

Using the *Right* Messengers to Promote the Evidence

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Take Home Points

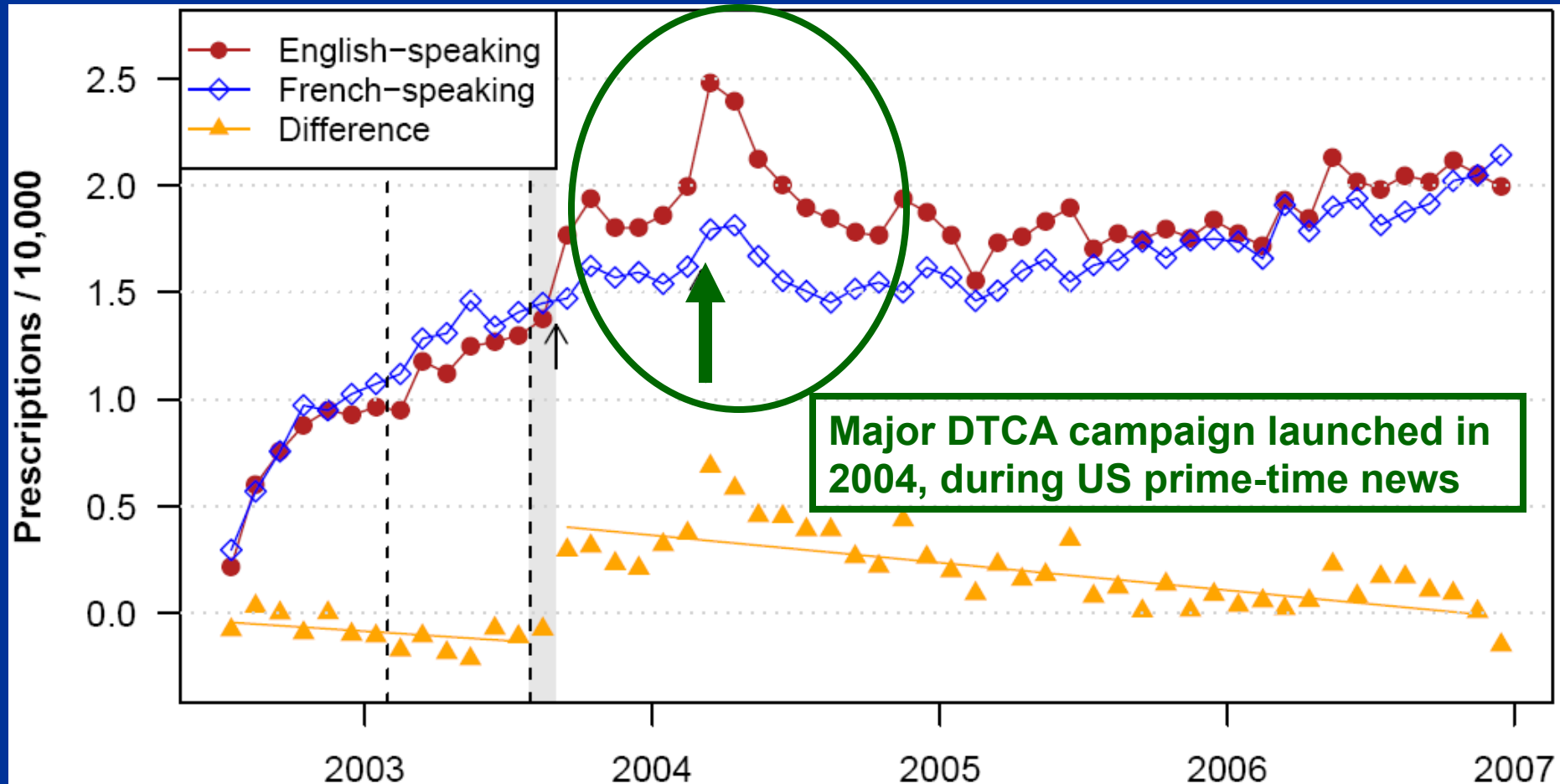
- Evidence alone seems to have little ability to influence various behaviors
- Conversely, messages conveyed by the *right* messengers are quickly and reliably adopted
- So we need to pay far more attention to the *messengers* – because the message ain't selling itself

