

**DISSEMINATION TO IMPLEMENTATION**

**THE UPTAKE OF EVIDENCE**

**IN BEHAVIORAL MEDICINE**

**THE NEW FRONTIER**

The aim of this symposium is to describe novel approaches to creating, packaging, transmitting, and interpreting information for **dissemination\*** to various stakeholder groups.

## Some definitions

\***Dissemination**: The spreading of knowledge or research, such as is done in scientific journals and at scientific conferences ([www.nursing.alberta.ca](http://www.nursing.alberta.ca))

The active promotion or support of a program to encourage its widespread adoption.

**Dissemination** involves the adaptation, evaluation, implementation, and maintenance of an intervention (Glasgow et al., 2004)

**Implementation:** The execution of the adoption decision, that is, the innovation or the research is put into practice ([www.nursing.ualberta.ca](http://www.nursing.ualberta.ca))

# Systems Integration

David B Abrams, Ph.D.

Executive Director, The Schroeder Institute for  
Tobacco Research and Policy Studies

American Legacy Foundation

Washington, D.C.

and The Bloomberg School of Public Health,  
The Johns Hopkins University

Baltimore, Maryland

Disseminating and Implementing Clinical  
Evidence into Practice: The U.S.  
Department of Veteran's Affairs and VA  
Quality Enhancement Research Initiative  
(QUERI)

Brian S. Mittman, Ph.D.

Senior Social Scientist

Center for Implementation Practice and  
Research Support (CIPRS)

US Department of Veteran's Affairs

Editor-in-Chief, Implementation Science

# Integrated Knowledge Translation

Ian D. Graham, Ph.D.

Vice President, Knowledge Translation  
Canadian Institutes of Health Research

# Disseminating Evidence to primary care physicians for implementation in low-resource clinical settings

Sherri Sheinfeld Gorin, Ph.D.  
Professor of Health Services Research  
Mayo Clinic College of Medicine  
and the Herbert Irving Comprehensive  
Cancer Center  
Columbia University

Discussing: dissemination to  
implementation to the uptake of evidence  
in behavioral medicine

Jon Kerner, Ph.D.

Chair, Primary Prevention Action Group

Senior Scientific Advisor for Cancer

Control and Knowledge Translation

Canadian Partnership Against Cancer

*Research is not used  
as a can opener is  
used.*

-- Huberman, 1987, p. 589