

NIH
HEAL
INITIATIVE

Preventing Opioid Use
Disorder in Older Adolescents
and Young Adults

March 2, 2023

Getting Out Your Research Stories

Strategic Approaches to Disseminating Science into Spheres of Influence

Presenters: Elizabeth Troutman Adams, Joanna Kramer, Noah
Soutier, Lynn Fiellin, Noah Smith

Moderator: Autumn Barnes



Statement of Support

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The content of this presentation is solely the responsibility of the authors and does not necessarily represent the official views of NIH, the NIH HEAL Initiative, NIDA, or the participating institutions and organizations.

Webinar Overview

- Scientific Dissemination Informed by Communication Science
 - **Dr. Elizabeth Troutman Adams**, RTI International
- Lessons Using Instagram to Engage Research Participants
 - **Ms. Joanna Kramer**, Boston Medical Center
 - **Mr. Noah Soutier**, Massachusetts General Hospital
- Collaborating with the National Media to Share Prevention Stories
 - **Dr. Lynn Fiellin**, Yale University
 - **Mr. Noah Smith**, *The Washington Post*, Direct Relief
- **Panelist Q&A**

The NIH HEAL Initiative

The NIH HEAL Initiative seeks scientific solutions to accelerate the development of prevention strategies and safe, nonaddictive, innovative treatments for opioid misuse, addiction, and pain.

- 30 research programs



The NIH HEAL Initiative *(Pt. 2)*

Preventing OUD is testing 10 interventions to prevent opioid misuse and overdose in youth and young adult populations.