The Message





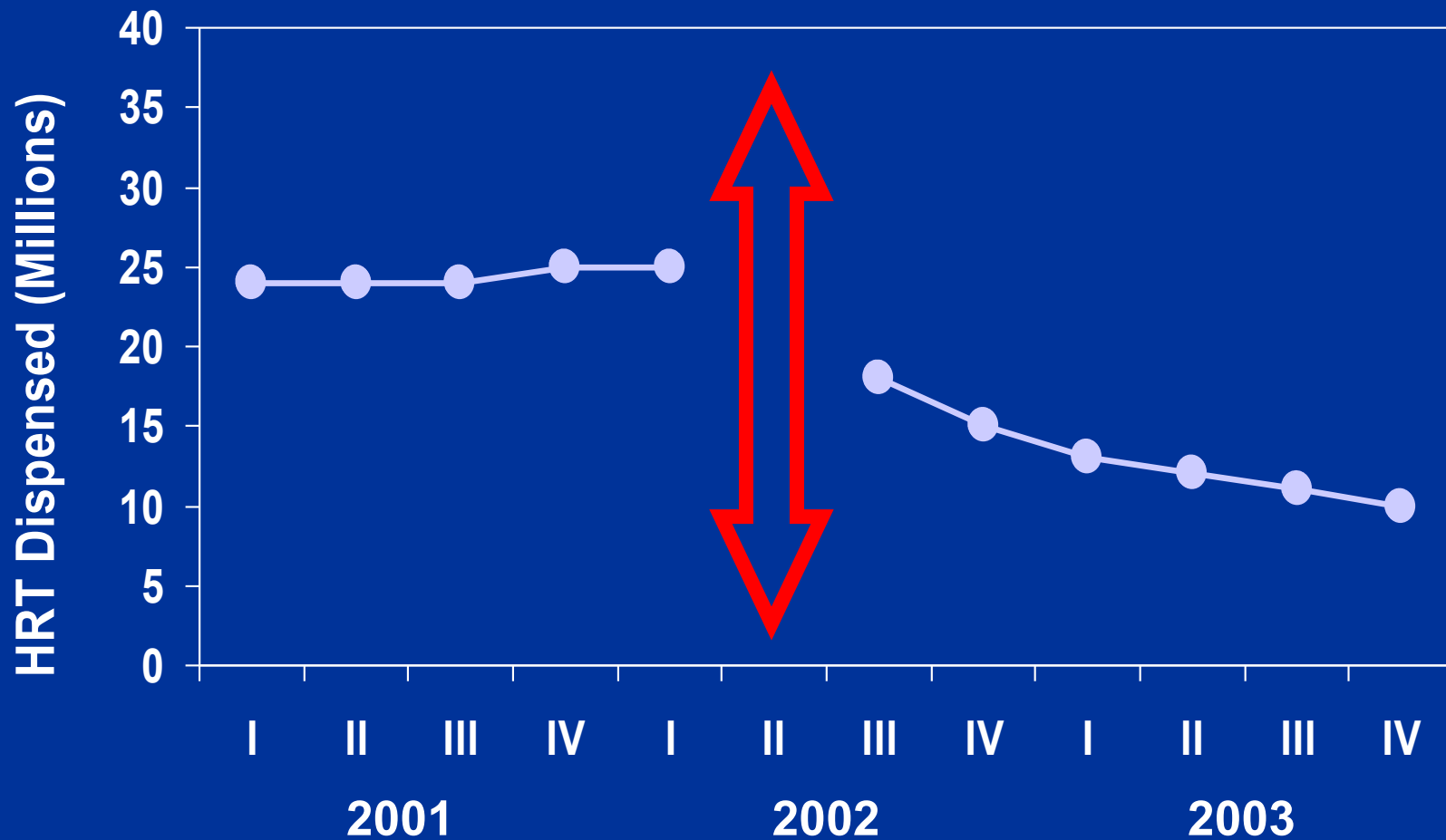
Effect of American DTCA on Canadian Tegaserod (Zelnorm™) Use



Evidence-Based Messages

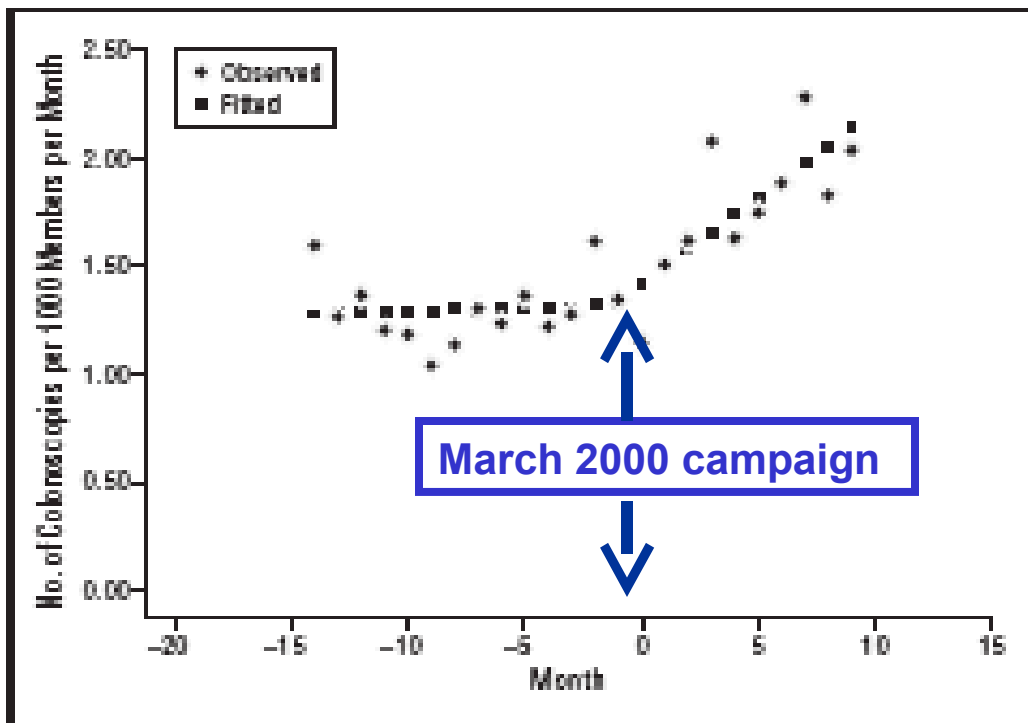
- Publication of valid science in peer-reviewed journals is (still thought to be) the principal means for communicating evidence and changing practice
- However, the impact of published evidence is uncertain and the lag-time between publication and changes in practice has been measured in *years*

