**Equity-focused Dissemination & Implementation Webinar Series**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 24, 2022</td>
<td>Principles, Methods, and Systems for Designing for Dissemination, Sustainability, and Equity</td>
<td>Bethany M. Kwan, Ph.D., M.S.P.H., University of Colorado</td>
</tr>
<tr>
<td>November 1, 2022</td>
<td>Leveraging Technology and Community Engagement to Address Barriers to Care for People with Fetal Alcohol Spectrum Disorders</td>
<td>Christie Petrenko, Ph.D., URMC.</td>
</tr>
<tr>
<td>November 8, 2022</td>
<td>Equity-Oriented Implementation Studies: Reflections from a Learner</td>
<td>Ana A. Baumann, Ph.D., Washington University School of Medicine</td>
</tr>
<tr>
<td>November 15, 2022</td>
<td>Advancing Quality Improvement with Implementation Science</td>
<td>Amy Tyler, M.D., M.S.C.S., University of Colorado</td>
</tr>
</tbody>
</table>
Principles, Methods, and Systems for Designing for Dissemination, Sustainability, and Equity

Bethany M. Kwan, PhD, MPSH
October 24, 2022
Presentation to UR CTSI EQ-DI
Learning Objectives

Upon completion of this session, participants will be able to:

1. Describe the principles of Designing for Dissemination, Sustainability, and Equity (D4DSE): beginning with the end in mind, ensuring innovation-context fit, and planning for active dissemination

2. Identify frameworks and methods useful for designing and disseminating a range of research products from a D4DSE perspective

3. Describe the phases of the Fit to Context Framework for D4DSE
Barriers to Dissemination and Sustainability

- Poor fit between health innovations and intended context for use
- Research paradigms used to develop and test programs
- Cultures and systems that fail to incentivize and support active dissemination and translation of evidence into practice
Designing for Dissemination and Sustainability (D4DS)

**Principles and methods for:**
Enhancing the fit between a health program, policy, or practice and the context in which it is intended to be adopted
Early and active dissemination and sustainability planning.

**Designing for dissemination**
The process of ensuring that the products of research are developed to match the contextual characteristics of the target audience and setting for intended use

**Designing for sustainability**
Early planning and design processes designed to increase the likelihood of sustainment of an evidence-based program or practice after initial implementation

*Designing for Dissemination and Sustainability to Promote Equitable Impacts on Health*
Designing for Equity

Innovations: The Products of Research

**Evidence**
- The generalizable knowledge resulting from the conduct of research and evaluation

**Programs, Treatments, Interventions, and Services**
- Health promotion and/or disease prevention or educational programs, interventions, initiatives, treatments, or services

**Technology and Infrastructure**
- Devices, software, hardware, web-based and other tools and equipment for disease prevention or management, research, evaluation, or educational purposes

**Dissemination and Implementation Strategies**
- Methods, approaches, guides, or materials, for dissemination, implementation, and sustainment of effective, equitable, and efficient public health and health care practices in real world settings

**Policy and Guidelines**
- Local and/or national public health and health care guidelines, standards, and policies emerging from the evidence base

**Methods**
- Research and evaluation techniques, instruments, tools, models, measures and/or equipment

What is being designed for dissemination, sustainability, and equity?
Principles of D4DS

- Beginning with the end in mind
- Ensuring innovation-context fit
- Planning for active dissemination and sustainment
Beginning with the end in mind
Target Audience and Desired Impact

Adopters
Influencers
Saboteurs
Ensuring Innovation-Context Fit
Innovation-Context Fit: System Capacity and Organizational Readiness

A theory of organizational readiness for change
Bryan J Weiner

Address: Department of Health Policy and Management, Gillings School of Global Public Health, University of North Carolina Chapel Hill, Chapel Hill, North Carolina, USA
Email: Bryan J Weiner - bryan_weiner@unc.edu

Published: 19 October 2009
Received: 20 March 2009
Accepted: 19 October 2009
This article is available from: http://www.implementationscience.com/content/4/1/67
Dissemination

- An active approach of spreading evidence-based interventions to the target audience via determined channels using planned strategies
Planning for Active Dissemination: Six-Step Dissemination Framework

1. Describe the innovation, rationale, and evidence base
2. Identify the target audience and the sequence, timing, and format for dissemination
3. Select the communication channels
4. Determine the role of key policymakers and partnerships
5. Identify the barriers and facilitators for dissemination
6. Research and evaluate the dissemination process.

