Get Ready to Do Research:

Roadmap and Supports
Objectives

1. Understand the benefits of conducting research
2. Differentiate between research, evaluation and quality improvement studies
3. Be aware of the responsibilities and obligations of being a principal or co-investigator
4. Recognize the appropriate Department of Evaluation & Research Services (DERS) resources
5. Discover the key components of developing a work plan for research
6. Understand how to effectively assemble a research team
7. Identify the FH minimum requirements for ethical review
8. Be stimulated - get started by drafting a ‘research question’
Some Background and Context

Why is Research Important?
Raising the Bar
Skill Testing Question

How many studies are currently active in FH?

a. Under 100
b. 101 to 200
c. 201 to 300
d. 301 to 400
e. Over 401
# Research Ethics Board Status Report

**August 2017**

## Summary

<table>
<thead>
<tr>
<th>Total Studies to Date</th>
<th>Active Studies</th>
<th>Pending Approvals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1620</td>
<td>283</td>
<td>36</td>
</tr>
</tbody>
</table>

## Active Studies by Fraser Health Program

<table>
<thead>
<tr>
<th>Program</th>
<th># of Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aboriginal Health</td>
<td>3</td>
</tr>
<tr>
<td>Cardiac</td>
<td>24</td>
</tr>
<tr>
<td>Critical Care</td>
<td>11</td>
</tr>
<tr>
<td>Diagnostic Imaging</td>
<td>8</td>
</tr>
<tr>
<td>Emergency</td>
<td>11</td>
</tr>
<tr>
<td>End of Life Care</td>
<td>4</td>
</tr>
<tr>
<td>Finance</td>
<td>1</td>
</tr>
<tr>
<td>Food &amp; Nutrition</td>
<td>4</td>
</tr>
<tr>
<td>Home Health &amp; Specialized Populations</td>
<td>6</td>
</tr>
<tr>
<td>Infection Control</td>
<td>1</td>
</tr>
<tr>
<td>Laboratory Medicine &amp; Pathology</td>
<td>5</td>
</tr>
<tr>
<td>Maternal, Infant, Child &amp; Youth</td>
<td>16</td>
</tr>
<tr>
<td>Medicine</td>
<td>46</td>
</tr>
<tr>
<td>Mental Health &amp; Substance Use</td>
<td>13</td>
</tr>
<tr>
<td>Older Adult</td>
<td>12</td>
</tr>
<tr>
<td>Palliative</td>
<td>1</td>
</tr>
<tr>
<td>People &amp; Organization Development</td>
<td>4</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>13</td>
</tr>
<tr>
<td>Primary Care</td>
<td>5</td>
</tr>
<tr>
<td>Professional Practice</td>
<td>2</td>
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<tr>
<td>Public Health</td>
<td>19</td>
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<tr>
<td>Rehabilitation &amp; Centralized Allied Health</td>
<td>10</td>
</tr>
<tr>
<td>Renal</td>
<td>6</td>
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<tr>
<td>Residential &amp; Assisted Living</td>
<td>7</td>
</tr>
<tr>
<td>Spiritual Care</td>
<td>2</td>
</tr>
<tr>
<td>Surgical</td>
<td>38</td>
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<tr>
<td>Trauma</td>
<td>4</td>
</tr>
<tr>
<td>UBC Family Practice Residents</td>
<td>4</td>
</tr>
<tr>
<td>Workplace Health</td>
<td>4</td>
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</table>

## Funding for Active Studies

<table>
<thead>
<tr>
<th>Type</th>
<th># of Studies</th>
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</thead>
<tbody>
<tr>
<td>Grant</td>
<td>131</td>
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<tr>
<td>Grant-in-Aid</td>
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<tr>
<td>Sponsor</td>
<td>29</td>
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<tr>
<td>Unfunded</td>
<td>100</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
</tr>
</tbody>
</table>