Impact of Media Reporting of the Women's Health Initiative



(Majumdar et al. JAMA. 2004;292:1983)

Colorectal Cancer Screening and the “Katie Couric Effect”



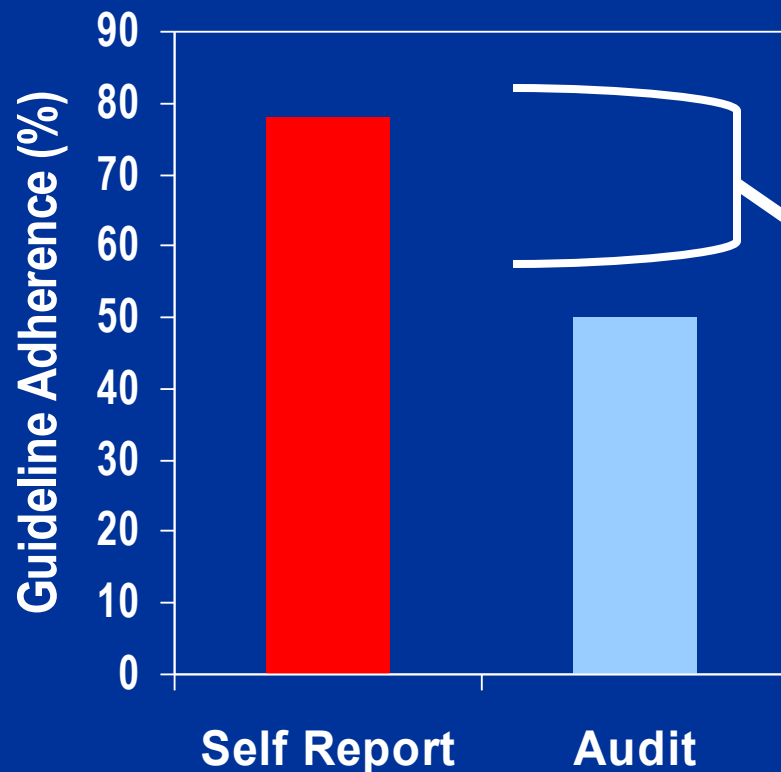
~1 additional ‘scope per 10,000 members per month ($p=0.006$), sustained for 9 months

~40% relative increase

-new scopes in those somewhat younger and more likely to be women than before the *Today Show* episode

So What?

Universal Gap Between What We Know and What We Do



- Reviewed studies with both self-report and practice audits:
 - Median difference (the care-gap) = 28%
 - MDs overestimated adherence to CPGs 88% of time

Translational Research

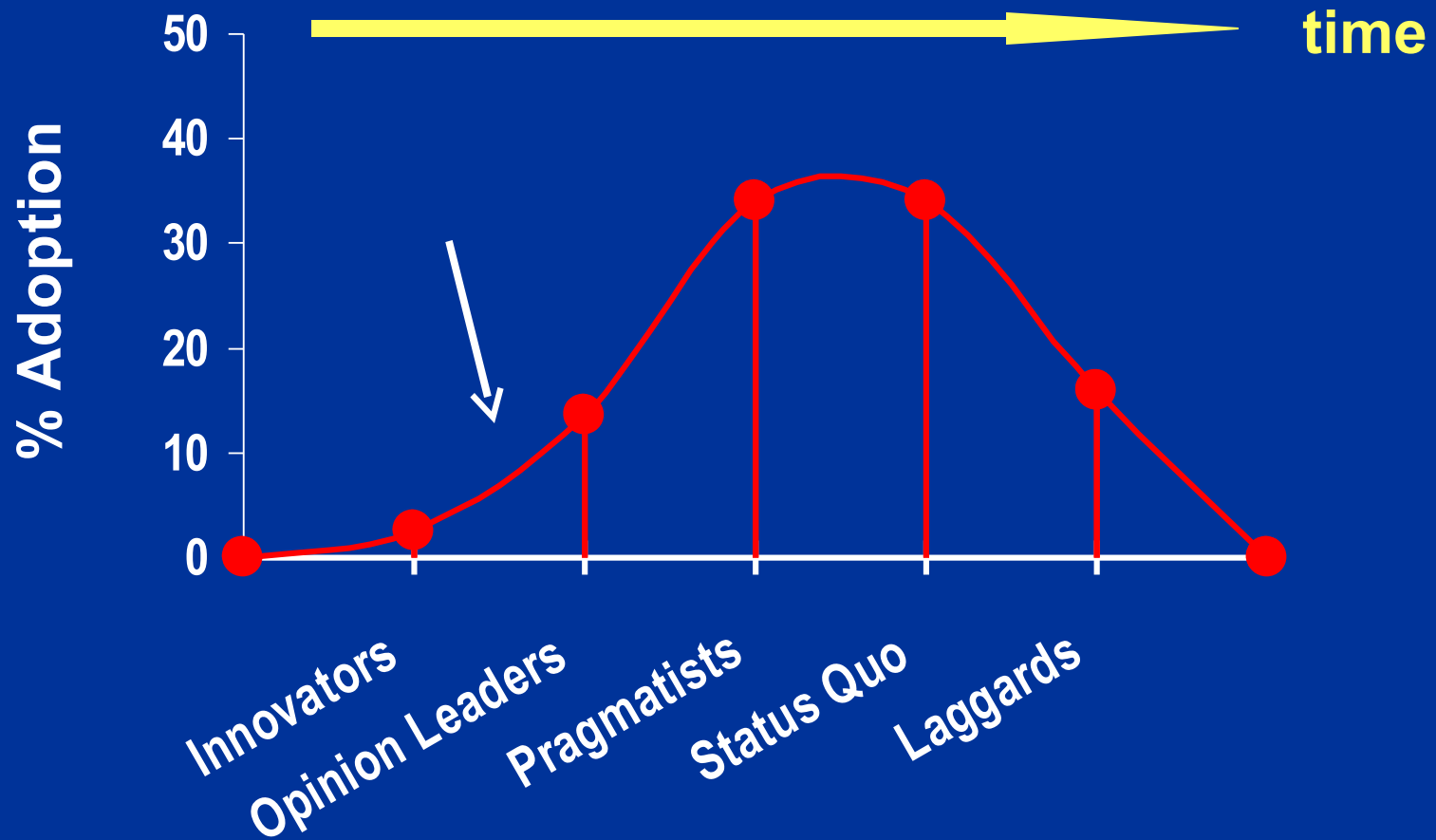
- (T1) = harnessing knowledge from the basic sciences to produce new drugs, devices, and diagnostic tests
- (T2) = translating research into practice, i.e., ensuring new evidence and proven knowledge actually reach those who might benefit most