Design Processes

- Participatory co-design and stakeholder involvement
- Application of D&I theories and frameworks
- Marketing and Business approaches
- Context and Situation analysis
- Systems, Engineering and Complexity Science approaches
- Communication and the Arts

The methods, frameworks or approaches used to develop and test the research product; product messages, packaging, and distribution plans; and sustainability plans.

7Ps Framework for Stakeholder Engagement

- Patients and the public
- Providers
- Policymakers
- Purchasers
- Payers
- Product makers

Principal investigators

Purpose: The Stakeholder Engagement Navigator is an interactive webtool designed for use by researchers. It was created to help researchers choose engagement strategies while considering budget, timeline, stakeholder availability, and team expertise.


https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8596067/
Application of Dissemination and Implementation Science Process Frameworks
Application of D&I Context, Determinants, and Evaluation Frameworks

PRISM CONTEXTUAL FACTORS

EXTERNAL CONTEXT
- EXTERNAL ENVIRONMENT
- POLICY
- RESOURCES
- GUIDELINES
- INCENTIVES

INTERNAL CONTEXT
- MULTI-LEVEL ORGANIZATIONAL & PATIENT CHARACTERISTICS
- MULTI-LEVEL ORGANIZATIONAL & PATIENT PERSPECTIVES (VALUES)
- IMPLEMENTATION & SUSTAINABILITY INFRASTRUCTURE

Fit among and Interactions among ALL of:
- INTERVENTION COMPONENTS
- IMPLEMENTATION STRATEGIES
- INNER & OUTER CONTEXT
- RE-AIM DIMENSIONS

EVIDENCE-BASED INTERVENTION (COMPONENTS)

Maintenance
Reach
Effectiveness
Implementation
Adoption

Overarching Issues
- PROPORTION / PENETRATION
- REPRESENTATIVENESS
- REASONS: HOW & WHY
- ADAPTATIONS
- COSTS, BENEFITS & VALUE

PRISM = Pragmatic Robust Implementation and Sustainability Model.
Context and Situation Analysis

• A formal assessment of the audience, needs, setting, workflows, processes, policies, resources, and systems in which a health innovation is intended to be used.

Credit: Mika Hamer
Assessing Context

- [Video Link](https://vimeo.com/555249057/0ba549be69)
- Dr. Christina Studts, Univ of Colorado Anschutz Medical Campus

COPRH Con 2021 | Identifying Multilevel Contextual Factors
Marketing and Business Approaches

Multi-stage development process: (1) problem-solution fit; (2) product-market fit; and (3) business model fit
Systems and Complexity Science

• Systems thinking: The process of understanding how things influence one another within a whole (Rabin & Brownson, 2017)

• Complex adaptive systems with systems dynamic mapping

Communication and the Arts

• Social marketing
  • “a social influence technology involving the design, implementation and control of programs aimed at increasing the acceptability of a social idea or practice in one or more groups of target adopters” (Kotler and Roberto, 1989).