[https://fraserhealth.ca/research](https://fraserhealth.ca/research)
Scope of Research-related Activities
Contributions to Thinking, Decision Making, Practice and Policy

**POLICY** (Analysis)
- Research Synthesis
  - Scoping Reviews
  - Structured Literature Reviews
  - Quantitative Synthesis, i.e. meta-analysis
- Environmental Scans
  - Expert Consultations
  - Web/document scans

**EVALUATION**
- Formative
  - Designed to determine if implementation of a program/intervention occurred as planned and to recommend improvements
- Summative
  - Designed to determine impact of program/intervention

**RESEARCH**
- Experimental
  - Phase II, III, IV Clinical trials – drug, device, therapeutic interventions
- Quasi-experimental, Non-experimental
  - Descriptive/Observational
  - Analytical/Secondary Use of Data Designs
  - Qualitative e.g. focus groups
  - Quantitative e.g. surveys

Research, Evaluation and Library Services
FRASER HEALTH
Differences Between Research, Evaluation and QI

Research
For discovery purposes
‘new knowledge’ that can be applied to the wider population

Evaluation
For ‘business’ purposes
ensuring the intervention was implemented as planned and is meeting its goals

Quality Improvement
For maintaining fidelity
determine how this intervention affected this participant group in this setting

FHREB

FHREB
Skill Testing Question

Which is Riskier?

Research

Evaluation
Come now, Mr. Symes. I am a master chef. I'll admit the steaks are high. But then, so are the rewards.

Make Knowledge Count
Fraser Health is world-class in knowledge transfer and integration of leading edge research into practice.

Do Right by Our Patients
Research undertaken in Fraser Health has a direct positive impact on health outcomes.

Embed Research into Program Planning
Each Fraser Health clinical program is actively integrating research into practice.

Conduct Patient-Centred Research
Fraser Health patients/clients/residents are involved in research planning and development.

Build on our Research Strengths
Fraser Health research activities are recognized, sustainable and growing.
Where do research questions come from?
Our Researchers and their Research Benefits to Patients
A Research Culture
Clinical Research

Liz da Silva (Dietician),
Dr. Bonet (co-I)

- 1st FH Investigator-Initiated Health Canada Clinical Trial Application
- A Randomized Double-blind Placebo-controlled Trial of Vitamin D In Heart Failure: A Pilot Study
A Research Culture
Clinical Research

Dr. Steve Reynolds
SFU Collaboration

- Ventilator Technology
CIHR funded First in Humans
Phase 1 study
- Animal phase – pigs

- Reduce negative outcomes of lengthy ‘ventilation’ by helping to stimulate the diaphragm and support breathing
- Ultrasound measurement of diaphragm atrophy
A Research Culture
Clinical Research

Trudy Robertson
Clinical Nurse Specialist
Neurosurgery

- Oral care research shows reduced Hospital-Acquired Pneumonia in acute, non-intubated neurologically impaired, adult patients
- J. of Neuroscience Nursing Award
- FH Clinical Decision Support Tool
Steps Along Your Path to Success

1. Know your DERS team
2. Lay out a clear & detailed action plan
3. Pick excellent team players
4. Know the factors involved
5. Keep your sense of humour!!!
Know your DERS Team

“One Stop Shopping”
Honorary DERS Team Members

• Christopher Condin, Research Leader, Surrey Memorial Hospital and Jim Pattison Outpatient Centre

• Suzette Willems, Research Coordinator, Royal Columbian Hospital, Critical Care Unit
DERS Website
http://www.fraserhealth.ca/health-professionals/research-and-evaluation/

NEW

fraserhealth.ca/research
“One Stop Shopping”

Co-ordination of All Applicable Requirements

- Research Ethics Board approval – **Must Have**
- As applicable:
  - Contracts – industry or academic sponsored trials
  - Affiliation Agreements – academic PIs with FH co-I
  - Finance – if cost centre required
  - Department Support – if services/resources needed
  - Privacy – if FH data or privacy impact assessment needed
  - Other

“The Letter of Authorization to Conduct Research”
BC SUPPORT Unit Fraser Centre

• Provides services to support patient-oriented research and knowledge translation

• A partnership between regional Health Authorities and their local universities
  – Fraser Centre = FH and Simon Fraser University

• Part of Canada’s Strategy for Patient-Oriented Research (SPOR)
What does “patient-oriented” mean?

