An integrated approach to knowledge transfer and communication for occupational health and safety

Dwayne Van Eerd & Ron Saunders, IWH
CIRPD webinar
October 25, 2017
Overview

• About the Institute for Work & Health

• Integrated Knowledge Transfer and Exchange at IWH
  o Engaging stakeholders/knowledge users
  o Communications

• Measuring Reach and Impact
Who we are

The Institute for Work & Health is a not-for-profit research organization based in Toronto, Canada.

We conduct and share research to protect and improve the health of working people. Our research is carried out in two broad domains:

1. preventing work-related injury and illness
2. improving the health and recovery of injured workers
Who are the users of IWH research?

Health and safety practitioners: ergonomists, consultants
Workplaces (including managers and worker representatives)
Workers and injured worker associations
Employers and employer associations
Unions
Workers’ compensation boards
Government
Clinical practitioners: physiotherapists, kinesiologists, chiropractors, occupational therapists, nurses
Disability management professionals
Integrating knowledge transfer and exchange

IWH has a team dedicated to supporting the integration of knowledge transfer and exchange (KTE) in all our work

KTE goal: to make relevant research evidence accessible through interactive engagement with specific audiences to help inform practice, planning and policy-making
KTE Team

Communications

Manager Communications

Communications Associate
Newsletters, Media Relations

Web & Design Coordinator

Communications Assistant
Internal Communications, Product Design

Director KTE

Stakeholder Engagement

Contact Relations Coordinator & Web Assistant

Knowledge Exchange Associates
Stakeholder Relations, Grant & Project Support, Network Coordination
1. Build stakeholder networks and relationships

2. Build stakeholder/knowledge user engagement into research process

3. Enhance capacity in our audiences to better understand and make use of evidence

4. Develop tools, communication technologies and techniques that facilitate the dissemination and application of research evidence
Integrated KTE strategies and activities

- Networks and relationships
- Engage KU in research process
- Communicate findings
- Build capacity to use research

KTE
Networks and relationships

- Regular meetings with:
  - health and safety system partners
  - policy officials
  - influential practitioners
Engage KU in research process

- Regular consultations on emerging issues
- Pre-grant focus groups/consultations
- Stakeholder participation in advisory committees or as research team members
- Follow ups to identify how research is used
Communicate findings

- Evidence-based tools/guidelines
- Newsletters (*At Work, IWH News*)
- Research summaries
- Summaries of systematic reviews (*Sharing Best Evidence*)
- Briefings on policy issues (*Issue Briefing*)
- Via our website, social media, e-alerts
Build capacity to use research

• “What Researchers Mean By” column

• Workshops on:
  - how to conduct systematic reviews
  - research methods

• Consultations with knowledge users
Stakeholder engagement spectrum

Advisory committee
Gives advice at key stages of the project (i-KTE)

Network members
Provide feedback on relevance; give advice on new projects (ep-KTE/i-KTE)

Research team participant/collaborator
Helps with: intervention planning and implementation, data collection, general feedback (i-KTE)

Co-investigator
(Full member of the research team)
Collaborates/helps in: forming the research question, planning the project, executing the project, making sense of the outcomes, framing the messages, writing final papers and presentations (i-KTE)

Focus on dissemination

+Uptake, use, and impact
Integrating KTE into the research process

- Identifying emerging issues
- Developing research plans
- Supporting grant applications
- Fine tuning research strategies
- Reviewing draft findings
- Disseminating results

Build Networks

Build capacity to use research
Measuring reach and impact
Measuring reach

- We track numbers of people who receive and view IWH products.