• Audience Segmentation
Arts-Based Dissemination: Data Visualization and Graphic Design

Vega – A Visualization Grammar

Vega is a visualization grammar, a declarative language for creating, saving, and sharing interactive visualization designs. With Vega, you can describe the visual appearance and interactive behavior of a visualization in a JSON format, and generate web-based views using Canvas or SVG.

mAb Superhero

Fighting COVID-19 with monoclonal antibodies (mAbs) one patient at a time
Fit to Context Framework

Four-phase process framework

Considers design of a research product and dissemination and sustainability plans from the perspective of ensuring fit to context

Products being designed are:
- Culturally appropriate
- Feasible for use in resource-limited settings
- Align with the strengths and assets of the intended audience and setting
- Impact outcomes that matter to communities and partners

Fit to Context (F2C) Framework for Designing for Dissemination

**F2C PHASE**

**Objectives**
- Develop Partnerships
- Assess Context and Partner Priorities
- Establish Evidence Base

**Evaluation and Iteration**
- Need and Demand for Innovation
- Capacity for Change
- Equity-Focused Contextual Factors Known

**Impact**
- Demonstrate Impact at Scale
- Monitor and Adapt to Dynamic Context

**Fit to Context Outcomes**
- Product Perceived as Feasible, Acceptable, Useful, Equitable
- Sustainability and Dissemination Plans Align with Context
- Awareness among Intended Audience
- Intention to Adopt and Sustain
- Equitable Access
- Broad and Equitable Adoption
- Consistent Implementation
- Sustained Impact on Health and Equity
# F2C Conceptualization Phase

<table>
<thead>
<tr>
<th>F2C Conceptualization Phase</th>
<th>F2C PHASE QUESTIONS AND OUTCOMES</th>
<th>F2C PHASE OBJECTIVES</th>
<th>F2C PHASE EXEMPLAR METHODS</th>
<th>F2C PHASE RESEARCH APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KEY QUESTIONS TO BE ANSWERED AND</td>
<td>ACTIONS TO BE TAKEN BY THE RESEARCH</td>
<td>RESEARCH METHODS PARTICULARLY</td>
<td>RESEARCH APPROACHES</td>
</tr>
<tr>
<td></td>
<td>OUTCOMES TO BE ASSESSED</td>
<td>TEAM AND PARTNERS</td>
<td>RELEVANT TO CO-DESIGN RESEARCH</td>
<td>PARTICULARLY RELEVANT</td>
</tr>
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<td>PRODUCTS AND EVALUATE AND ITERATE</td>
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<td></td>
<td></td>
<td>“FIT TO CONTEXT” OUTCOMES</td>
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</table>
| F2C Conceptualization Phase | Based on evidence and partner input, to what extent is there a **need, demand, and capacity** for a new approach, product, or change in practice or policy in the context for intended use? To what extent are **contextual factors** relevant to equitable impact known? | Develop partnerships to address a priority health problem with an established evidence base. Assess the context (the characteristics of the recipients, the delivery setting, systems of communication and influence, and implementation and sustainability infrastructure) for which an innovative and equity-focused research product will be used. | • Literature review  
• Community-based participatory research  
• Partner + community engagement  
• Customer discovery  
• Situation/SWOT analysis  
• Process evaluation  
• Context analysis  
• Determinants analysis  
• Systems mapping and modeling  
• Social network analysis  
• Market research  
• Logic models  
• Needs assessment | • Partnership development  
• Partner engagement in research conceptualization and planning  
• Formative research  
• Baseline evaluation  
• Developmental/ exploratory research |
## F2C Design Phase

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<th>F2C PHASE QUESTIONS AND OUTCOMES</th>
<th>F2C PHASE OBJECTIVES</th>
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<td>Key questions to be answered and outcomes to be assessed</td>
<td>Actions to be taken by the research team and partners</td>
<td>Research methods particularly relevant to co-design research products and evaluate and iterate “fit to context” outcomes</td>
<td>Research approaches particularly relevant</td>
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</table>

### F2C Design Phase

**To what extent is the new approach, device, or change in practice or policy perceived as feasible, acceptable, useful, effective, and equitable by the intended audience in the intended setting?** How well do plans for active dissemination and sustainability align with context?

- Co-design research products(s) with partners that meet the needs, demand, and capacity for change established in the conceptualization phase.
- Create plans for active dissemination that align with the messaging, packaging, and distribution channels best suited for the intended audience and setting.
- Determine a viable strategy for sustainability of the research product(s) in real-world contexts for intended use.