• Engages patients as partners (i.e. as team members), focuses on patient-identified priorities, and improves patient outcomes

• Aims to apply knowledge generated to improve health care systems and practices
## Potential Patient Activities

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority-setting</td>
</tr>
<tr>
<td>Formulating a study question</td>
</tr>
<tr>
<td>Identifying study population</td>
</tr>
<tr>
<td>Recruitment</td>
</tr>
<tr>
<td>Determining consent procedures</td>
</tr>
<tr>
<td>Designing interventions</td>
</tr>
<tr>
<td>Choosing outcomes that are important to the population of</td>
</tr>
<tr>
<td>interest (e.g. survival, function, symptoms, quality of</td>
</tr>
<tr>
<td>life, etc.)</td>
</tr>
<tr>
<td>Study design</td>
</tr>
</tbody>
</table>
## Potential Patient Activities

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data collection (e.g. conducting interviews and focus groups)</td>
</tr>
<tr>
<td>Data analysis</td>
</tr>
<tr>
<td>Interpretation of findings</td>
</tr>
<tr>
<td>Designing/suggesting plans for dissemination and implementation activities</td>
</tr>
<tr>
<td>Actual dissemination of research results (e.g. presentations, social media, etc.)</td>
</tr>
<tr>
<td>Translating documents into plain language</td>
</tr>
<tr>
<td>Evaluation</td>
</tr>
<tr>
<td>Peer Review</td>
</tr>
</tbody>
</table>
Research Navigator Leader

• Intake process and triage
• Refine POR research questions and design research approaches
• Assistance with grant applications and letters of support
• Navigator to access other FH services and data sources
• Linkage to SFU, other BC SUPPORT Unit services, and other Fraser Valley academic institutions
• Expand research collaborations
Patient Engagement Specialist

- Linkage with community organizations and local patient groups
- Recruitment of patients onto research teams
- Train researchers and patients in POR
- Support research teams, e.g. clear definition of roles and responsibilities, patient compensation
- Co-ordinate/lead research priority-setting activities
Knowledge Translation Specialist

• Knowledge Translation (KT) capacity development for researchers, patients, and knowledge users
• Broker access to KT resources
• Support developing integrated KT grant applications and end of grant KT plans
• Facilitate engagement of researchers, stakeholders, and knowledge users
• Contribute to development of KT plans for demonstration projects
To access Fraser Centre services

Fill out the inquiry form at bcsupportunit.ca
We’ll be back in 10 minutes.
Methodology Unit

Uh-oh, could spell trouble up the road.

© Original Artist

© Mike Baldwin / Cornered

Research, Evaluation and Library Services
FRASER HEALTH
Methodology Unit
Michelle Purdon (Library Services Manager)
Kate Keetch, PhD (Research Development Specialist)
Samar Hejazi, PhD (Epidemiologist)

- Search strategies
- Education/training
- Individual consultation services for unfunded/funded research
- Peer review
- Team development
- Knowledge dissemination
It's a foolproof formula for writing grant applications.
What I can do for you!

✓ **Search** for funding opportunities
  - Individual and ‘The Beat’ notification of new funding deadlines

✓ **Develop** proposal management plan & timeline

✓ **Consult** on
  - Research team composition
  - Preparing letters of intent
  - Formulating the research budget
  - Proposal development
  - FH and funding agency document and signature requirements

✓ **Administer** the Grant in conjunction with FH Finance
“After analyzing all your data, I think we can safely say that none of it is useful.”
Consultation Services for Research/Evaluation Proposal Development

Protocol Development Services

- Refine ideas into a researchable question
- Refine project objectives, questions & hypotheses
- Review/develop study method: study design, sampling methods & plans for recruitment, sample size calculation and analyses plan
Consultation Services continued...

