

The Canadian Partnership Against Cancer's Surveillance & Epidemiology Networks: Knowledge translation in the Colorectal Cancer Network

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with

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Joint Knowledge Transfer (KT) Framework

... for the 4 Networks

1. Create & develop new knowledge
2. Improve capacity to support 2-way education:
 - analysts, learn what the audience wants
 - audience, understand methods & data issues
3. Find appropriate ways to communicate, disseminate and apply cancer surveillance information
4. Evaluate
 - how has knowledge translation been successful?
 - where can the process be improved?

“Audience” as partners throughout the process

Overview of talk

- **Background**
 - Networks' Joint KT Framework
 - Critical KT questions
 - Colorectal Cancer Network (CRCNet) objectives
- **Colorectal Cancer Network (CRCNet) KT**
 - Engaging information end users
 - Building analytic capacity & collaboration
- **What we've learned**
- **An additional KT opportunity**
- **Applying the strategy - take-home points**

Critical knowledge transfer questions*

1. What is the message to be transferred?
2. To whom?
3. By whom?
4. How should it be translated (transfer method)?
5. With what impact (evaluation)?

* Lavis JN et al. *Millbank Q* 2003;81(2):221-2.

Objectives - Colorectal Cancer Network

- Create high-quality, comprehensive information products to inform and monitor cancer control interventions
- Increase capacity to
 - conduct cancer surveillance analysis
 - develop useful information products

Information products - CRCNet

- Information
 - Burden of cancer - cancer registry data
 - Incidence, mortality, survival, prevalence
 - Risk factors - survey & other data
 - Alcohol, smoking, body mass index, etc.

... analyzed by age, sex, socio-demographic features (e.g. income, urban/rural)
- Formats
 - “Fact sheets” on specific aspects
 - Slide decks
 - Short report on Ontario
 - Multi-province report

CRCNet knowledge transfer

1. Engage with information end-users:
2-way education:
 - What we can offer from registry & risk factor data
 - What do they need, in what formats?
2. Build analytic capacity & collaboration
 - Standardize methods
 - Train & support analysts - 8 provincial registries
 - Core analytic team at Cancer Care Ontario
 - Local/regional mentors
 - Workshops, webinars, teleconferences, phone, e-mail

End-users: who?

1. Senior cancer agency staff

“Decision-makers”

- advise provincial government / ministries
- plan & operate / oversee provincial programs (prevention, screening, clinical, regional; public affairs)

2. Canadian Cancer Society

“Policy-influencers”

- advocacy
- publications

3. Health practitioners

End-users: engage how?

- Face-to-face meetings, e-mails before & between
- Before meetings:
 - 1-page project summary: what we can offer
 - Questions:
 - Cancer agency staff: what do they need, and how?
 - Canadian Cancer Society: how can we support their work?
 - Clinicians (key informants): what's of interest?
- Involve them at several points in the process

End-users: cancer agency staff have told us:

- Rates useful but numbers of cases important for planning
- Comparisons with other provinces, countries
- Analyses by socio-demographic status important
- Regional & local data
- Formats:
 - Need the fine detail (tables of numbers, rates) - not too “packaged”
 - Talking points / highlights useful
 - Slide decks: graphs, speaking points, modifiable
- Educate their staff:
 - Cancer registry: sources, information scope
 - Basic concepts: incidence, mortality, survival, prevalence

End-users: what else have we learned?

- Meetings - a continuing process
- Show sample products, graphs, for discussion
- Education sessions
 - High-level sponsorship & advertising
 - Sufficient time
 - Introductions - who's in the room, on the phone?
 - Evaluations
 - Repeat as needed

Analysts - what have they told us?

- Workshop
 - improved their ability to use standard software
 - met objectives
 - sessions *mostly* rated highly
 - workshop mentors a great idea
- Inexperienced at presenting & interpreting data
- Want technical information - what's the software doing?

Analysts: what else have we learned?

- Wide range of skills & experience
- Good at requesting phone, e-mail support
- Very interested in analytic methods, less interested in data quality, sources, & use (policy, programs)
- Need to
 - draw them out during teleconferences, stimulate discussion, ask direct questions
 - use every chance to provide wider context:
 - CRCNet Advisory Group teleconferences
 - ? Workshop / stakeholder forum with data collectors, coders, users

Analysts - more comments

Analyst: "I have gained skills and confidence which generally arise when standardized surveillance procedures are introduced. I now have the skills and supports necessary to transform data to information, to knowledge and ultimately to action, not only at a national level, but for my local community." *(PEI)*

Mentor: "My career highlight thus far is serving as a mentor at the recent CRCNet Analytic Workshop... It's gratifying to be at a point where I can share my experience and knowledge with others in our profession." *(Nova Scotia)*

CRCnet collaborators (analysts' supervisors)

- "This is truly beneficial, particularly for smaller provinces with limited resources where such projects would be challenging if not impossible" *(Nova Scotia)*
- "The network has provided an opportunity for the development of our junior staff, facilitated collaboration with other registries..." *(Newfoundland & Labrador)*

KT opportunity: registry comparability report

- Variations in practice important
 - analyzing & interpreting cancer burden variation across:
 - space: current geographic variation
 - time: past trends, future projections - the past matters!
 - understanding current Canadian picture:
Canadian Cancer Registry (CCR)
- Knowledge useful for
 - Networks
 - CCR Data Quality Management Committee
 - foundation for future

Registry reports: 3 NAACCR posters

- Improving the Understanding and Standardization of the National Canadian Cancer Registry (*Noonan P-58*)
Canadian Cancer Registry Data Quality Management Committee
- The Canadian Partnership Against Cancer's (the Partnership's) Surveillance and Epidemiology Networks:
Investigating the quality of cancer registry data in Canada
 - Part I: Completeness, accuracy, timeliness (*Wang P-01*)
 - Part II: Comparability of practices (*Candido P-06*)

Applying the strategy - potential end users

- Who are the relevant
Decision-makers?
Policy-influencers?
Health practitioners?
- How can you engage them to
 - let them know what information you can supply?
 - find out what they want to know?
 - learn how they want the information packaged?
 - build relationships for future interactions?

Applying the strategy - advice from KT experts

- Who is your audience? - think carefully
- Don't try to do everything - limit objectives
- Objectives & strategy depend on the audience
- KT isn't cheap or simple
- Monitor / evaluate the effect of your KT activities
 - Are your engagement strategies working?
 - How is your information being used & shared?

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