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CENTER on KNOWLEDGE TRANSLATION
for EMPLOYMENT RESEARCH

NIDILRR Employee Grantees Strategies for Outreach to Business: Strategies to Inform the Design of Knowledge Translation

Kathleen M. Murphy
KmMurphy@air.org

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KTER Center

800-476-6861 | www.sedl.org

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Theoretical Domains Framework (French et al., 2012)

- Who needs to do what, differently?
- Using a theoretical framework, which barriers and enablers need to be addressed?
- Which intervention components (behaviour change techniques and mode(s) of delivery) could overcome the modifiable barriers and enhance the enablers?
- And how can behavior change be measured and understood?

Overview of KTER's Research related to Business

R.1) Fong, Murphy, Westbrook, & Markle. (2015). Behavioral, psychological, educational, and vocational interventions to facilitate employment outcomes for cancer survivors: a systematic review. *Campbell Systematic Reviews*.

Found that **multi-pronged** approaches that incorporate information or educational training, counselling or coping skills sessions, and physical exercise are most effective in helping employed patients with cancer return-to-work.

Overview of KTER's Research related to Business

R.2) Conducted 12 focus groups with members of the business community, asking them to describe factors that impede or facilitate the use of employment research in particular, and information more generally.

R.3) Based on R2 findings, designed KT strategy to be tested for effectiveness in promoting use of information about federal legislation regarding reasonable accommodations for employees with cancer

Research Questions for R3

Does **follow-up technical assistance** (*KT strategy tested, using cluster randomized controlled trial*)

- offered to employers, (*target audience*)
- who attend a webinar and receive other informational resources (*KT strategy delivered to all participants*)
- delivering information about ADA and other federal legislation regarding reasonable accommodations for employees with cancer (*content*)
- help to sustain knowledge gains (*outcome 1*)
- and promote application? (*outcome 2*)

Outcome Measurement

Targeted outcome	Measurement Technique
Knowledge	Pre- post-test of knowledge (Criterion-based, 14 items)
Behavior	3-month check on knowledge retention and for behavioral change

Barriers and Intervention Components

Barrier	Mode of Delivery Design Feature
Value for other kinds of information; Time (timely)	Research findings presented along with information about recent amendments to the Americans with Disabilities Act (ADA)
Time (fragmented)	60-min webcast; archived for 24/7 access; follow-up information that can be reviewed as convenient to user
Time (scarce resource)	Research findings coupled with information related to “bottom-line” because knowledge of webcast content a legal mandate

Facilitators and Intervention Components

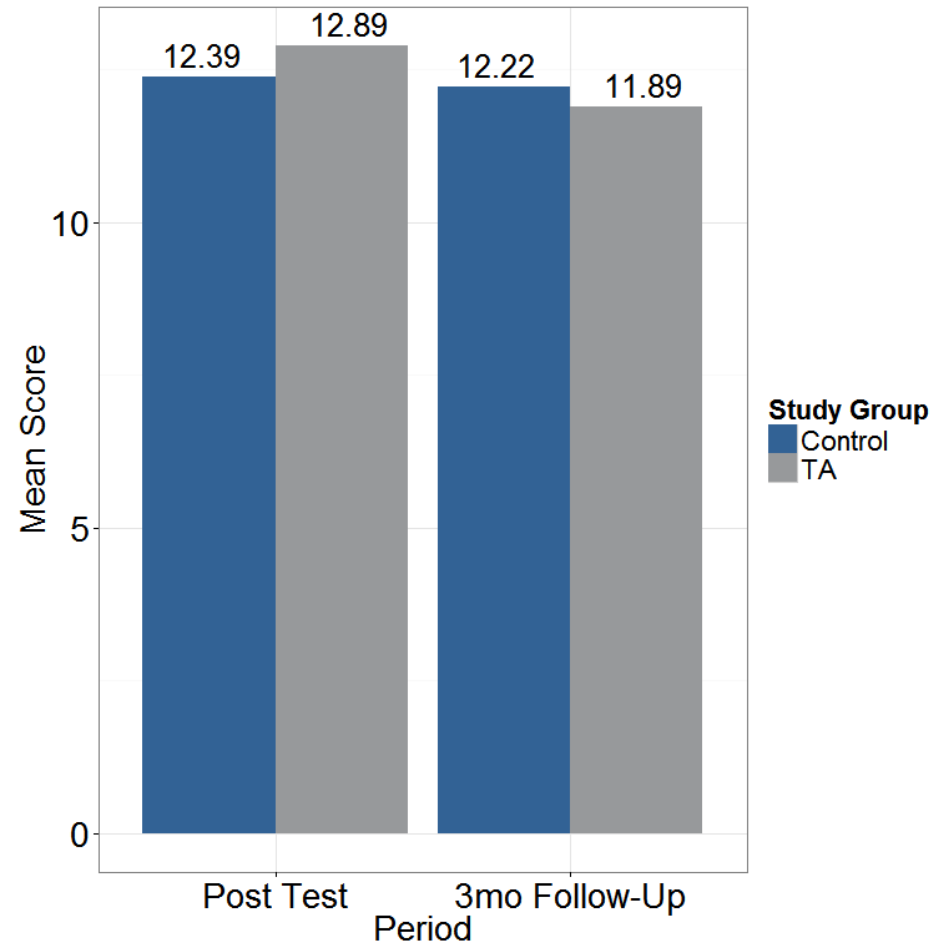
Facilitator	Mode of Delivery Design Feature
Compliance orientation	Facilitator from enforcing agency (Equal Employment Opportunity Commission): Mr. Joe Bontke
Relation of information to their own company	Add-on of follow-up technical assistance with facilitator and Job Accommodations Network for tailored information provision
Value for research-based employee training	Facilitator an experienced trainer; offer of HRCI and CRC credit
Focus on a specific population	Kept focus on employees with cancer