The Messenger

Influence of Local Opinion Leaders

- **local experts**
- **frequently asked for advice**
- **educationally influential**
- **competent and caring**
- **trusted to evaluate evidence in the local context**
- **well-integrated**

Adoption of Hybrid Corn in Iowa



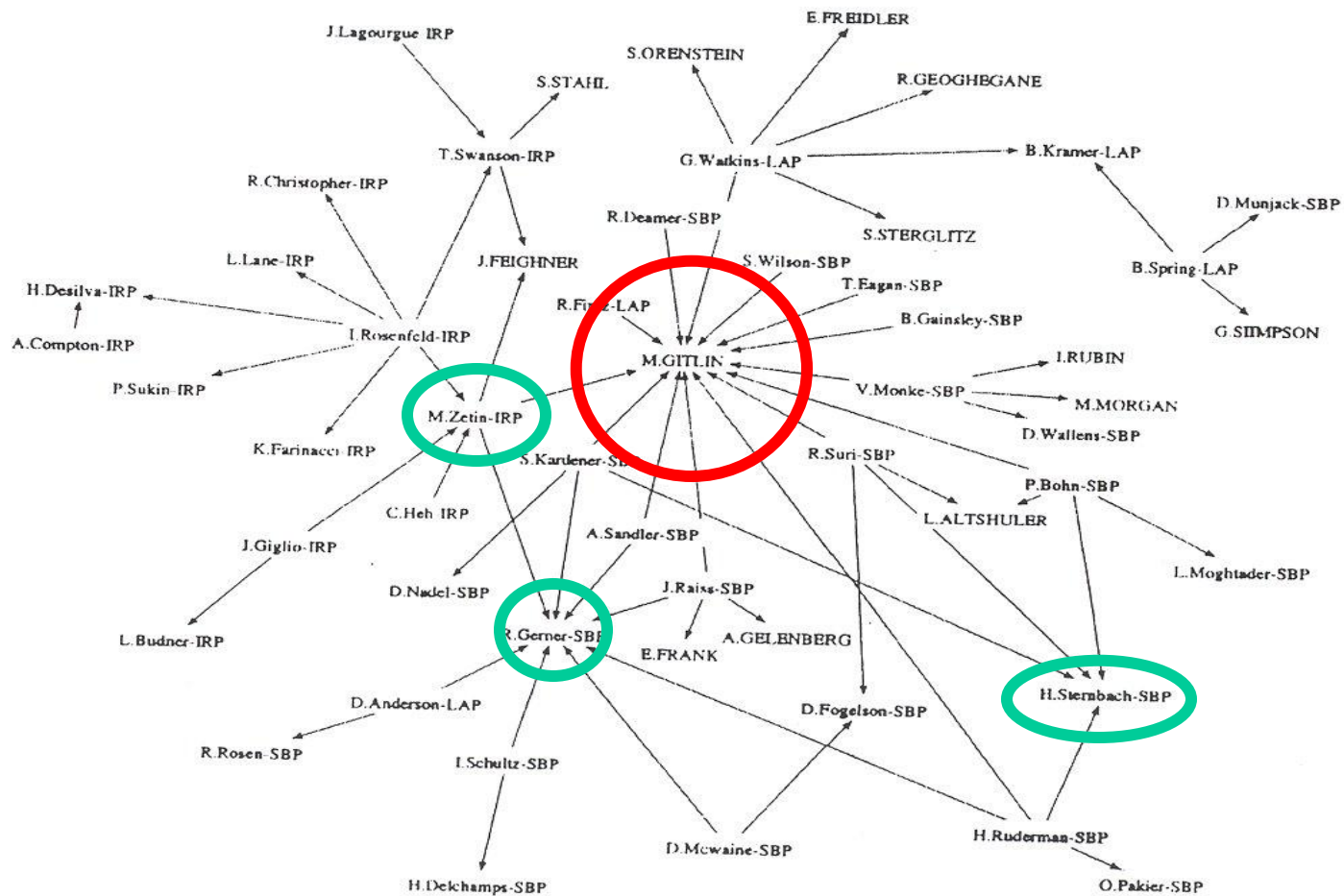
(Rogers. Diffusion of Innovations. 1962)

