Research to Practice (r2p) Model

Presentation by:
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r2p Phase 1

Developing specific tools and approaches for dissemination

Icon made by Freepik from www.flaticon.com
r2p Phase II

Developing more integrated systems

Focus on both “push” & “pull”
What’s the **Purpose** of the Model?

Guide our work

Explain the r2p process

Icon made by Freepik from www.flaticon.com
We drew from several theoretical frameworks.
Interactive Systems Framework (ISF)

Bridging the Gap Between Prevention Research and Practice: The Interactive Systems Framework for Dissemination and Implementation

Wandersman et al, 2008

Highlights:
Reframing the Dissemination Challenge: A Marketing and Distribution Perspective

Kreuter & Bernhardt, 2009

Highlights:

• Market research
• Packaging
• Promotion
• Distribution
• Inventory management
• Sales
• Training
• TA
• Product service
• Coordination
• Evaluation
From Research to Practice: A Knowledge Transfer Planning Guide

Institute for Work and Health

Highlights:

• Push
• Pull
• Exchange
• Glasgow, et al.
• Harris, et al.
• Damschroder, et al.
• Kramer, et al.
• Chaudoir, et al.

Others
CDC Public Health Pathway

1. Define the problem
2. Identify risk & protective factors
3. Develop & test interventions
4. Assure widespread adoption
The CPWR r2p MODEL
Synthesis & Translation

Outcomes

Capacity

Implementation

Dissemination

Existing Research & Theory

Economic & social conditions

Macro-Policy

Funding

Communications

Social Marketing

Policy

Tech Assistance

Partnerships

Working Group

Round tables

Eval

TRU-Net
Goals:

- Document & Evaluate the Partnership
- Increase Awareness & Use

Craft Committees Identify Safety and Health r2p Priorities
Participate in a wide range of efforts to support broader issues
Synthesis & Translation

Dissemination

Implementation

Outcomes

Macro-Policy

Climate

Capacity

Funding

Existing Research & Theory