- Human & user-centered design/user testing
- Participatory methods and co-design
- Value proposition design
- Market viability analysis
- Business model generation
- Intervention/implementation mapping
- Optimization methods
- Adaptation methods
- Logic models
- Rapid prototyping
- Graphic design + other art forms

- Developmental/exploratory research
- Pilot/feasibility studies
- “Proof of concept” studies
- Small scale pragmatic trials
## F2C Dissemination Phase

<table>
<thead>
<tr>
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<td><strong>ACTIONS TO BE TAKEN BY THE RESEARCH TEAM AND PARTNERS</strong></td>
<td><strong>RESEARCH METHODS PARTICULARLY RELEVANT TO CO-DESIGN RESEARCH PRODUCTS AND EVALUATE AND ITERATE “FIT TO CONTEXT” OUTCOMES</strong></td>
<td><strong>RESEARCH APPROACHES PARTICULARLY RELEVANT</strong></td>
</tr>
</tbody>
</table>
| *How well does the active, planned dissemination strategy work to create awareness and intention to adopt and sustain the product? To what extent does the system capacity for adoption and sustainment create equitable access?* | Enact design phase plans for active dissemination of the research product(s) to intended audiences using appropriate distribution channels and leveraging known systems of communication and influence. Build and leverage system capacity for broad and equitable adoption and sustainment in the intended context. | • Dissemination trial designs  
• Hybrid implementation/effectiveness trials  
• Adaptation frameworks and methods  
• Logic models | • Larger scale, pragmatic trials  
• Demonstration projects  
• Quality improvement  
• Program evaluation  
• Learning Health Systems research |

---

*Information is from the F2C Dissemination Phase section of a document.*
## F2C Impact Phase

<table>
<thead>
<tr>
<th>F2C Phase Questions and Outcomes</th>
<th>F2C Phase Objectives</th>
<th>F2C Phase Exemplar Methods</th>
<th>F2C Phase Research Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key questions to be answered and outcomes to be assessed</td>
<td>Actions to be taken by the research team and partners</td>
<td>Research methods particularly relevant to co-design research products and evaluate and iterate “fit to context” outcomes</td>
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</tbody>
</table>

### F2C Impact Phase

**To what extent does the product demonstrate a sustained equitable impact on health and continued fit to context over time in real-world contexts?**

- Demonstrate equitable impact of research product(s) and active dissemination and sustainability plans at scale.
- Monitor and adapt research product(s), dissemination, and sustainment plans to ensure fit to dynamic context in real-world settings and populations.

**F2C Phase Exemplar Methods**
- Pragmatic trial designs
- Real-world evidence/observational methods
- Economic and cost analysis
- Hybrid implementation/effectiveness trials
- Policy analysis
- Fidelity and adaptation methods
- De-implementation methods

**F2C Phase Research Approach**
- Larger scale, pragmatic trials
- Demonstration projects
- Quality improvement
- Public health surveillance
- Program evaluation
- Learning Health Systems research
Designing for Dissemination and Scale-Up of Equitable Access to Treatment for COVID-19

Case Example
Dissemination, Implementation, and Real-World Effectiveness of Neutralizing Monoclonal Antibody Therapy for COVID-19

Using a type 2 hybrid implementation-effectiveness design:

• Aim 1: Assess barriers and facilitators to use of mAbs statewide, based on diffusion of innovations theory

• Aim 2: Develop, implement, and evaluate innovative strategies statewide to optimize equitable mAb access

• Aim 3: Determine the real-world effectiveness and safety of mAb treatment in high-risk COVID-19 outpatients

Goals

• Develop scalable infrastructure for real-time, implementation and real-world effectiveness data for mAb treatment

• Help policymakers, clinicians, and patients manage issues of uncertainty, risk, urgency, equity, and resource limitation

• Create a model for rapidly generating high quality real-world evidence in infectious disease pandemics and other future public health emergencies