Attrition

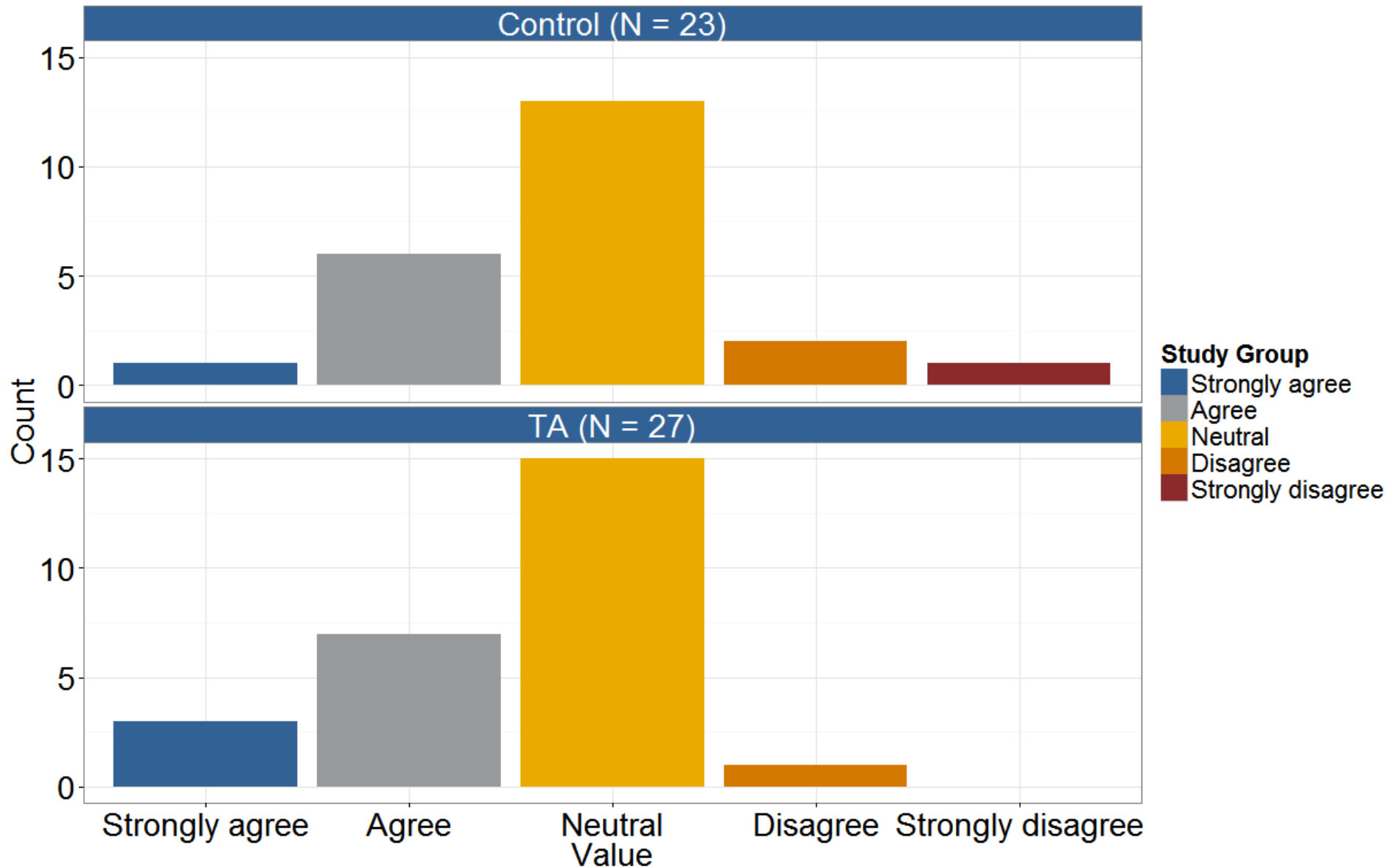
- 107 individuals completed pre-tests, post-tests, and were randomized to be eligible to receive TA
 - 55 randomized to be eligible to receive TA
 - 52 randomized to control
- 50 individuals completed follow-up tests
 - 27 TA
 - 23 control
- The level of attrition was roughly equivalent for both groups
 - 49.1% TA
 - 44.2% control