- 10 research projects
- 1 coordinating center

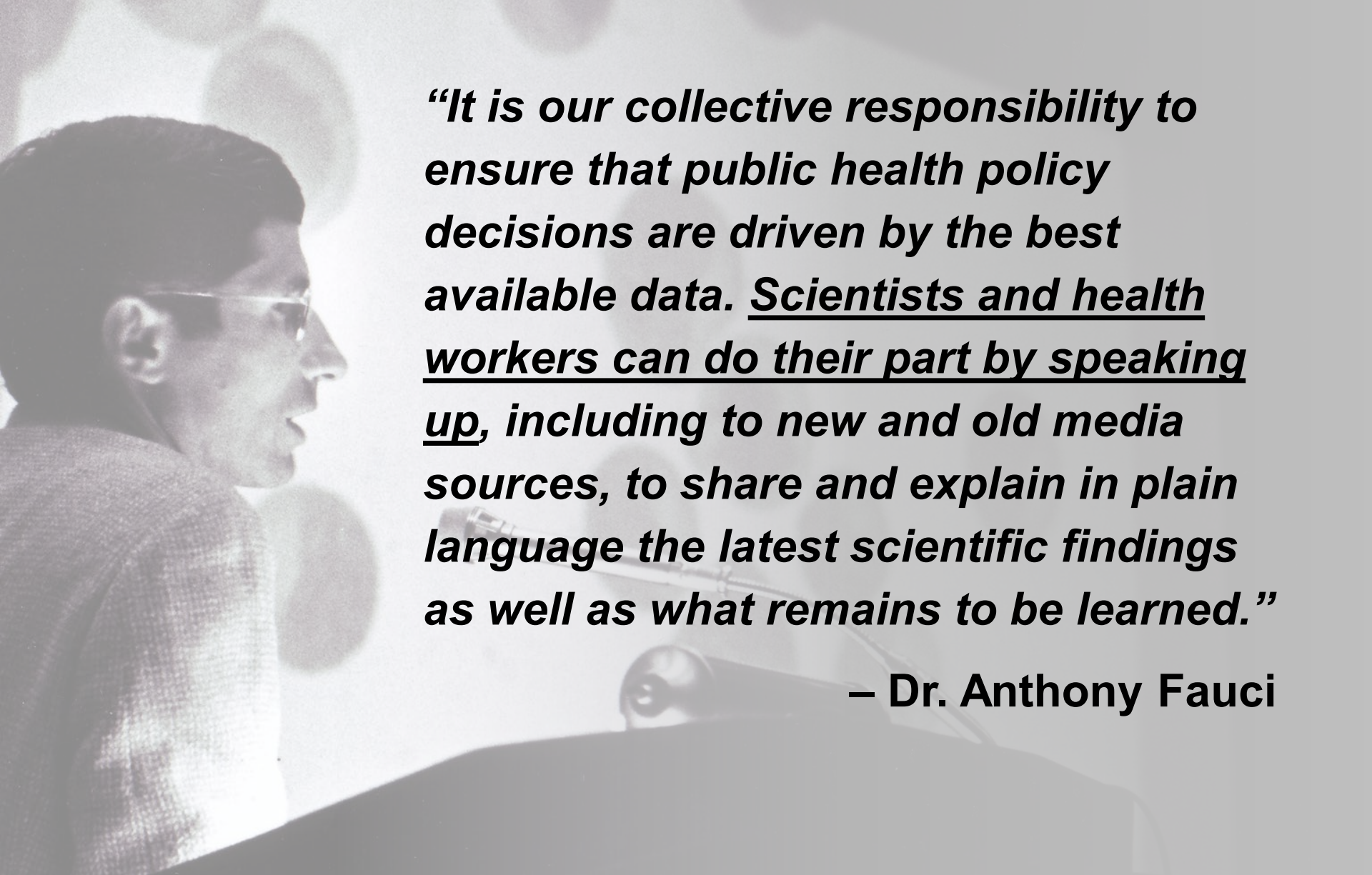


1. Scientific Dissemination Informed by Communication Science



Elizabeth Troutman Adams, PhD
RTI International

Scientists *can* and *should* disseminate their research.



“It is our collective responsibility to ensure that public health policy decisions are driven by the best available data. Scientists and health workers can do their part by speaking up, including to new and old media sources, to share and explain in plain language the latest scientific findings as well as what remains to be learned.”

– Dr. Anthony Fauci

Barriers to Public Engagement and Dissemination



Lack of time, staff



Lack of money



Academic merit system
favors journals



Uncertainty about
how to do it right




The Investigator-Communicator...

- ...believes a lack of public knowledge is harmful.
- ...feels a personal commitment to public good.
- ...feels a sense of personal efficacy to conduct outreach.
- ...feels a professional obligation to conduct outreach.

– Besley & Nisbet, 2013

Dissemination Objectives

- Maximize uptake, relevance, impact.
- Increase trust.
- Ensure equitable access.
- Bridge evidence → policy/practice gap.
 - Discovery to application



Which is most crucial for your research project?

What does it mean to “disseminate” science?

Diffusion: the spread of new ideas

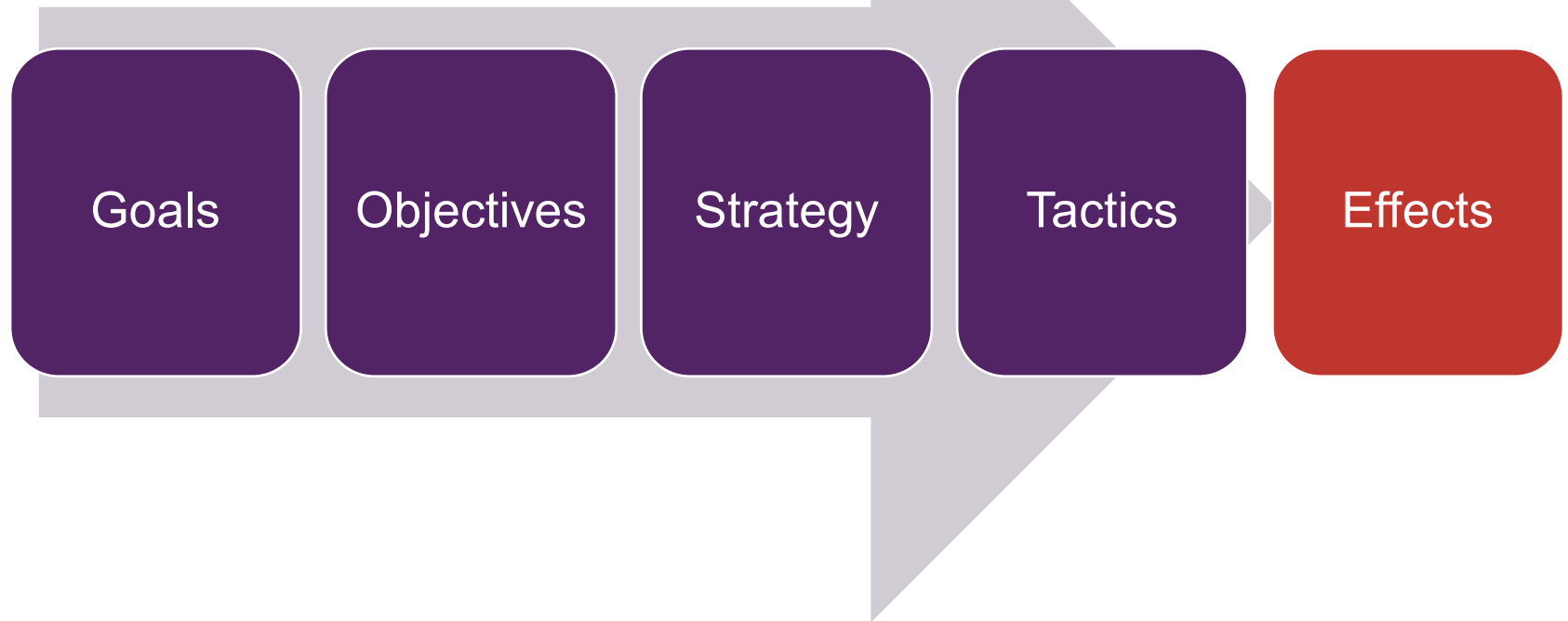


“Dissemination is diffusion that is directed or managed.”

