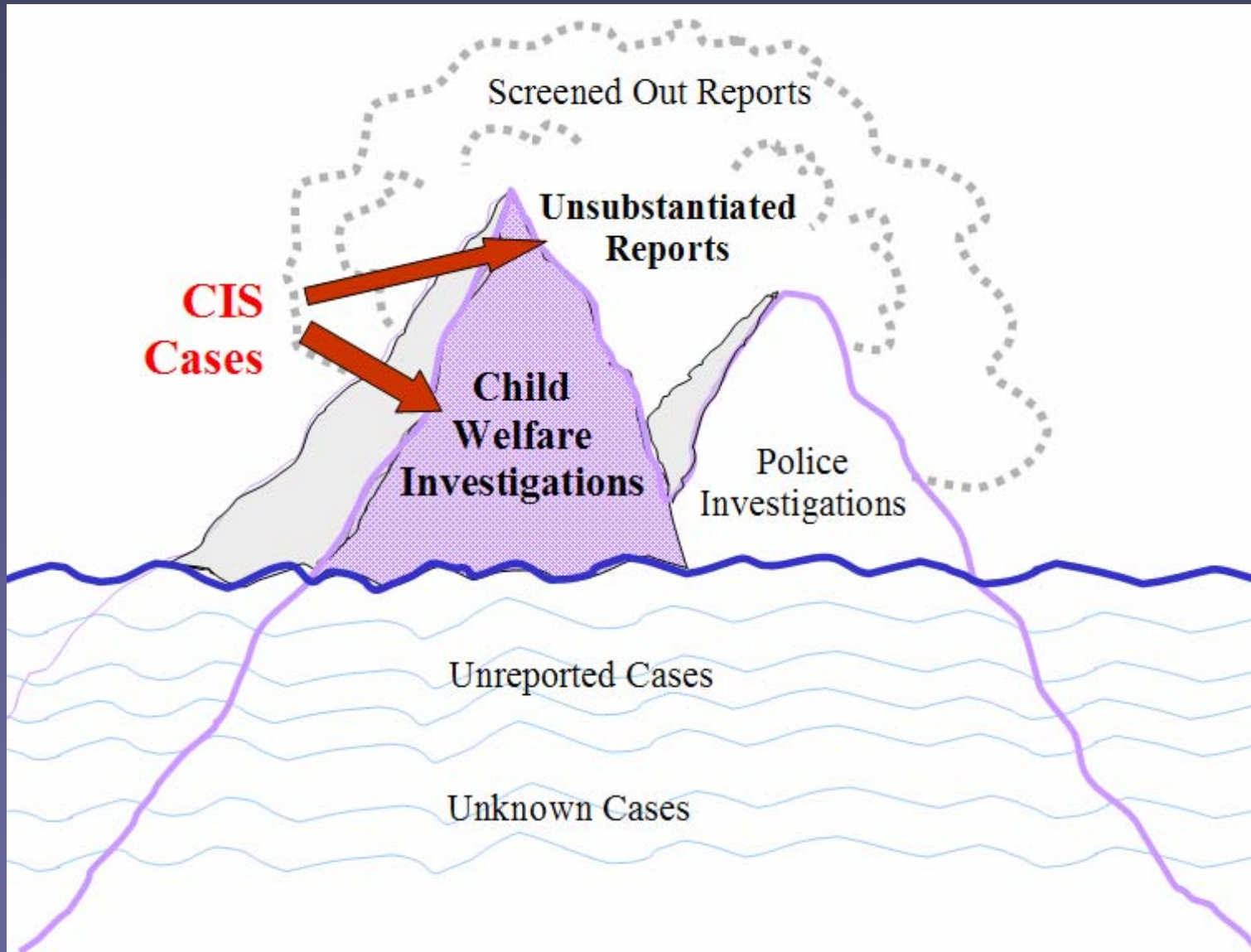
# Injury & Child Maltreatment Section Public Health Agency of Canada

- Canadian Incidence Study of Reported Child Abuse & Neglect
  - National surveillance program
    - Partial coverage in Quebec
  - 5 year cycle of surveillance
    - Two cycles completed (1998 & 2003)
- Strong collaboration between ICMS, Provincial/Territorial Directors of Child Welfare & the study team.