Effects of TA

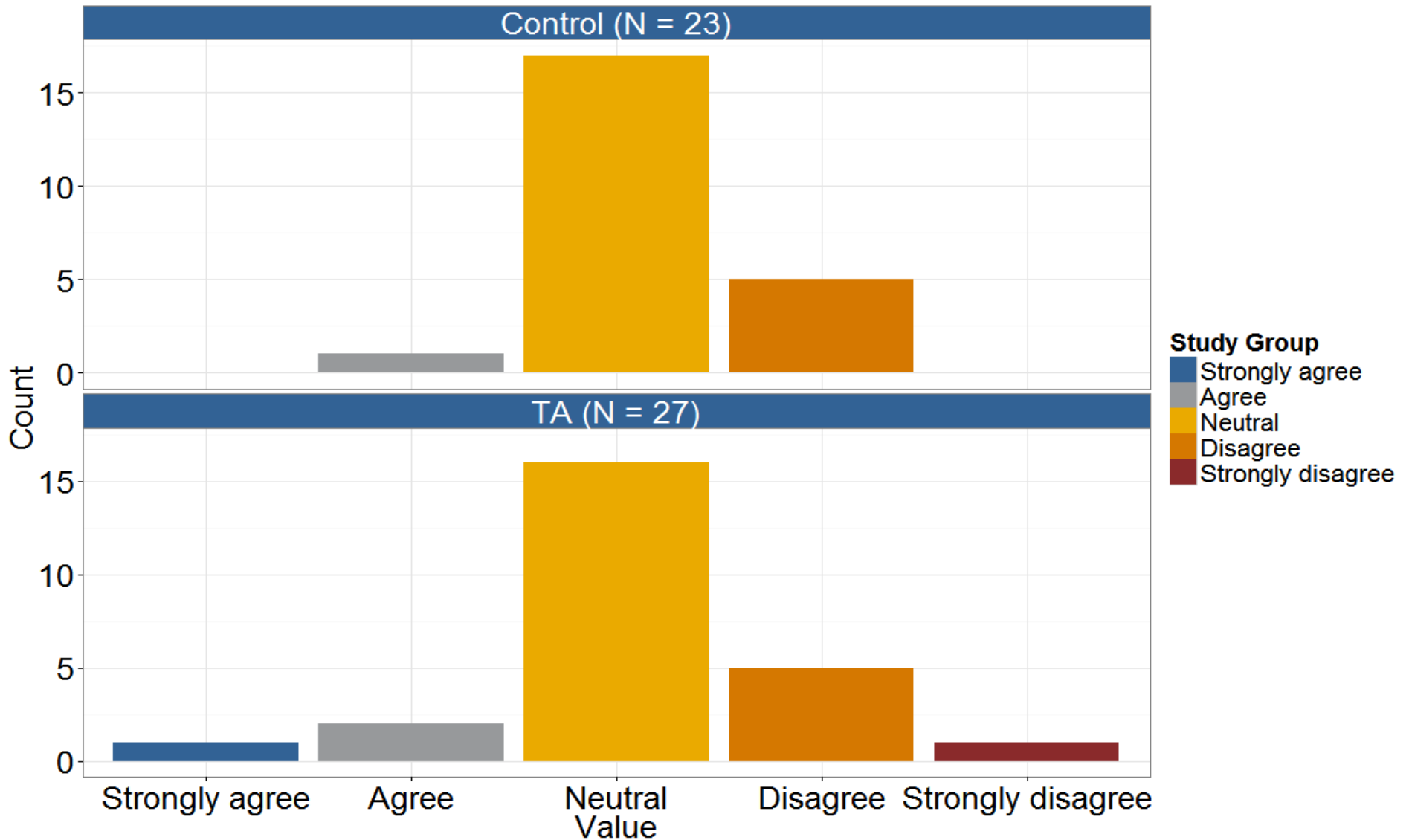
- No individuals in the TA group used TA
- No difference in the post-test to follow-up scores between those randomized to be eligible for TA and the control group ($b = -.83$, $p > .18$)