Statistical Analyses Services
– Database design, data analyses and interpretation of results
– Trains users in statistical software, e.g., excel, SPSS

Project Dissemination Services
– Posters, power point presentations & manuscript development
– Provide best practices for interpreting and reporting study results using standard formatting guidelines (e.g., APA)
FH Library Services
"Information Anytime, Anyplace"

Your largest libraries
(with the most resources & full staffing)

ARHCC  BUH  CGH  RCH  SMH

Other Library Spaces

• Ridge Meadows Hospital (staffed 1 day/week)
FH Library Services

“...enabling access to the best evidence to advance care, research and decision making across the FH community”

- **Workshops (scheduled & on request)**
  - Everyday Evidence Based Practice
  - Managing Your Library of Citations
  - Pearl Growing @ the Library
  - Finding Drug Information
  - Library Orientation
  - Finding Articles in CINAHL
  - Finding Articles in Medline
  - Finding UpToDate Evidence Summaries
  - Using Library Search Tools Online (Beginner, Intermediate, Advanced)

- **Reference** – convenient access to expert searching

- **Training in evidence-based searching**

- **Find a paper** – in the collection or by interlibrary loan

- **Loans** – print books, journals, DVDs

- **Photocopying & computer access**

- **Subject Guides & Journal Watch** – editions on medical topics and specialties

- **Research Databases** – Medline, CINAHL Complete, EMBASE, Biomedical Reference Collection, PsycINFO, PsycArticles, UpToDate, DSM-5 Library...

- **Drug Databases** – LexiComp, King Guide, eCPS/RxTx2

- **A-to-Z Journals List** – over 2,000 full text electronic journals

- **eBooks**

- **online video tutorials!**
Education and Communications
Camille Viray

WHAT IS IT?

YOU SAID TO DO AN ABSTRACT
Education and Communications
Camille Viray

• **Education**
  – **Workshops** (September 2017 to June 2018)
  – Researchers’ Cafes (various)
  – Research Week (June 6-15, 2018)

• **Communications**
  – Executive Briefs
  – DERS website
  – Monthly Research News (on FH Pulse)
  – Promotion and Marketing
Program Assistant
Caroline Shaker

Coordinates:
• FHREB data entry, archiving, and 10% overhead (invoicing/collection)
• Clinical Trial Agreements
• Affiliated Researcher Agreements
• Statistical Reporting/Research Impact
• Finances
• Everything else...
Susan Chunick, Director
Dr. Sonia Singh, Regional Medical Director

- Research Capacity Development
- Research Strategic Plan implementation
- External partnerships
- Infrastructure:
  - Service Agreements – RCH Pharmacy, SMH Lab
  - IT – software [SPSS, RefWorks], systems
  - FH Finance
  - FH Privacy
- Research Collaboration Agreements – academic
- Policies and procedures – CIHR MOU
- Best Practices
- Research Development & Promotion
- Education – in collaboration with Health & Business Analytics, Medical Education, Pharmacy Services, Professional Practice, and Workplace Health
Research Ethics Board Coordinators
Sara O’Shaughnessy, PhD/Sarah Flann
The Scope of the FH Research Ethics Board (FHREB)

Initial and Ongoing Ethical Approval of All Research

My friends, as a result of our experimentation, we have just lost a dear and valued colleague....

On the other hand, we have just gained a publication.
TCPS-2 and Health Canada

ALL CANADIAN RESEARCH:

TCPS2 = The Tri-council Policy Statement on Ethical Conduct for Research Involving Human Subjects [2014 + updates] (TCPS or the Policy) is a joint policy of Canada’s three federal research agencies – the Canadian Institutes of Health Research (CIHR), the Natural Sciences and Engineering Research Council of Canada (NSERC), and the Social Sciences and Humanities Research Council of Canada (SSHRC), or “the Agencies.”

