NAVIGATING SOURCES OF EVIDENCE

April 26, 2016

Alison Bergum
Evidence Lead
County Health Rankings & Roadmaps
UW Population Health Institute
County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

www.countyhealthrankings.org
WHERE DO WE LOOK TO FIND STRATEGIES THAT CAN IMPROVE HEALTH FOR ALL?
OUTLINE

Decision making poll
Evidence assessment landscape

*What Works for Health* tour

Other relevant rating organizations

Strategy selection criteria
WHAT CRITERIA WOULD YOU LIKE A PHYSICIAN TO USE IN DECIDING HOW TO TREAT YOU?

1. Intuition (gut feeling) about what will be effective
2. What they have heard from co-workers is effective
3. Past experience with similar situations
4. Results of controlled experimental studies that show a method is helpful
5. What they know by critically reading the literature in their field

Adapted from: E. Gambrill, Critical Thinking for Helping Professionals
CONSIDERATIONS IN EXPLORING EVIDENCE

- Scope/content area
- Types of interventions
  - Named programs
  - Policy, system, environmental changes
- Labels
  - Intervention-focused
  - Study-focused
- Methods
SOURCES TO EXPLORE

- The Campbell Collaboration Library of Systematic Reviews
- The Community Guide to Preventive Services
- What Works Clearinghouse
- What Works for Health
WHAT WORKS FOR HEALTH

- Health behaviors
- Clinical care
- Social & economic factors
- Physical environment

www.countyhealthrankings.org/what-works-for-health
WHAT WORKS FOR HEALTH EVIDENCE RATINGS

- Scientifically Supported
- Some Evidence
- Expert Opinion
- Insufficient Evidence
- Mixed Evidence
- Evidence of Ineffectiveness
RATING EVIDENCE

- Literature search
  - Peer-reviewed
  - Grey literature
  - Rating organizations

- Considerations
  - Number of studies
  - Type of studies
  - Study quality

Graphic from Public Health Law Research (PHLR)
WHAT WORKS FOR HEALTH TOUR

Find effective programs and policies at
www.countyhealthrankings.org/what-works-for-health
CAMPBELL COLLABORATION

- Systematic reviews
- Social & economic factors
  - Largely crime & justice, social welfare, education
- Consortium of researchers

www.campbellcollaboration.org/lib/
THE COMMUNITY GUIDE

- Systematic reviews
- Public health
  - E.g., Alcohol, obesity, cancer, social environment, health equity
- Centers for Disease Control and Prevention (CDC)

www.thecommunityguide.org
WHAT WORKS CLEARINGHOUSE

- Systematic reviews
- Education
  - E.g., academic achievement, dropout prevention, student behavior
- Institute of Education Sciences (IES), US Department of Education

STRATEGY SELECTION: EVIDENCE PLUS

- Evidence “fit”
  - Strength of evidence
  - Priority outcome

- Community “fit”
  - Capacity
  - Resources
  - Readiness
  - Values
STRATEGY SELECTION: TOOLS & RESOURCES

- WWFH implementation resources
- CHOOSE Tools
  - Policy Advocacy Choice Tool
    [www.countyhealthrankings.org/resources/policy-advocacy-choice-tool](http://www.countyhealthrankings.org/resources/policy-advocacy-choice-tool)
  - Intervention Planning Matrix
    [www.countyhealthrankings.org/resources/intervention-planning-matrix](http://www.countyhealthrankings.org/resources/intervention-planning-matrix)
  - Criteria for Choosing Promising Practices and Community Interventions (from the Community Toolbox)
  - Evidence in Action—A Guide to Selecting Effective Prevention Strategies (from the Health Policy Institute of Ohio and the Ohio Department of Health)
KEY TAKEAWAYS

‣ There are a lot of web sites and organizations that can help you find evidence

‣ Each site is unique

‣ Evidence is an important part of decision making, but not the only part

‣ Use an ‘evidence-plus’ approach
THANK YOU!

www.countyhealthrankings.org

University of Wisconsin Population Health Institute
Madison, WI
match-info@match.wisc.edu
(608) 265-8240