Adoption of “Gammamycin”

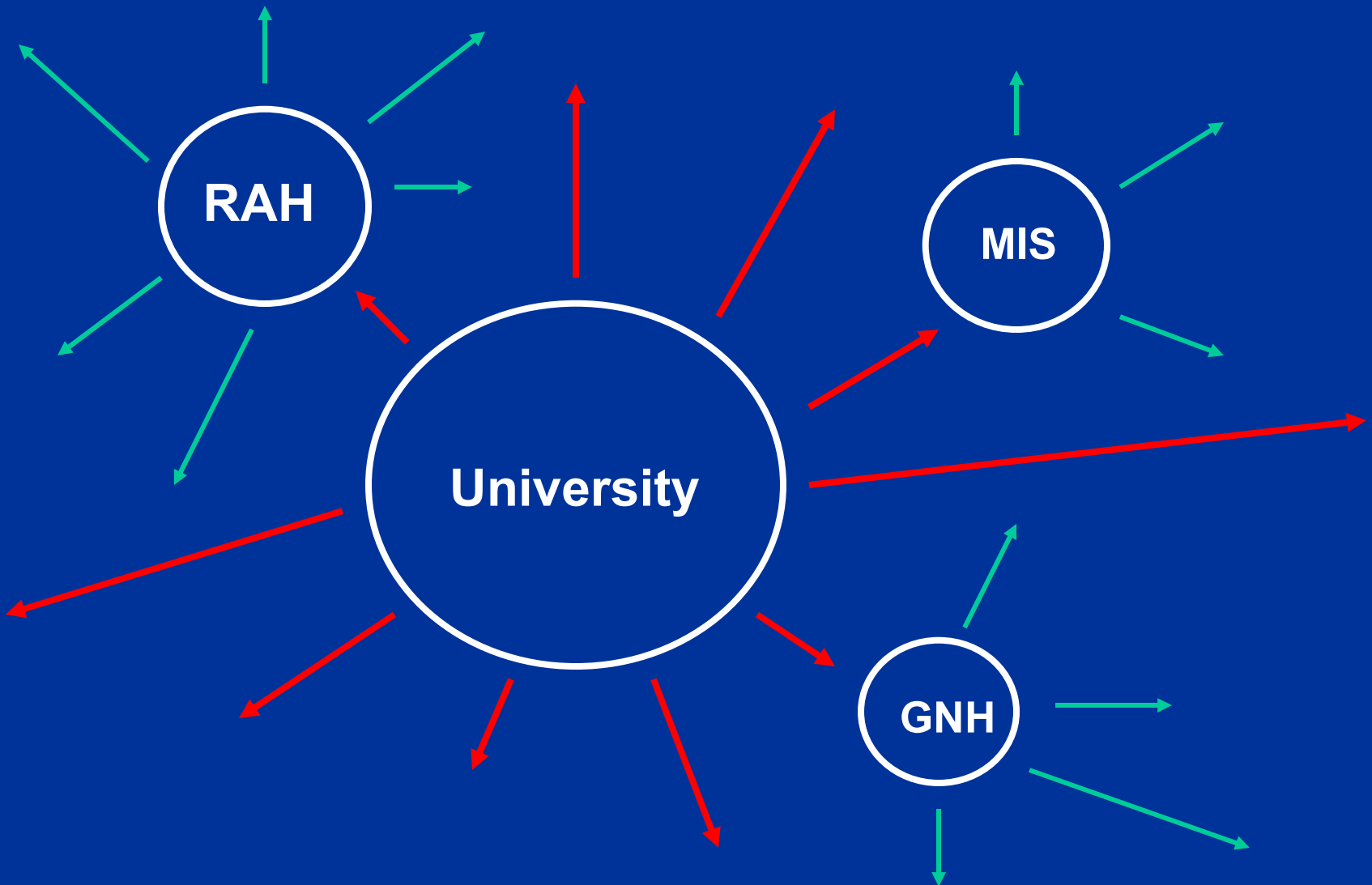


(Coleman et al. J Chron Dis. 1959;47:222)