ALL CANADIAN CLINICAL DRUG/DEVICE TRIALS:

Health Canada = Food and Drug Act Regulations
Principal Investigators (PI)

- Only **ONE** PI on a FH application for ethical review
- Must be capable of carrying out the study, i.e. have the correct credentials for the type of study
- Has overall responsibility for study conduct and for research team
- PI obligations detailed in FH Research Policy (page 16)

# of active PI’s: **?** (2016-2017)
Research Ethics Coordinator

- Coordinates all ethical review processes for initial applications, amendments, renewals, acknowledgement requests, adverse events, protocol deviations, close-outs
- Coordinates all applicable approvals for “Letter of Authorization”
- Monitors studies to ensure annual renewal of ethics
- Consults with researchers
- Education – Workshops
- Research Ethics website
  - Guidance Notes
  - Consent Form Templates – BC Common Clinical Consent, Optional Sub-study Consent, Review of Health Records Consent, Non-Clinical Consent for Patients and for Staff
  - FAQs
- Educational Tutorials (e.g. TCPS 2)
Developing a Research Question

PICO(T) Method

- Population
- Intervention
- Comparator
- Outcome(s)
- Time
In hospital inpatients, is a waffle boot or a pillow better to increase healing of pressure sores?
Small Group Activity
10 minutes

• Develop a research question using PICO
• Report back
Contracts & Business Development Specialist
Anat Feldman, PhD, CCRP

- Negotiates clinical trial agreements between FH, Principal Investigator and industry or academic sponsor
- Acts as a research ‘navigator’ for sites
- Implemented consent to contact for research and review of medical records initiative at JPOCSC, RCH and PAH
Consent to Contact and View Medical Records

- A consent to contact for research question implemented into Meditech at time of registration
- Patients can choose to give consent to have their medical records reviewed and be contacted in future to be invited to participate in research studies
- Approved by the FH Executive
- All decisions have been guided by a Steering Committee

Over 150,000 patients consented
Meditech Registration Screen

Would you give consent for a Fraser Health researcher to contact you at some time in the future for participation in a research study?

This request involves consent to give your contact information and a review of your medical records, valid for 10 years from today's date.
Your participation in research enables Healthcare Providers to continuously improve patient care.

WHY IS RESEARCH IMPORTANT?
Research allows healthcare professionals to better understand health problems. With a better understanding of health problems, we can develop ways to solve them. This means better patient care for you.

WHAT IS CONSENT TO CONTACT?
In order to conduct research, we need patients like you to participate. Your consent allows researchers to screen your medical record history and contact you in the future to invite you to participate in specific research projects. When you register today, a clerk will ask if you would like to give consent.

SHOULD I PARTICIPATE?
Your participation will provide researchers with valuable information. With your support, you are helping researchers build the future of medicine and healthcare.

WHAT HAPPENS IF I SAY YES?
If you give consent, your personal and medical information is entered into a secure database accessible to Fraser Health Researchers. When research projects arise, you may be invited to participate in future research studies.

WHAT HAPPENS IF I SAY NO?
Consent to Contact is entirely voluntary. If you choose not to give consent, it will not affect your medical care, and your personal information will not be entered into the secure research database. You will not be contacted to participate in research.

CAN I WITHDRAW MY CONSENT?
You can withdraw your consent at any time. Please speak to a registration clerk to have your consent to be contacted removed from your file. For any questions relating to privacy legislation, please contact the Fraser Health privacy office by email at privacy@fraserehealth.ca

WOULD YOU LIKE MORE INFORMATION?
Email: consenttocontact@fraserehealth.ca

fraserhealth
Better health. Real in healthcare.

