

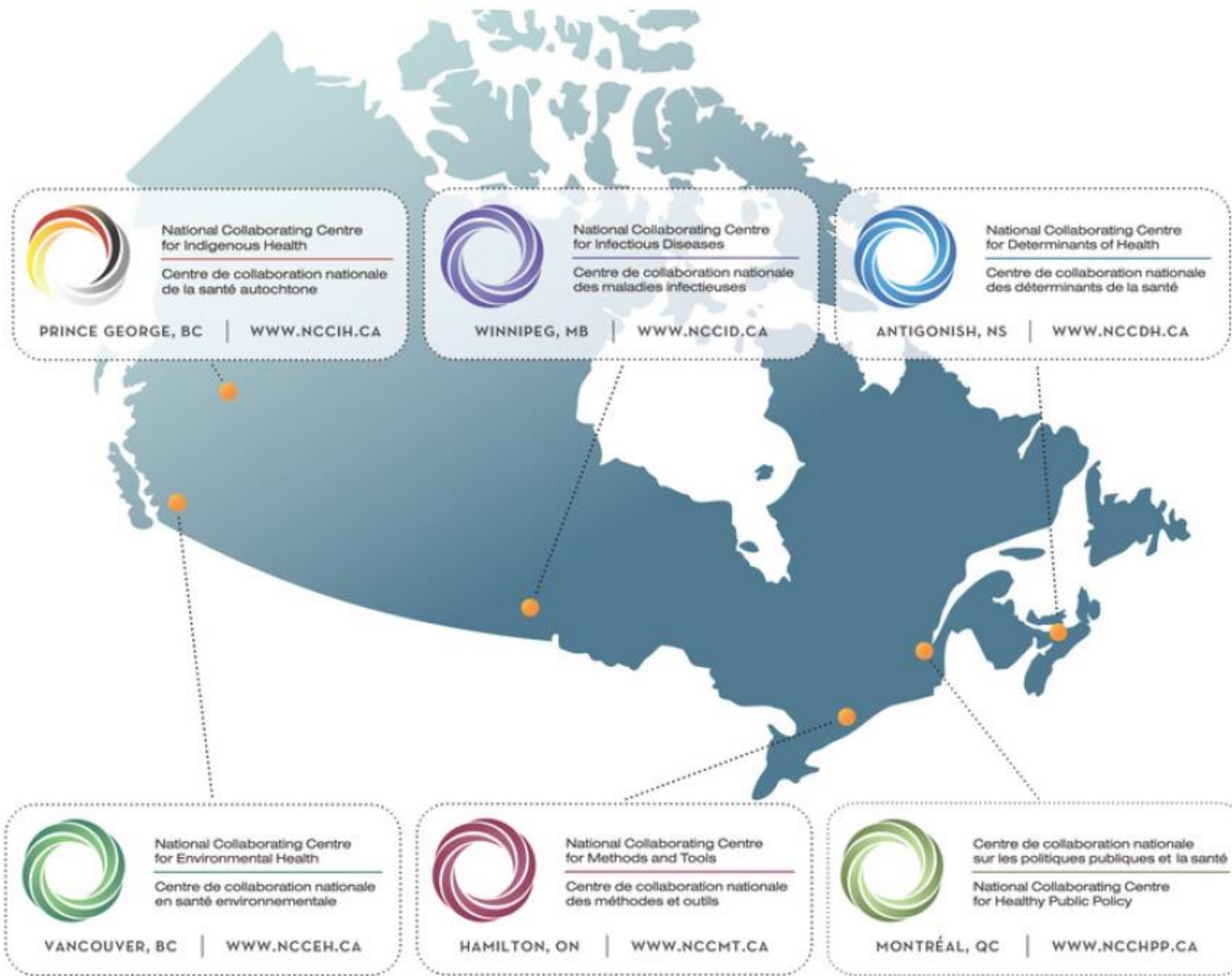


Capturing Stories and Demonstrating Impact in the field of Evidence-informed Public Health

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National Collaborating Centres
for Public Health

Centres de collaboration nationale
en santé publique

NCCPH.CA



Our Vision

All Canadians achieve their optimal health and well-being.

We support this by working collaboratively with the public health workforce in Canada to develop the knowledge, skill and capacity to implement the most effective and cost-efficient programs and services.