- Examples:
  - Web visitors
  - Downloads
  - Subscribers
  - Twitter and LinkedIn followers
Measuring impact

• Tracking use of our work and documenting impact on policies, practices and health and safety outcomes

• Difficult to do quantitatively. We rely mainly on testimonials and case studies

• Case studies tell stories of use and/or impact of our work

• We identify case study candidates through testimonials, advisory committees, research collaborations, and by monitoring reports of WSIB and MOL. (Our integrated approach to KTE helps us identify impact.)
Research Impact Model

Type 1 case study: Evidence of the diffusion of research
Evidence that IWH research is referred to by external stakeholders

Type 2: Evidence of research informing decision-making
Evidence that IWH research affects legislation, policies, programs, workplace practice or clinical practice

Type 3: Evidence of societal impact
Evidence that IWH research contributes to changes in outcomes, e.g. work injury/illness rates, disability duration (Attribution a challenge—but occasionally a policy official is explicit)
Research impact case study categories

**Type 1:** Evidence of diffusion of research evidence
- Common, simple to document

**Type 2:** Evidence of research informing decision-making
- Less common, moderate effort to document

**Type 3:** Evidence of Societal impact:
- Health benefits,
- Economic benefits
- Attribution and benefits difficult to estimate
Examples of Impact

• Improving prevention of work-related **musculoskeletal disorders**

• Identifying **leading indicators of OHS outcomes**

• Developing conceptual framework and survey tool regarding the **vulnerability** of individual workers to work injury or illness

• Improving **accommodation and return to work** practices

• Changing the focus **from young workers to new workers**
New and Young Workers

Safe At Work Ontario

Workers new to a job are three times more likely to be injured during the first month on the job than more experienced workers.

"Young workers" are under the age of 25. "New workers" can be of any age who are on the job for less than six months or who are assigned to a new job.

Between 2011 and 2015, 33 young workers aged 15 to 24 died in work-related incidents, according to Workplace Safety and Insurance Board (WSIB) statistics. In 2015, five young workers died.

Between 2011 and 2015, the WSIB approved 21,689 lost-time claims from young workers. In 2015 alone, injuries to young workers resulted in more than 6,400 lost-time claims. More than 60 per cent (4,072) of those claims were from male workers.

In 2015, many of the injured young workers aged 15 to 19 years old were food counter attendants and kitchen helpers. Many of the injured young workers aged 20 to 24 years old were labourers in processing, manufacturing and utilities.

Most injuries and fatalities can be prevented.

Some general duties of workplace safety:

NEW WORKER ORIENTATION GUIDE

Make your first impression count. Your new worker orientation sets the tone: for you, as the employer, and your expectations; and for your workers and how they see themselves as safe and productive members of your team.

A new worker can take many forms – newly hired, transferred, promoted, re-hired, temporary or contract employees, or a returning worker (for example: injury, illness, maternity leave, leaves of absence).

According to the Ontario Ministry of Labour, a new worker can be:

- Any new hire – permanent or temporary, including supervisors, with or without experience in your industry
- Student workers, co-op placements or apprentices
- Contractors and/or subcontractors
- Your current workers who are assigned new jobs
- Visitors to your workplace who need to know the general rules
Acknowledgment

The Institute for Work & Health operates with the support of the Province of Ontario.

The views expressed in this document are those of the authors and do not necessarily reflect those of the Province of Ontario.
Keep up on evidence-based practices from IWH

Sign up online for our monthly e-alerts, our quarterly newsletter, event notifications and more: [www.iwh.on.ca/e-alerts](http://www.iwh.on.ca/e-alerts)

Follow [@iwhresearch](https://twitter.com/iwhresearch) on Twitter: [www.twitter.com/iwhresearch](http://www.twitter.com/iwhresearch)

Connect with us on LinkedIn: [www.linkedin.com/company/institute-for-work-and-health](http://www.linkedin.com/company/institute-for-work-and-health)

Subscribe to our YouTube channel: [www.youtube.com/iwhresearch](http://www.youtube.com/iwhresearch)

This document/slide is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License: [http://creativecommons.org/licenses/by-nc-nd/4.0/](http://creativecommons.org/licenses/by-nc-nd/4.0/).