– Everett Rogers

Strategic Dissemination Model

What can communication accomplish?

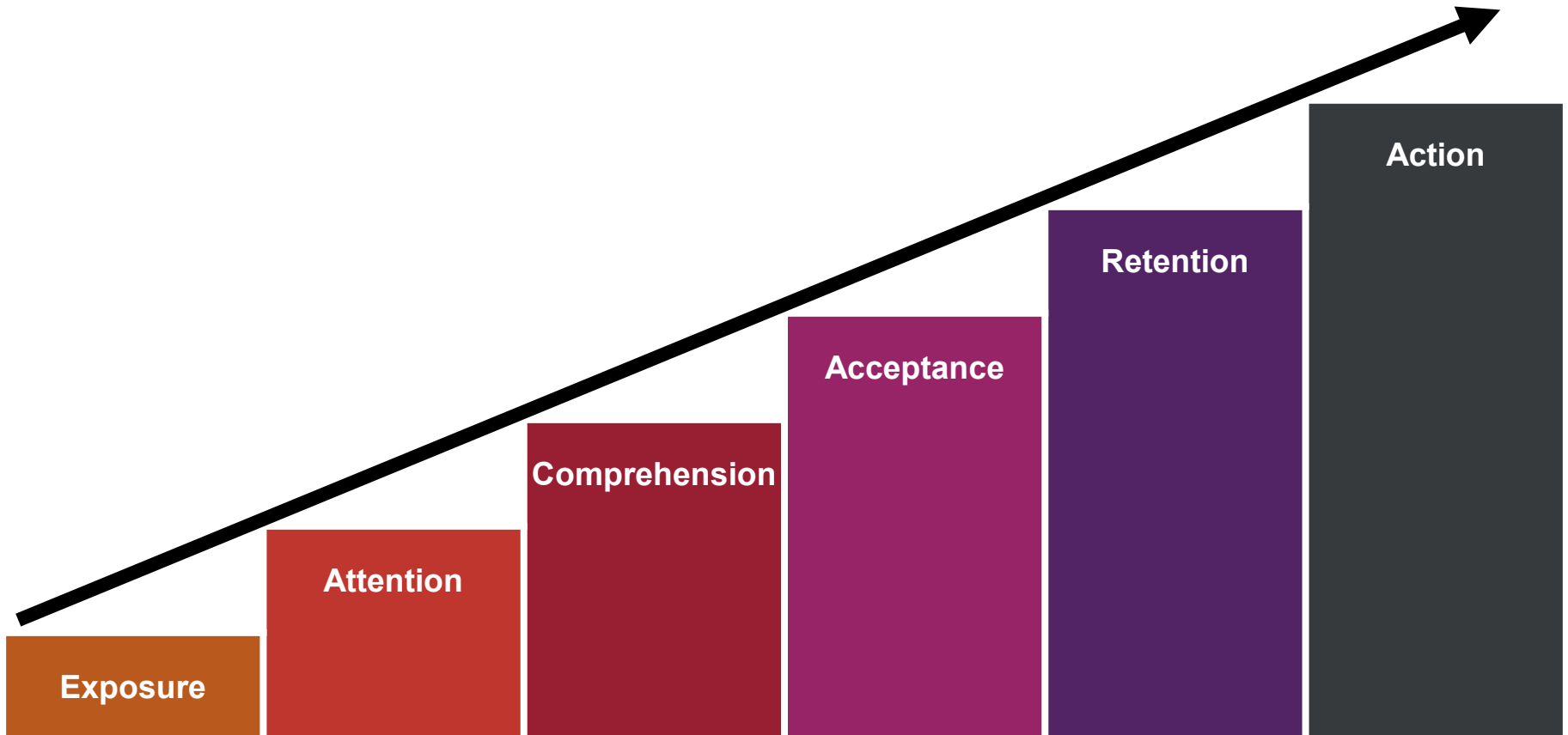


How does dissemination differ from other forms of knowledge distribution?

IMPLEMENTATION <i>Integration of evidence-based practices</i>	DIFFUSION <i>Passive or haphazard spread of information</i>	SCALE-UP <i>Deliberate spread of tested health innovations</i>	SOCIAL MARKETING <i>Use of marketing techniques to promote behavior change</i>
DISSEMINATION <i>Active, targeted approach to spreading information to professionals</i>			

Source: Bauman et al., 2022

McGuire's 6-Step Persuasion Matrix



Source: McGuire, W. J. (1969). The nature of attitudes and attitude change. In G. Lindzey & E. Aronsen (Eds.), *Handbook of Social Psychology* (pp. 136–314). Addison-Wesley Publishing.