Individual Change



Organizational Change



Qualitative follow-up

- Conducted follow-up interviews with those who reported changes to find out more. Most did not comment; those who did said change had to do with being more careful about confidentiality of employee data

Subject Recruitment and Retention: Strategies for Research Participants from the Business Community

- Endorsements (effect not measured)
- Gift cards (effect not measured)
- Continuing education credits as incentive: impact on retention
- Renting lists: costs per enrollee

Effects of CRCC Incentives

- 53 of the original 209 individuals (17%) elected to receive rehabilitation counseling continuing education units (CRCC) as an incentive for completing post- and 3mo follow-up tests.
- We found no significant relationship between CRCC incentives and retention at:
 - Post-test (OR = .78, $p > .45$)
 - Follow-up (OR = .75, $p > .51$)

Effects of HRCI Incentive

- 309 individuals initially signed up and participated in the webcast
- 183 of these individuals (59%) elected to receive human resources continuing education units (HRCI) as an incentive for completing post- and 3mo follow-up tests
- We found no significant relationship between HRCI incentives and retention at:
 - Post-test (OR = 1.10, $p > .69$)
 - Follow-up (OR = .64, $p > .14$)

SHRM e-blast

- Cost: \$2748.07 for one e-blast
- Emails sent: 5065
- Emails opened: 380 (7.5%)
- Clicks: 83 (21.8%)
- **Enrolled: 26 (31.3%)**

- *Cost per enrollee = $26/\$2700 = \105.70*

HR.com e-blasts

- Cost: \$5700 for two e-blasts
- Emails sent: 10,046, then 10,043
- Emails opened: 1116 (11.1%); 983 (9.78%)
- Clicks: 190 (3.4%); 158 (3.21%)
- **Enrolled: 71 + 53 = 124**

Cost per enrollee = 124/\$5700 = \$45.97

Budgeting for ‘cold’ business recruitment

Mean cost/enrollee using both methods: $150/\$8448.07 = \56.32

Assume target N of 76 and 66% attrition: Need 228 enrollees.

Rented lists: \$56.32 (228)	\$12,840.96
<u>Gift cards: \$25 (76)</u>	<u>\$1900.00</u>
Total:	= \$14,740.96

Thoughts about future research

- Importance of context of decision-making: if no employee currently has cancer, no need to change behavior. Akin to emergency response training.
- Related: importance of longer-term follow-up
- Importance of measuring changes in behavioral intent
- Distinguishing between business (private industry) and employers (including government)

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Disclaimer

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Contact Information

Kathleen M. Murphy, PhD

Senior Researcher

KmMurphy@air.org

SEDL/AIR

4700 Mueller Boulevard

Austin, TX 78723-3081

512-476-6861

TTY: 512-391-6578



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KmMurphy@air.org

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