# CIS-2003

- Data collected from investigating social workers after completion of investigation.
- Data collected during fall and then used to develop weighted annual estimates
- Does **not** capture unreported cases, cases only investigated by the police, and reports about already open cases

# Scope of CIS-2003



# CIS-2003 Objectives

- To examine the rates of maltreatment & neglect investigated by Canadian child welfare services
- To examine the severity of maltreatment in terms of chronicity & evidence of harm/risk.
- To examine selected determinants of health for investigated children & their families
- To monitor short-term investigation outcomes.
- To examine selected determinants of health that may be associated with child maltreatment.

# Dissemination Objectives

## Universal

- To strengthen understanding and knowledge of child maltreatment.

## Policy Development

- To promote the use of CIS surveillance data in evidence based decision/policy making.

## Evidence-Based Practice

- To encourage professionals to assimilate & apply findings to enhance their practice.

# Dissemination Objectives

## Database Utilization

- To encourage researchers to access & use CIS data.

## Expanded Surveillance

- To promote expanded child maltreatment surveillance efforts.

## Data Collection

- To raise awareness about the need to collect comparable data consistently & regularly across jurisdictions.

# Process for Plan Development

- Communications sub-committee
- Stakeholder input & feedback
  - Social Development Canada
  - P/T Directors of Child Welfare
  - Centre of Excellence for Child Welfare
  - First Nations Child & Family Caring Society
  - CIS 2003 Steering Committee
- PHAC Internal Communications

# Framework for Knowledge Transfer

- **What** should be transferred to decision makers?
- **To whom** should research knowledge be transferred?
- **By whom** should research knowledge be transferred?
- **How** should research knowledge be transferred?
- **With what effect** should research knowledge be transferred?

(Lavis et al., 2003)

# Key Messages

- **Actionable messages** from a body of research.
- Messages can **profile & place into context** single studies.
- Research in the **form of 'ideas'** & not 'data' most influences decision making.
- Take home messages are only a **starting point** for discussions with decision-makers.

# Target Audiences

- A message's target audience must be clearly identified.
- Multiple audience-specific messages are needed.
- Research knowledge alone may not impact decisions.

# Target Audiences

1. Who can act on the basis of the available research knowledge?
2. Who can influence those who can act?
3. With which of these target audience(s) can we expect to have the most success?
4. Which messages pertain most directly to them?

# CIS-2003 Target Audiences

- ❖ Broad spectrum of stakeholders:
  - ✓ policy makers
  - ✓ professionals
  - ✓ civil society organizations
  - ✓ women's shelters
  - ✓ academics & researchers
  - ✓ media & general public
- ❖ Decision-makers in these sectors:
  - ✓ Social Development (Child Welfare), Public Health, Health, Education, Justice, Indian & Northern Affairs Canada
- ❖ Aboriginal populations
- ❖ Youth populations

# Messengers

- Credibility of messenger is important
- Who is perceived to be credible varies by target audience
- Researchers, with skills & experience, to act as messenger viewed as credible.
- Time consuming and skill-intensive process
- Work with & through trusted intermediaries

# CIS 2003 Messengers

- ✓ ICMS
- ✓ Study team
- ✓ CIS Steering committee
- ✓ P/T Directors of Child Welfare
- ✓ Representatives from Aboriginal & Youth Stakeholder Groups

# Process of Knowledge Transfer

- If goal is uptake & utilization:
  - Passive processes are ineffective
  - Interactive engagement most effective
  - Interaction between researchers & target audience is important
  - Supporting infrastructure can augment interactive efforts
    - Target to clearly identified audience
    - General information in searchable form

Grol & Grimshaw, 1999

# Process of Knowledge Transfer

## Dissemination Strategies

- ✓ Conference presentations, broad distribution of report, submission to peer reviewed journals
- ✓ Discussion of findings, facilitated by study team, at all study centre sites
- ✓ Development of CIS-2003 web-pages

# Dissemination of CIS-2003 Findings

## Dissemination products

- ✓ Report of Major Findings
- ✓ Auxiliary reports (First Nations; P/T reports for Ontario, Alberta and N.W.T.)
- ✓ Facts Sheets Qs & As
- ✓ Ministerial Briefing memos
- ✓ MP Kits
- ✓ Text-based side bars
- ✓ Presentation CD

# Performance Measures for KT

- Process Evaluation:
  - Conference abstracts; journal submissions
  - Media releases; news reports
  - Track copyright requests
  - Track number of dissemination products (i.e. Report of Major Findings) distributed
- Evaluation of KT outcomes

# Contact Information

Child Maltreatment Section, Public Health Agency  
of Canada Webpage

[http://www.phac-aspc.gc.ca/cm-vee/cis\\_e.html](http://www.phac-aspc.gc.ca/cm-vee/cis_e.html)