Strategic Dissemination Model *(Pt. 2)*

What can communication accomplish?

Effects

Knowledge

Feeling (confidence, outrage)

Awareness

Understanding

Credibility

Challenge assumptions

ACME Framework (Noar, 2012)

Audience



Channel



Message



Evaluation





Audience – The “Who”

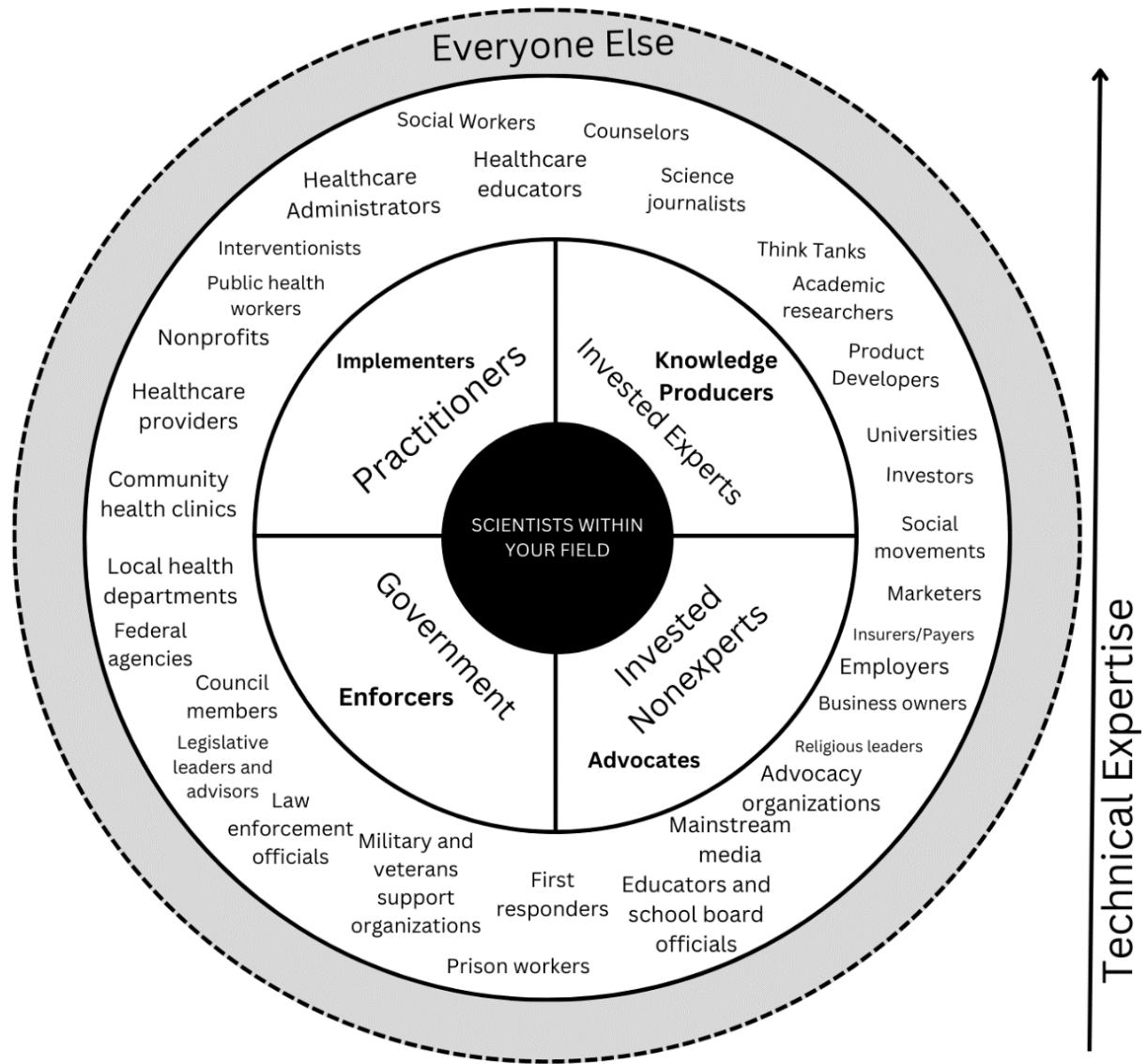
“A campaign that is designed for everyone will be successful with virtually no one.” (Noar, 2012, p. 482)

1. Can the audience be segmented?
Is the segment clearly defined?
2. What is known (or can be known) about the audience?
3. What is the audience’s knowledge level?