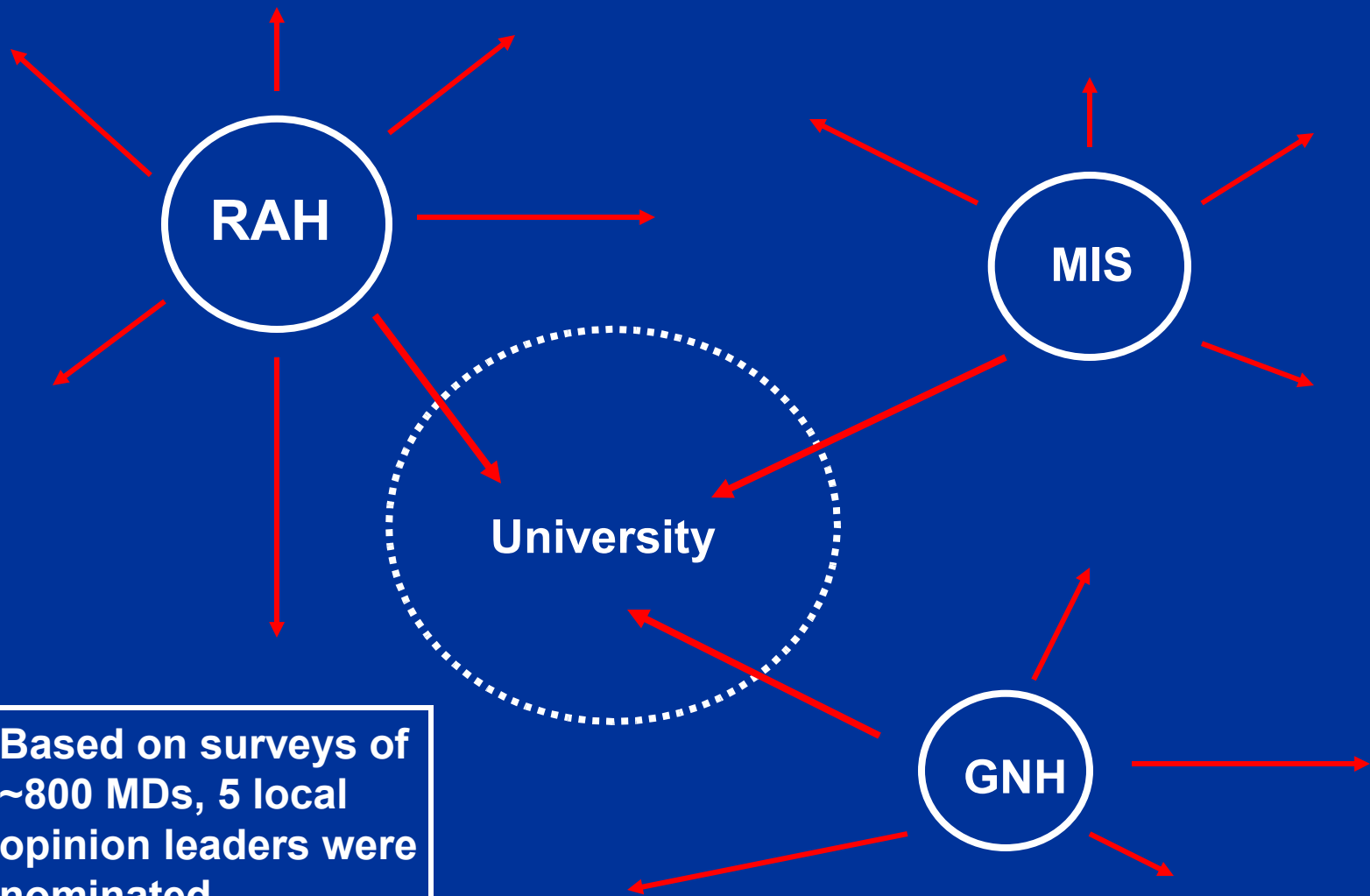
Mental Health and Spheres of Opinion Leader Influence



Heart Disease and Spheres of Opinion Leader Influence (*Hypothesized*)



Heart Disease and Spheres of Opinion Leader Influence (*Observed*)



Based on surveys of
~800 MDs, 5 local
opinion leaders were
nominated

(Majumdar et al. Am Heart J. 2007;153:22)