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# References

- Trocmé, N., Fallon, B., MacLaurin, B., Daciuk, J., Felstiner, C., Black, T., Tonmyr, L., Blackstock, C., Barter, K., Turcotte, D., & Cloutier, R. *Canadian Incidence Study of Reported Child Abuse and Neglect, CIS-2003: Major Findings Report*. Ottawa:Minister of Public Works and Government Canada, 2005.
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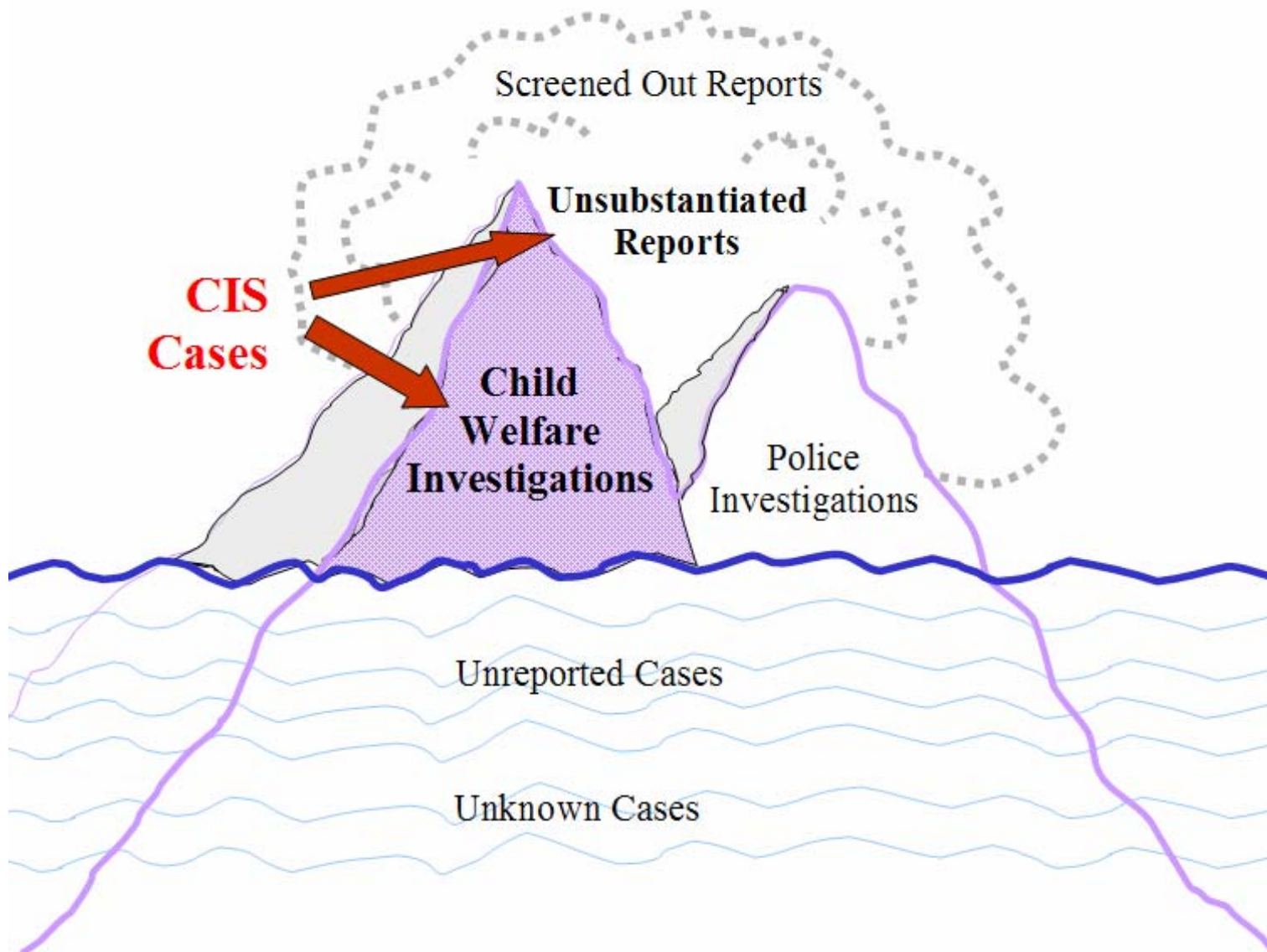
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