Audience – The “Who”

(Pt. 2)





Channel – The “How”

Channel Characteristic	Facebook 	Twitter 
Post length	Longer	Succinct
Primary content	In-depth, curated content	Real-time news, trends
Primary use	Engaging with personal connections	Discovery
Interaction	Comments, variety of reactions, stories, post-sharing	Comments, retweets, likes
Time spent on platform	Longest	Shortest

Message – The “What”

Is the message clear and comprehensible to the audience?

- Remove scientific jargon.
- Use plain language.
- Demonstrate cultural appropriateness.
(Kreuter et al., 2007)
- Counterargue opposing assumptions or misperceptions.
- Establish credibility as a source.



Evaluation

1. Begins at conceptual stage, continues throughout dissemination process.
2. What are key performance indicators (KPIs)?
3. Process evaluation: Was the dissemination strategy executed as planned?
4. Outcome evaluation: Did the dissemination strategy achieve the desired effect?

Benefits of Disseminating to Public

- Further the impact of your research.
- Secure future funding opportunities or partnerships.¹
- Increase the relevance of your research topic.
- Fulfill a funding commitment.²
- Stimulate social discourse around a topic.²
- Gain prominence in both the scientific and nonscientific communities.³

1. Brechman et al., 2011

2. Tsfati et al., 2011

3. Dumas-Mallet et al., 2020

2. Lessons Using Instagram to Engage Research Participants



Joanna Kramer
Boston Medical Center



Noah Soutier
Massachusetts General Hospital

Does Treating Young Persons' Psychopathology Prevent the Onset of Opioid and Other Substance Use Disorders?

- Longitudinal Observational Study examining the impact of behavioral health treatment on risk for OUD by comparing youth with higher treatment exposure to those with lower exposure
- What is the impact of treating behavioral health conditions on the development of opioid use disorder, nicotine use, and other SUDs
- Youth (ages 16–30) receiving behavioral health treatment at Massachusetts General Hospital and Boston Medical Center clinics

Does Treating Young Persons' Psychopathology Prevent the Onset of Opioid and Other Substance Use Disorders? *(Pt. 2)*



MASSACHUSETTS
GENERAL HOSPITAL

PIs: Timothy Wilens, MD
Massachusetts General Hospital



EXCEPTIONAL CARE. WITHOUT EXCEPTION.

Amy Yule, MD
Boston Medical Center

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Our Communication Goals

Retention



Awareness



Why Instagram?



- Test-run a new form of participant retention.
- Capitalize on target demographic's embrace of social media.
- >60% of Instagram users are age 18–34.
- Instagram is the top social platform for Gen Z.
- Spread scientific information.

Instagram Development and Management

- IRB approval
- Prioritizing accessibility
- Canva
- Intern priorities

Language barriers to mental healthcare



"**Limited English Proficiency**" is associated with healthcare disparities, including in mental healthcare. Mental health clinicians rely heavily on **verbal communication**, which can become more complicated when the patient speaks limited English and the provider does not speak the patient's language. An **interpreter** can support the patient. It has been demonstrated that results are better when there is **language concordance** between the provider and the patient – rather, when there is a language barrier.

Barreras idiomáticas para la salud mental



El "**Dominio Limitado del Inglés**" se asocia con disparidades sanitarias, incluyendo de salud mental. Clínicos de salud mental dependen mucho de la **comunicación verbal**, lo que se puede complicar cuando el paciente hable poco inglés y el prestador de servicios no hable el idioma del paciente. Un **intérprete** puede apoyar al paciente, pero se ha demostrado que los resultados son aún mejores cuando existe **concordancia idiomática** entre clínico y paciente – ósea cuando ambos hablan el mismo idioma.

Content Example: Posts



JULY 16, 2022

Starting July 16, 2022, 988 is the new 3-Digit National Suicide Prevention Lifeline dialing code. This number will be available to everyone across the United States, with the ability to call or text with a trained counselor. These counselors will listen, support, and connect individuals to specific resources.

The current Lifeline number
1-800-273-8255
will always remain available, even after 988 goes into effect.

A dark green rectangular block with a white border. At the top, the date "JULY 16, 2022" is written in white, bold, uppercase letters. Below the date, there are two green telephone handset icons. The main text is in white, and the date is enclosed in a white-bordered box.

REFERENCES

- <https://suicidepreventionlifeline.org/current-events/the-lifeline-and-988/>

A dark green rectangular block with a white border. The word "REFERENCES" is written in white, bold, uppercase letters at the top. Below it, there is a single bullet point with a white link.

