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

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KTER Center
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


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

<table>
<thead>
<tr>
<th>Targeted outcome</th>
<th>Measurement Technique</th>
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<tbody>
<tr>
<td>Knowledge</td>
<td>Pre- post-test of knowledge (Criterion-based, 14 items)</td>
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<tr>
<td>Behavior</td>
<td>3-month check on knowledge retention and for behavioral change</td>
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## Barriers and Intervention Components

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

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

Control (N = 23)

TA (N = 27)

Study Group
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
Organizational Change

Control (N = 23)

TA (N = 27)

Study Group:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Count

Strongly agree Agree Neutral Value Disagree Strongly disagree
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%)

\[
\text{Cost per enrollee} = \frac{26}{2700} = \$105.70
\]
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
Gift cards: $25 (76) $1900.00

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)
References


References, cont.


Disclaimer

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