

# Tailoring Your Knowledge Translation Strategies for Your Intended Users

KTDRR's 2023 Virtual KT Conference

November 6, 8, and 9

Center on  
**KNOWLEDGE TRANSLATION FOR  
DISABILITY & REHABILITATION RESEARCH**

# Success and Failure in Disseminating a “Publication Snapshot”

## Lessons Learned from Partnering with External Organizations

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# RTC:Rural Presenters

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- Jeff Gutierrez, MA, Knowledge Translation Coordinator

# NIDILRR Acknowledgment

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# Background

- The idea started with a tour of Studio 1 at Mansfield Library, including audio and video recording equipment.
- This was a new process for us.
- The goal was to create a format we could replicate on future projects.



# Idea, Target Audience, and Format



**Idea:** Create content based on a recently published paper about health coaching for people with disabilities.

**Target Audience:** Health coaches who may be interested in new research applicable to the field.

**Format:** A short “Publication Snapshot” video.

# Creating the Video

- 6-week process for the KT team and our graphic designer, including changes and out of office.
- Linked to a blog post on our website that included the research paper for tracking purposes.

## **Health coaching for people with disabilities: An exploratory mixed-methods study**

Krys Standley, Craig Raveslout, Rayna Sage, and K. Ann Sondag  
June 2022

Click on the image below to watch the Publication Snapshot video.



# The Video

<https://www.youtube.com/watch?v=u0Df1-tzCzY>



# Disseminating the Video – Take 1



Originally identified organization.



Krys is a board-certified Health and Wellness Coach and knew of a research-dissemination campaign to highlight health coaching research.



This campaign, which was hosted by a health coaching networking organization, shared a new peer-reviewed study every Tuesday.



We tailored the video to their audience of health coaches and worked directly with a content leader from the organization.



The process seemed to be good, but the result was a disappointment.

# Initial Results

- The video was shared buried in a larger write-up on LinkedIn.
- Felt like we created free content for the organization to promote itself, rather than a mutually beneficial partnership.
- We did not see increased readership as a result.

Disabilities impact us all.

61 million or 26% of adults in the United States live with a disability, and according to the Centers for Disease Control and Prevention:

✓ 2 in 5 adults aged 65 years and older have a disability.

✓ 1 in 4 women have a disability.

✓ 2 in 5 Non-Hispanic American Indians, Alaska Natives have a disability.

⚡ Disability also impacts health; the #CDC reports adults living with disabilities are more likely to have obesity, heart disease & diabetes, and smoke.

🌸 For this week's . feature, we're thrilled to highlight research conducted by one of our Pillar Network members, [Kyr Standley](#).

📄 A 2022 study by the Rural Institute for Inclusive Communities at the [University of Montana](#) piloted a health-coaching intervention for #peoplewithdisabilities with a disability-specific curriculum to evaluate the intervention's effects on health-related quality of life and health behavior change.

The coaching intervention comprised one-on-one weekly coaching for up to 12 weeks titled Health My Way. 51 participants were recruited from the longitudinal survey with post-coaching intervention quantitative and qualitative results as follows:

▶ Statistically significant effects on poor-health days due to physical and mental health from 13.115 to an average of 10.766 days per month.

▶ Poor health days due to physical health issues decreased from 13.650 to 11.453 per month.

▶ Poor health days due to mental health issues decreased from an average of 12.132 to 9.540 days per month.

▶ Statistically significant increase in physical activity reported by the Health Promoting Lifestyle Profile, HPLP II subscale.

💬 "[My coach] just guided, she didn't, you know, she didn't try to micromanage me. [...] she didn't tell me what to do, but she would, you know, if I said something that I felt was relevant and important, she encouraged me to take that action." (Study participant: widowed woman, age 80)

# Disseminating the Video – Take 2



Team debriefed and did a Plus/Delta on the process.



We got another shot! Krys reached out to the National Board for Health and Wellness Coaches, which has a social media presence through Facebook.



Krys shared a summary of the research and our video, and asked if they would be interested in sharing the information.



The account administrator replied with an enthusiastic response!



And welcomed future sharing around anything else that may be of interest to the health coaching community.

# Improved Results!

- NBHWC offered to:
  - Share our video on their Facebook, Instagram, and LinkedIn pages.
  - Share our paper, video, and the RIIC website with their Chair of the DEIA Commission, and the Chair of their Research Commission.
  - Share this content on their internal website, which connects 4,000+ health coaches.
  - Also ensured they shared a copy with a Mayo Clinic physician working to update the Compendium of Health & Wellness Coaching Literature.

# Lessons Learned

- When working with outside organizations,
  - We need to build in a process to vet the deliverable.
  - **Valuable to think critically about the interests of the disseminator.**
  - We need to name the benefit to RIIC and see that it happens.
- Our video process worked great! But we are still learning.
  - Want to shorten them in the future.
  - **Consider the benefits of tailoring for a limited group vs. expanding the audience.**
  - Our website is not ideal for video sharing.



# Q&A

 <https://www.umt.edu/rural-disability-research/>


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