Research, Evaluation and Library Services
FRASER HEALTH
Meditech Screen for Consent to Contact for Research Report
Lay Out A Clear Detailed Action Plan
Research Protocol Requirements (psst...for ALL studies)

- literature review (incl. references)
- need/justification for the study
- study purpose
- hypotheses
- objectives
- specification of endpoints/outcomes
- research design including statistical analysis plan
- detailed research procedures

Check out our Research Toolkit for tips, examples, and templates:

http://www.fraserhealth.ca/health-professionals/research-and-evaluation/find-resources/research-toolkit/research-toolkit
What’s the plan, Stan?

Aims of the Project

Personnel

- Investigators
- Staff
- Students
- Volunteers

Research Project Management

- Overall Lead (usually PI or delegate)
- Team Responsibilities (detail responsibilities / tasks)
- Project Meetings (frequency, location, required personnel, meeting chair, meeting minute taking)
- Reporting plans
- Knowledge dissemination plan
Pick Excellent Team Members

Step 3
Team Member Roles

- Principal Investigator
- Co-Principal Investigator
- Co-Investigator
- Collaborator
- Coordinator
- Assistant
- Patients
Team Members Responsibilities

I'm beginning to wonder if our terms of reference may be just a little bit too broad...?
Principal Investigator

✓ Accountable for the entire scope of research related activities
  *evidence of oversight MUST be documented

✓ Managing, monitoring and ensuring integrity of:
  • Study design
  • Study conduct
  • Study reporting
  • Collaborative relationships
  • Ethics compliance
  • Finances
  • Personnel
Co-Investigator

- Shared accountability for the entire scope of research related activities
- Individual(s) involved in the development or execution of a project
- May be employed by, or be affiliated with, FH or another organization participating in the project
- Typically devotes a specified percentage of time to the project and is considered "key personnel"
- Do not have spending authority unless delegated in writing by the PI
Collaborators

• Involved with a key component of project development or execution, provides expertise at specific points in time

• Involvement is less than that of a Co-Investigator

• PATIENTS TO BE INVOLVED IN PRIORITY SETTING, PLANNING, DEVELOPING DATA COLLECTION METHODS, DISSEMINATION
Other Research Staff

- Individuals working on a research project under the supervision and direction of a PI or a Co-I

  Study Coordinator
  Research Assistant

- Generally performs clerical, data collection and data entry tasks
Who else to include?

- Patients
- Academic partners
- Clinical partners
- Decision Makers/Knowledge Users
- Individuals/Organizations with access to subject population
- Individuals/Organizations possessing expertise required to conduct the research
- Other Stakeholders
Documentation

Create a Collaboration Agreement that specifies:

✓ Who does what, when & how: Tasks – be precise!

✓ Schedule of meetings

✓ Document management

✓ Ownership of INTELLECUAL PROPERTY if co-PI’s for grant purposes [usually co-PI with academic]

✓ Authorship
Understand the factors involved
Factor 1: Meet the FHREB Requirements for Approval

Factor 2: Have Your Contract Reviewed (for some studies)

Factor 3: Know Your Budget

Factor 4: Comply with Grant Agreements

Factor 5: Knowledge Dissemination
FACTOR 3: Know Your Budget

- Over-expenditures not permitted
- Expenses for budgeted/eligible items only
- Keep expense records
- Materials must be purchased through FH Procurement
- Capital purchases owned by FH
- FH Finance sets up research account for funds to be disbursed upon release of LOA ONLY
- Request Budget Template from me!
FACTOR 4: **(IF FUNDED) Comply with Grant Agreements**

- Final report to granting agency including record of expenses
- Report proposal changes
- Audit by granting agency
- Annual renewal of study
- Detail how payments to service providers will be made
FACTOR 5: Knowledge Dissemination

FHA Research Study Database

Department of Evaluation and Research Services

The FHA Research Study Database contains all studies that have been conducted in FHA since 2005. Its purpose is to inform you about the type of research studies [e.g. cardiology] conducted in FHA, by for example, researcher, approval status and funding source. In addition, you will be able to find selected published material for individual studies.