Aims

- Capture tangible ‘proof’ of progress towards our vision
- Develop new indicators of success
 - Enhance ‘counting’ indicators
- Weave together stories of evidence-informed decision making (EIDM) in public health
- Demonstrate impact of the NCCMT
 - Working collaboratively with the public health workforce
 - Supporting knowledge, skill and capacity development

workshop requests
workshops delivered
workshop participants

website sessions
% website sessions by Country
pages/session
unique users
% increase in unique users
page views
% increase in page views
Average time on site

conferences exhibits
individuals spoken to at conference booth
new NCCMT subscribers added to distribution list
conference presentations (panel discussions, oral, poster)

e-mail distribution recipients
connections made (e-mail or phone)
KT activities conducted (e.g. tailored webinars, outreach meetings, consultations)

E-newsletters distributed
newsletter subscribers
evidence service subscribers
Social media engagements



Methods

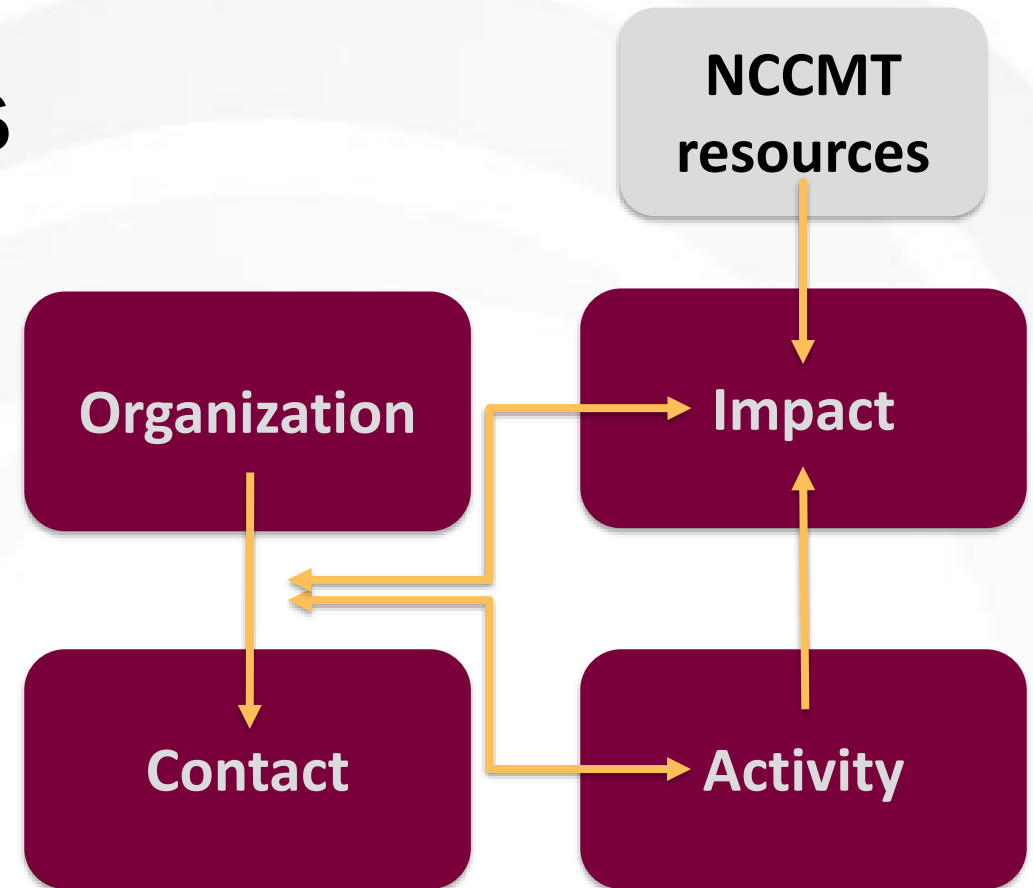
- Identify suitable software
- Thematic analysis of 1 year of data
 - Development of new impact indicators
- Customize platform
- Develop data management process
 - Entry, quality assurance, analysis
- Explore relationships





Data Table Relationships

- Contacts & Organizations
 - Members of the public health community that engage with NCCMT
- Activities
 - NCCMT services, e.g., workshops, webinars
- Resources
 - NCCMT products, e.g., learning modules, tools
- Impacts
 - Examples of EIDM in practice



Legend:



= n to n relationships
= 1 to n relationships

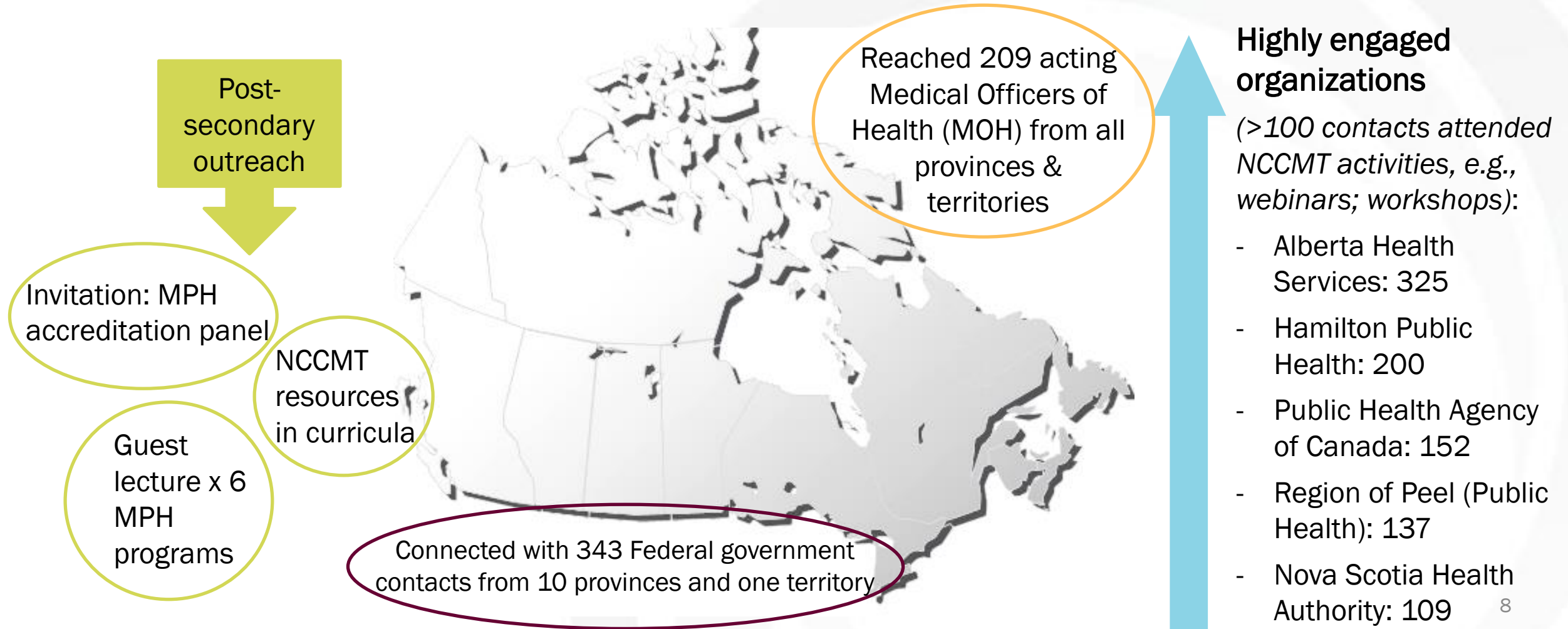


Results

- Easily quantify and summarize activities and impacts
- Able to track activities and impacts in a systematic way
- Capture/track smaller requests that were previously missed
- Relational data tables enable aggregate info on reach, engagement & impact



Examples: Aggregating Reach & Engagement



Examples of unsolicited endorsement of NCCMT resources and services

Reference in keynote address (FUSE 2018)

Rapid Review Guidebook (Portuguese)

EIDM Model (adapt to integrate into Results Based Accountability)

Requests to modify, adapt, or translate materials

Health Evidence™ Quality Assessment Tool (Spanish)

Existing users' recommend to new audiences

Inclusion in Evidence-Based Nursing textbook

Impacts 2018-19 fiscal year

Acknowledgement	10
Resource request	11
Adapted resource	8
Use in education	17
Use in practice	18
EIDM culture shift	5
Other (e.g., making connections)	7

EIDM part of strategic plans

Examples of public health organizations formally integrating EIDM products and resources into their planning process

EIDM training budget

Internal journal clubs

Nursing

Epidemiology

Examples of EIDM resources integrated into health related post-secondary curriculums

Master Public Health

Bachelor Enviro. Health



Limitations

- Balance between resource efficiencies and comprehensiveness of data set
- Data quality
- Hardware/software limitations
- Privacy





Thank you!

For more information

visit nccmt.ca or

contact nccmt@mcmaster.ca

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