Content Example: Stories



Research Team Member Posts

Noah Soutier

HE / HIM / HIS



ABOUT NOAH

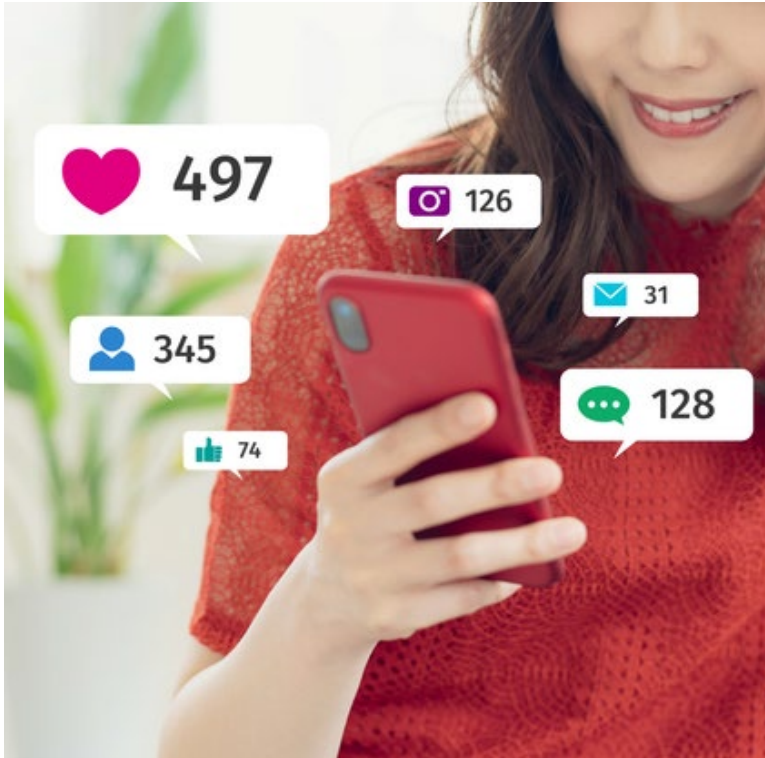
Education: Brown University

Major: Public Health and Urban
Studies

Why HEAL? As an aspiring public health professional, research on mental health and substance use disorders will help me better serve communities!

Fun Fact: I got asked to be an extra in a Zendaya movie!

Content Dissemination and Monitoring



- Posting
- Hashtags
- Responding to comments

Challenges

- Comment management
- Content creation
- Intern involvement
- Time input vs. engagement output
- Lack of social media expertise

Lessons Learned

- Social media engagement was less effective than expected.
- Our study population may not want to receive study or mental health information via social media.
- Maintaining a study Instagram account requires considerable effort and is time-consuming.

Successes

- Study team engaged with new information.
- Built understanding of media dissemination process.
- Engaged posts!

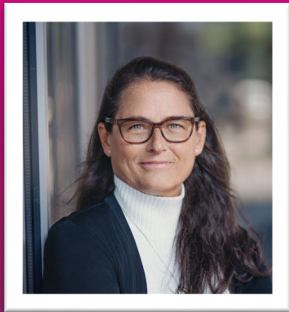




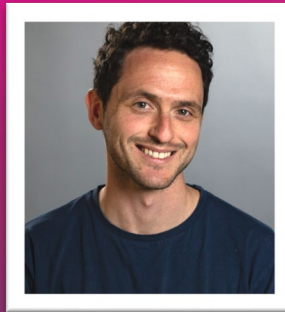
Next Step: Quarterly Newsletter

- Remind participants about the study.
- Show their time is well spent.
- Put faces/names to staff members.

3. Collaborating with the National Media to Share Prevention Stories



Lynn Fiellin, MD
Yale University



Noah Smith
The Washington Post
Direct Relief

A Digital Intervention to Prevent the Initiation of Opioid Misuse in Adolescents in School-Based Health Centers



PI: Lynn Fiellin, MD
Yale University

A Digital Intervention to Prevent the Initiation of Opioid Misuse in Adolescents in School-Based Health Centers *(Pt. 2)*

Setting: 10 Connecticut-based school-based health centers/programs

Population: 532 adolescents ages 16–19 at higher risk for opioid misuse

Goal: Develop, pilot test, and conduct a randomized controlled trial of a video game intervention to prevent opioid initiation and promote mental health in older adolescents.

Adolescents at higher risk for opioid use are assigned to either the PlaySmart game or attention/control games; assessment data is being collected at baseline, 4–6 weeks, 3, 6, and 12 months.

Scientists' Relationship with the Media

Reasons scientists don't engage with mainstream media:

- Making connection/finding a good fit
 - Concerns over misrepresentation
 - Oversimplification
- Time and resources

Reasons journalists pass on science stories:

- Not their “beat” or interest area
 - Might not be right market fit
- Journalists can't find a news angle
 - Novelty, timeliness, trending, impact
- Time and competing coverage
- Lots of other variables!



The Pitch

- Noah previously wrote a *Washington Post* story on Games for Change.
- Games for Change contacted Noah's editor about the play2PREVENT Lab.
- Editor wasn't immediately sold; conducted a pre-interview.
 - Video games solving societal problems was not a new pitch for *Washington Post*.