NCATS 3UL1TR002535-03S3; 3UL1TR002535-04S2 (03/15/2021-04/30/2023)
July 14, 2021

Bamlanivimab plus Etesevimab in Mild or Moderate Covid-19
M. Dougan, A. Nirula, M. Azizad, B. Mocherla, R.L. Gottlieb, P. Chen, C. Hebert,

September 29, 2021

REGEN-COV Antibody Combination and Outcomes in Outpatients with Covid-19
D.M. Weinreich, S. Sivapalasingam, T. Norton, S. Ali, H. Gao, R. Bshore, J. Xiao,

October 27, 2021

Early Treatment for Covid-19 with SARS-CoV-2 Neutralizing Antibody Sotrovimab
Anil Gupta, M.D., Yaneicy Gonzalez-Rojas, M.D., Erick Juarez, M.D.,
Proposed factors related to low utilization of COVID-19 mAbs

- Lack of awareness, interest, confidence in therapies among patients and providers
- Lack of interest/ability/resources to travel to treatment sites
- Requirement to defer vaccination
- Lack of access to health care
- Out of pocket costs
- Seeking treatment too late
<table>
<thead>
<tr>
<th>Phase</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conceptualization</td>
<td>Establish partnerships, Diffusion of innovations, Surveys and interviews</td>
</tr>
<tr>
<td></td>
<td>with clinicians, Surveys and focus groups with community members</td>
</tr>
<tr>
<td></td>
<td>Stakeholder advisory panel, Community engagement studios, Community</td>
</tr>
<tr>
<td></td>
<td>messaging and materials, Implementation blueprint &amp; provider referral</td>
</tr>
<tr>
<td></td>
<td>checklist</td>
</tr>
<tr>
<td>Design</td>
<td>Regional Health Connectors: distribution of messages and materials to</td>
</tr>
<tr>
<td></td>
<td>regional contacts, Practice-Based Research Networks: distribution to rural</td>
</tr>
<tr>
<td></td>
<td>practices, mAb Colorado project website and social media, Echo Colorado,</td>
</tr>
<tr>
<td></td>
<td>Paid media campaign</td>
</tr>
<tr>
<td>Dissemination</td>
<td>State health department’s mAb connector tool</td>
</tr>
<tr>
<td>Impact</td>
<td>Use of Real-World Data to Evaluate Adoption and Reach</td>
</tr>
</tbody>
</table>
mAb Colorado Partners

- Health organization partners
- Patient survey firm
- Regional Health Connectors
- Media partner
- GIS Mapping collaborator
- Creative design partners
- Community engagement partners
mAb Stakeholder Advisory Panel
Barriers and Facilitators to Use of mAbs for COVID-19

• **Community awareness** of the need for timely testing and effective treatment available for all (not just the wealthy and connected)

• **Clinician education** about monoclonal antibody treatment for COVID-19 including strength of evidence, eligibility criteria, and how to access treatment

• Clear guidance on implementation and use of **referred processes**

• Addressing **inefficiencies in relying upon individual providers** to identify eligible patients, discuss treatment, find a treatment location, and complete a referral

• Assurances regarding **costs of care** especially for the uninsured
Clinician Experience with Referral Systems and Processes

- **mAb referral process**
- **Step 1.** Assess eligibility
- **Step 2.** Discuss treatment with patient
- **Step 3.** Determine treatment location
- **Step 4.** Issue referral and order for treatment

Community Member Survey and Focus Group Insights

- Little baseline knowledge about monoclonal antibody treatment
  - Especially among Spanish-language participants
- Overall positive impression of monoclonal antibody treatment
- Key questions to be answered in information about mAb
  - Who can get it?
  - How can you get it?
  - How much does it cost?
  - What are the side effects?
- Priorities
  - Spread the Word-information about mAb should be shared across all available media
  - Make it easy-reduce barriers to obtaining mAb treatment when needed
  - Don’t make it political-right now mAb treatment is not politicized, keep it that way
  - Equitable access