www.clinicaltrials.gov

Contact Us / Help

Fraser Health REB#
(e.g. yyyy-###)

Keywords

Researcher Name

Researcher Degree

Program

Researcher Discipline

FHA Site Name

Area

Research Type

Research Status

Clinical Trial Registration#

Clear
Search
Research Products

http://researchdb.fraserhealth.ca/ersweb/

<table>
<thead>
<tr>
<th>FH Research Study Database</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FH REB #</strong></td>
</tr>
<tr>
<td><strong>Study Title</strong></td>
</tr>
<tr>
<td><strong>Researcher Name</strong></td>
</tr>
<tr>
<td><strong>Researcher Title</strong></td>
</tr>
<tr>
<td><strong>Program</strong></td>
</tr>
<tr>
<td><strong>Researcher Discipline</strong></td>
</tr>
<tr>
<td><strong>FH Site Name</strong></td>
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<tr>
<td><strong>Research Area</strong></td>
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<tr>
<td><strong>Research Type</strong></td>
</tr>
<tr>
<td><strong>Clinical Trial Registration #</strong></td>
</tr>
<tr>
<td><strong>Name of Funder</strong></td>
</tr>
<tr>
<td><strong>Research Study Status</strong></td>
</tr>
<tr>
<td><strong>Date of FH REB Initial Approval</strong></td>
</tr>
<tr>
<td><strong>Date of FH REB Annual Renewal</strong></td>
</tr>
<tr>
<td><strong>Date of FH REB Study Completion</strong></td>
</tr>
<tr>
<td><strong>Letter of Authorization (LOA) Date</strong></td>
</tr>
<tr>
<td><strong>Documents</strong></td>
</tr>
</tbody>
</table>
Teach a “person” to fish

$5,000
Oral care to prevent HA pneumonia
KT Strategic Planning Template

Purpose: Communicate the right message, using the right channels, to the right people, at the right time.

Your Goal:

_____________________________________________________________

Communication Objectives
(check all that apply)
☐ Raise awareness
☐ Inform
☐ Gain support
☐ Influence behaviour
☐ Change practice
☐ Other

Target Audience by Affiliation (check ONE only; use a separate plan for each audience; consider level of the organization, e.g. co-workers on unit or peers across organization)
☐ Policy Makers / Regulators (e.g. govt)
☐ Executive Decision Makers
☐ Managers & Supervisors
☐ Health care providers, specifically ________________
☐ Other staff in organization, specifically ________________
☐ Patients
☐ Media
☐ External community, specifically ________________
☐ Other __________________

Target Audience Specifics
Age group __________________
Gender __________________
Occupation __________________
Years in position __________
Years in department __________
Years in organization __________
Special characteristics __________________
Interests / Priorities ________________
Professional Affiliations: __________________

Key Messages
(Maximum 3 per audience; tailor to audience)

Examples for decision maker:
Message 1: Surgical site infections (SSIs) are the most common healthcare associated infection in surgical patients. An SSI adds 11 to 28 days of additional hospital length of stay.
Message 2: Prophylactic antibiotics are one of the most successful interventions for preventing SSIs.
Message 3: Weight-based prophylactic antibiotic dosing should be started and completed within 60 minutes prior to incision for most antibiotics.

Message 1: ____________________________
Objective Recap

1. Understand the benefits of conducting research in FH
2. Differentiate between research, evaluation and quality improvement studies
3. Be aware of the responsibilities and obligations of being a principal or co-investigator

1. Recognize the appropriate Department of Evaluation and Research Services (DERS) resources
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5. Be stimulated - get started by drafting a ‘research question’
Step 5: Keep your sense of humor!
Department of Evaluation and Research Services

Thank You!

Research, Evaluation and Library Services
FRASER HEALTH
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