Preparation

- After pre-interview, Noah's editor asked him to explore the topic further to see if there was a unique angle.
- Connected with Vladimir Poznyak, Head of the Alcohol, Drugs and Addictive Behaviours Unit, WHO Headquarters, Geneva, Switzerland.
- Noah set up a follow-up Zoom interview with Lynn.
- Games for Change rep sent digital resource packet.
- Noah played the video game.

The Media Interview



Journalist and interviewer must establish trust and respect.



Pause to repeat what has been communicated in the interview.



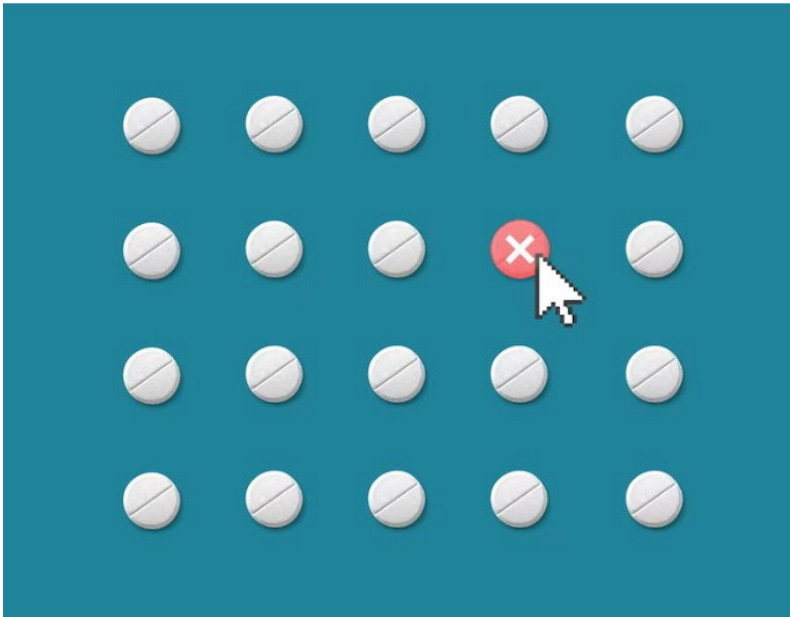
Get to the point.

A Yale doctor is using a video game to fight the opioid crisis



By Noah Smith

August 11, 2021 at 11:46 a.m. EDT



on Post illustration; (iStock)

Publication

- Editors considered the play2PREVENT story as evergreen.
- Journalists may follow up to confirm factual accuracy; article review is never provided (black & white rule).
- Interview in May, story published in August.
 - Story resulted in spin-off coverage on *NBC News*.

Noah's Advice on Pitching Prevention Science Stories

- Figure out your story first.
 - What's new or different?
 - Why does this research matter to people in your field?

Noah's Advice on Pitching Prevention Science Stories *(Pt. 2)*

- Figure out your story first.
- Know who you're pitching to.
 - What's new or different?
 - Why does this research matter to people in your field?

Noah's Advice on Pitching Prevention Science Stories *(Pt. 3)*

- Figure out your story first.
- Know who you're pitching to.
- Tie your story to a trend.
 - Keep an eye on the news.

Noah's Advice on Pitching Prevention Science Stories *(Pt. 4)*

- Figure out your story first.
- Know who you're pitching to.
- Tie your story to a trend.
- Mainstream media isn't always a good fit.
 - Ask yourself why you are seeking out media coverage.
 - How will coverage serve the research agenda?

Noah's Advice on Pitching Prevention Science Stories *(Pt. 5)*

- Figure out your story first.
- Know who you're pitching to.
- Tie your story to a trend.
- Mainstream media isn't always a good fit.
- Be selective.
 - Research a journalist prior to pitching.

Accessibility Through Storytelling

Physicist Brian Greene has made black holes and string theory accessible to ordinary people through storytelling.

Translate:

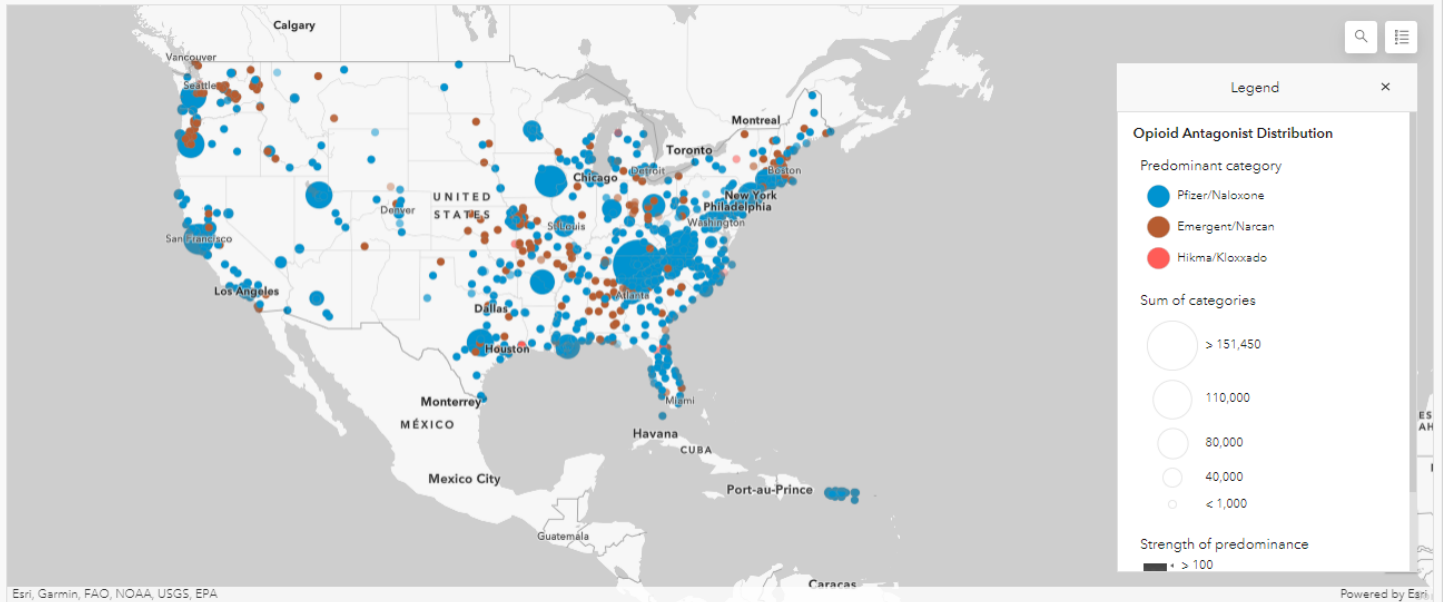
- What's new?
- What's at stake?
- What's next?
- So what?

Direct Relief

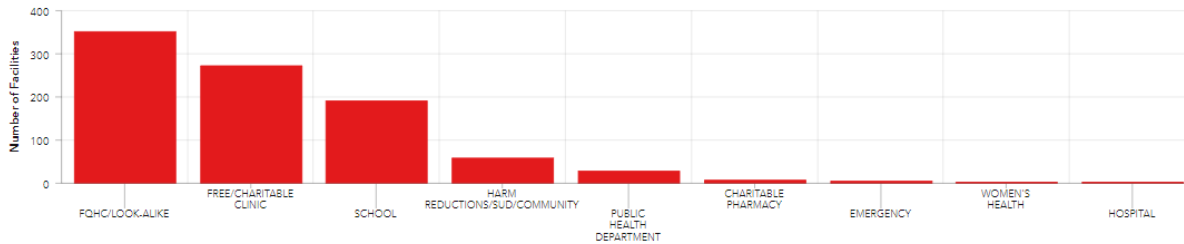
Opioid Antagonist Distribution, January 2023

Total doses
2.3M
delivered

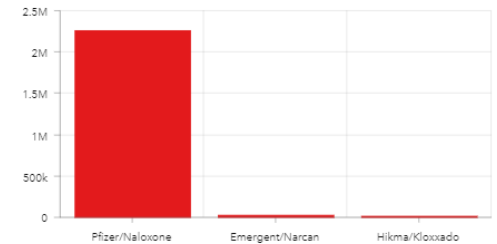
Delivered to
50
U.S. States and Territories



Distribution by Facility Type



Doses by Manufacturer



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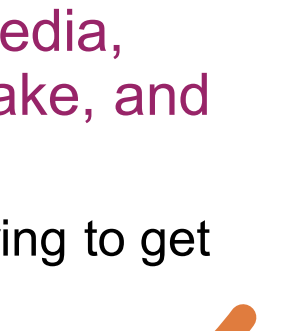
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Q&A Instructions

- Submit questions in the chat.
- Autumn Barnes, Moderator, will read questions and address the appropriate panelist.

Key Takeaways

- Dissemination is a strategic process that starts before the data comes in.
 - Dissemination and engagement efforts don't need to close the public knowledge deficit.
 - The channels we expect to be effective for communicating with certain age groups may not be appropriate based on our content.
 - Know what channels your audience uses, as well as how.
 - Before pitching to national media, know your story, what's at stake, and why it matters.
 - Ask yourself what you are trying to get out of media coverage.
- 

This webinar was produced by the HEAL Prevention Coordinating Center (HPCC) at RTI International. The HEAL Prevention Coordinating Center (HPCC) supports research projects and works to generate shared insights by collecting, analyzing, and reporting data across research projects.

PIs: Phillip W. Graham, DrPH, MPH; Ty Ridenour, PhD

Award No. U24 DA050182



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