Health Equity Focus

- Equitable access to care
  - Rural areas
  - Racial and ethnic minorities
    - Hispanic/Latino
    - Spanish-speaking communities
    - Native American communities
  - People who were:
    - Uninsured/underinsured
    - Undocumented
    - Unhoused
Community Engagement Studios

COVID testing site
- flyers/handouts (LPHA to distribute)
- phone provider hotline
- RISA help runs physical site
- run provider hotline
- need a tool to connect to what works best for CLINICS
- Regional Health Directors
- test treat isolate is essential for success
- testing what works
- Great Connections in rural communities
- also direct mailer to zip codes
- Chip Chalip spreading 281 patient today
- Elena Mesa County Partnership
  - need clear direction for the 'ask'
  - Peachnut on the ground support
  - in Grand Junction

Pilot w/ Tri County Health
Community Messaging Materials

See below for materials you can share with members of your organization or community about monoclonal antibody (mAb) treatments for COVID-19.

We are able to provide a limited number of printed materials mailed to you free-of-charge. If you would like to distribute printed materials to members of your organization or community, complete this order form.

www.mAbColorado.org
Health Care Provider Messages & Materials

MONOCLONAL ANTIBODY TREATMENT TO PREVENT SEvere COVID-19

GUIDE FOR HEALTHCARE PROVIDERS

1. Is my patient eligible?
   - Yes
   - No

2. Is my patient interested?
   - Yes
   - No

3. Options to find an infusion center with your patient:
   - Choose an infusion center on the CO-PIV-19 website and complete the online form.
   - Check Colorado Infusion Center Map.

4. How can I arrange treatment?
   - Call the patient’s insurance company to schedule an appointment.

5. Is there a cost for infusion?
   - There is no cost for the medication; the federal government pays for the medication.
   - The infusion facility is covered by Medicare, Medicaid, and commercial insurance. Patients may be billed for co-pays and co-insurance. Self-pay patients may be charged a facility fee for the infusion.

For more information or to find an infusion center near you, call 1-877-332-6585 (English) or 1-877-336-0310 (Spanish), or visit combatcovid.hhs.gov.
COVID-19
Monoclonal Antibody (mAb)
Implementation Blueprint

How to Use This Document
This implementation blueprint includes common resources and specific modules. Modules can be reviewed individually.

OVERALL PURPOSE
Increasing Access to COVID-19 mAbs

This guide aims to provide practical guidance to help clinicians and other key stakeholders increase awareness and access to COVID-19 mAbs for outpatients with mild to moderate SARS-CoV-2 infection. In different Modules, we provide resources and examples of clinical workflows to increase:

- Referral to health care settings offering mAbs
- Intravenous treatment with mAb cocktails
- Subcutaneous treatment (e.g. REGEN-CoV)
- Local public health agency processes for increasing referrals to mAbs

This guide also includes patient and clinician handouts.

Appendix:
Educational Resources
Sample Discharge Instructions
Sample Standing Orders

IV Patient Handout of "What to Expect for Treatment in Clinic"
Capacity Building

- CDPHE mAb Connector Tool and Infusion Center Map
- UCHealth Virtual Health Center (VHC)
- Tri-County Health Department case investigator referrals to the VHC
- Denver Health Urgent Care
- Mobile mAb buses
- Call center
Paid Media Campaign

- Website – www.mAbColorado.org
- Facebook and Instagram ads
- Web banner ads
- Google Search ads
- Direct mail postcards (Adams, Pueblo, Weld Counties)
- Radio partnerships
  - Denver Metro
    - KBNO
    - KQKS
  - Western Colorado
    - KEKB
    - KNZZ
    - KKNN
Paid Media Campaign

Persons Reached by Digital Ads
• Banner Ads: 752,785
• Facebook: 101,587

Facebook Engagement
• Reactions: 2,836
• Comments: 644
• Saves: 567
• Shares: 1296
  • Expands reach exponentially