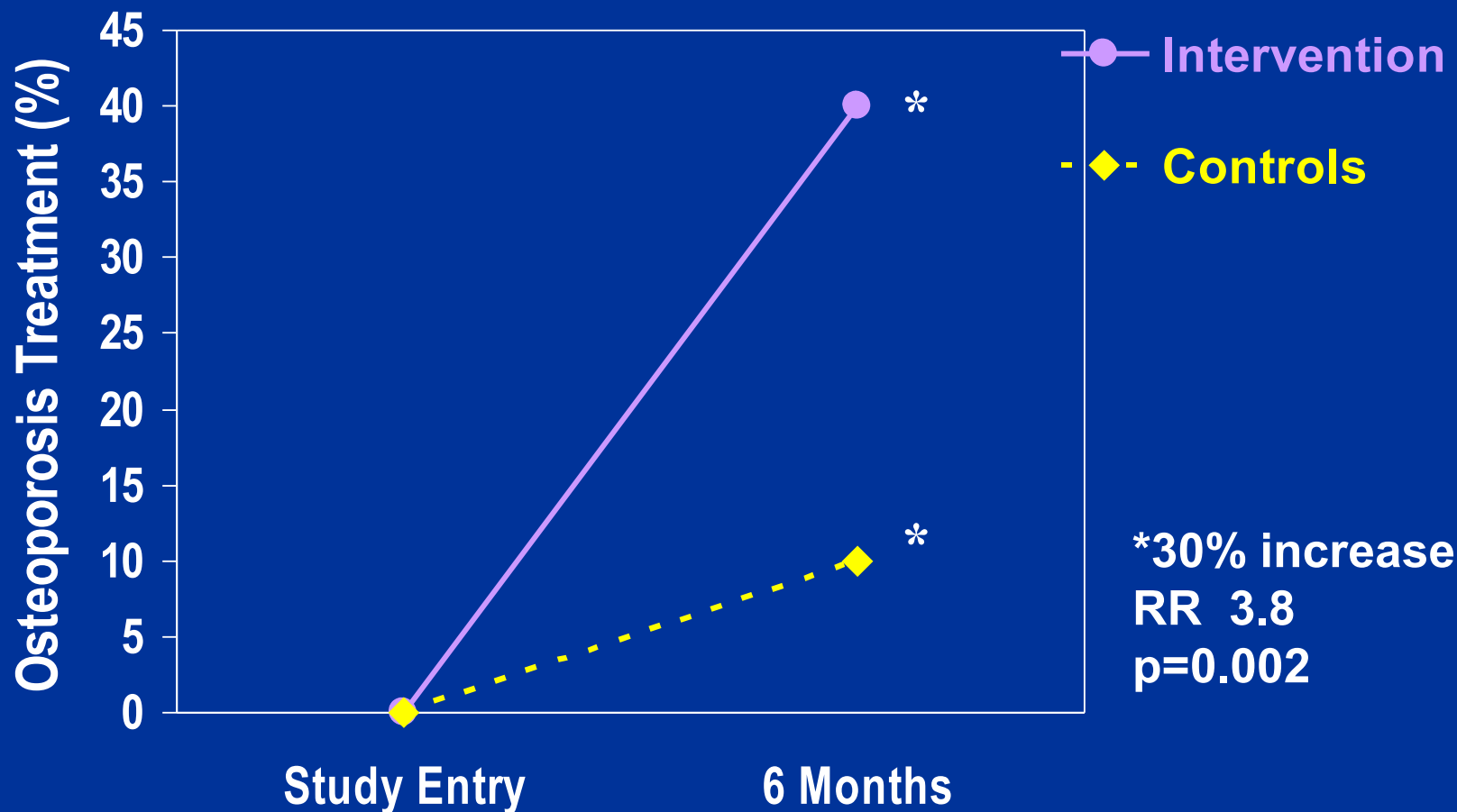
Examples of the Influence of the *Right* Messengers

- Physicians, nurses, pharmacists,
other allied health professionals
- Lay healthcare workers
- Peers

Promoting Osteoporosis Treatment After a Wrist Fracture

- **Intervention directed at**
 - **Primary care physicians:**
 - One page evidence summary with treatment guideline that was patient-specific
 - Created, endorsed, and signed by 5 locally nominated physician “opinion leaders”
 - **And their patients:**
 - Osteoporosis educational print materials
 - Telephone counseling (<10 minutes)

Appropriate Osteoporosis Treatment Within 6-Months of Wrist Fracture

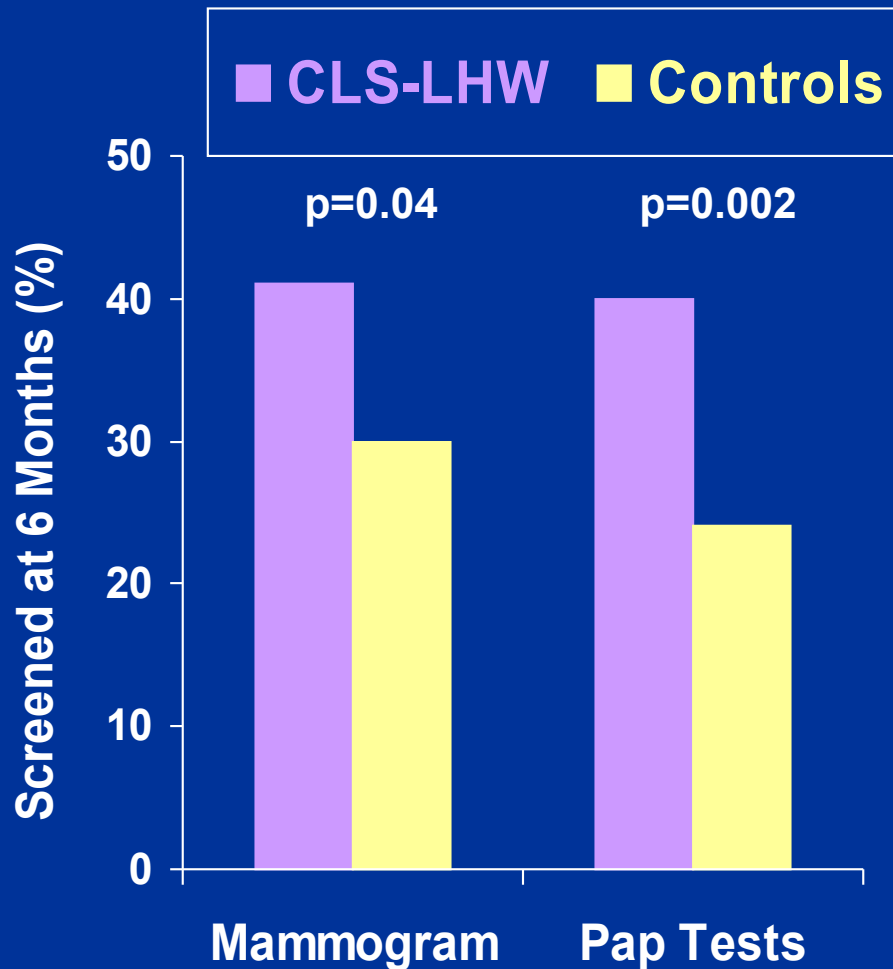


(Majumdar et al. Ann Intern Med. 2004;141:366)

Promoting Cancer Screening With Lay Health Workers

- ***Cultivando La Salud*** Intervention
 - Directed at low income, low literacy Hispanic female farm workers
 - Intended to improve breast and cervical cancer screening
 - Pragmatic educational and motivational intervention delivered 1:1 by ~ 20 lay health workers
 - Chosen and trained for 3 days by local clinic staff to increase generalizability

Promoting Cancer Screening With CLS Lay Health Workers

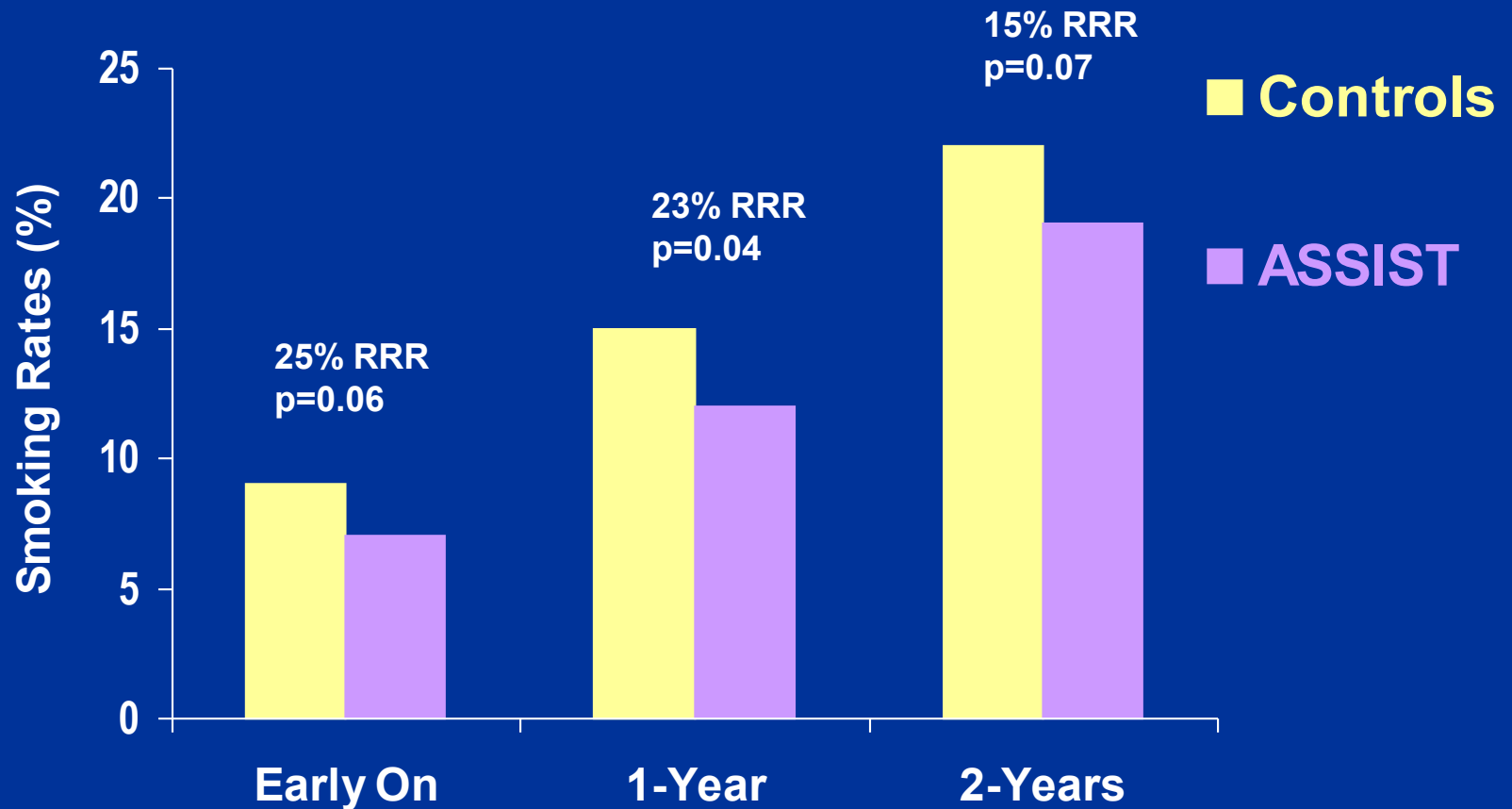


- Similar effects across tests
- No changes in knowledge
- Significant changes in self efficacy, pro vs con, subjective norms

Using School-Based Opinion Leaders to Prevent Smoking in the UK

- **(ASSIST) Intervention**
 - Student opinion leaders formally nominated by their adolescent peers
 - About 800 opinion leaders across 30 schools with ~ 5000 students
 - 2 days of training off campus
 - Informal communication channels only; entirely “outside” the classroom

Rates of Smoking in the Past Week



(Campbell et al. Lancet. 2008;371:1595)

Conclusions

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Questions or Comments?