Digital Ads Impressions Total: 8,733,962

Website Sessions Total: 23,540
Average Time Spent on Landing Page: 50 seconds

Top Website Sessions by City
• Denver: 3,091
• Grand Junction: 1,256
• Colorado Springs: 1,173
• Aurora: 795
• Greeley: 590
• Montrose: 566
• Pueblo: 451
• Lakewood: 402
• Fort Collins: 380
<table>
<thead>
<tr>
<th>Clinical Audiences</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado Department of Public Health and Environment</td>
<td>Dept of Emergency Medicine Town Hall</td>
</tr>
<tr>
<td>Colorado Association of Local Public Health Officials</td>
<td>Urgent Care Association Members</td>
</tr>
<tr>
<td>MHHA (Mile High Health Alliance)</td>
<td>UCHealth Seniors Clinic</td>
</tr>
<tr>
<td>TCHD (Tri-county Health Department)</td>
<td>Berkeley Home Health</td>
</tr>
<tr>
<td>ECHO Webinars</td>
<td>CAFP (Colorado Academy of Family Physicians)</td>
</tr>
<tr>
<td>Practice Learning Collaborative group</td>
<td>CCTSI CU-CSU Summit</td>
</tr>
<tr>
<td>El Paso County Public Health</td>
<td>Geriatric Ground Rounds</td>
</tr>
<tr>
<td>El Paso Board of Commissioners</td>
<td>Quality Health Network (QHN)</td>
</tr>
<tr>
<td>COVID Check Colorado</td>
<td>Colorado Community Health Network (CCHN)</td>
</tr>
<tr>
<td>Pueblo County Provider Roundtable</td>
<td>Centennial LabX</td>
</tr>
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**Number reached through mAb Colorado presentations:**

2,000+ people
Ask your doctor about
TREATMENTS FOR COVID-19

If you or a loved one test positive for COVID-19, treatments are available that can help prevent severe illness.

✔ Test early to see if you have COVID-19.
✔ Treatments are often only available if you take them within five days of when you first felt symptoms.
✔ Some treatments help reduce the risk of hospitalization from COVID-19 by 90%.
✔ Have questions about COVID-19 treatments? Visit covid19.colorado.gov/treatments or call 877-CO-VAX-CO.
✔ Treatments are available at nearly 600 locations across Colorado. Find the nearest location by scanning the QR below.
Unique Providers Referring Monoclonal Antibody Treatment, Colorado, February to December 2021

Total number of unique providers referring patients for monoclonal antibody treatment across all sites (light blue line) and the total number of referrals from these providers (dark blue line).

Delta surge mAb Colorado D&I campaigns launch
Average weekly mAb referral rates by Colorado county over time (November 2020-December 2021)
Colorado Clinical and Translational Sciences Institute (CCTSI)

UNIVERSITY OF COLORADO DENVER | ANSCHUTZ MEDICAL CAMPUS

- Principal Investigators
  - Adit Ginde, MD, MPH
  - Ron Sokol, MD (CCTSI PI)
- Dissemination and Implementation Lead
  - Bethany Kwan, PhD, MSPH
- Clinical Lead
  - Matt Wynia, MD, MPH
- Informatics Lead
  - Tellen Bennett, MD, MS
- Biostatistics Lead
  - Nichole Carlson, PhD
- Administrative Lead
  - Tim Lockie, MS, MBA

mAb Colorado team
Advancing a D4DSE Approach: Recommendations

**Adopt a D4DS mindset**
Consider who will use your product, under what circumstances, and to address what urgent need – design studies to test your product IN and FOR THAT CONTEXT
Expect the need to pivot and adapt over time

**Enhance skills and capacity in the team**
- Team science
- Communication
- Graphic design
- Systems and engineering
- Data science

**Build and leverage systems and infrastructure for distribution and marketing**
- Practice-based research networks
- Cooperative Extension Services
- Public Health Agencies
- Health System Communications

**Incentivize dissemination beyond academic journals and conference presentations**
Promotion criteria includes equity and impact
Questions?

Thank you!

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