



CO-OPS Collaboration
*enabling best practice to create
healthier communities*

Impact of a national knowledge translation & exchange platform to support community- based obesity prevention implementation

T Pettman, E Waters, R Armstrong, T Gill, S Allender, P Love,
S Boylan, J Whelan, K Bolton, J Coveney, S Booth, B Swinburn

AIC, Sydney – September 2014



www.co-ops.net.au



Like



@CO_OPS



CO-OPS Collaboration

*enabling best practice to create
healthier communities*

- Policy, decision-making
- Research
- Practice/service delivery
- Other / on the fence





CO-OPS – why

- Community-based initiatives (CBIs) promising evidence
- Differing interventions, methods, lack of information-sharing
- Need systematic approach to support Knowledge translation and exchange
- CO-OPS: KTE to link and support CBIs



Allender et al. *BMC Public Health* 2011, **11**:132
<http://www.biomedcentral.com/1471-2458/11/132>



CORRESPONDENCE

Open Access

The development of a network for community-based obesity prevention: the CO-OPS Collaboration

Steven Allender^{1,2*}, Melanie Nichols¹, Chad Foulkes¹, Rebecca Reynolds¹, Elizabeth Waters³, Lesley King⁴, Tim Gill⁴, Rebecca Armstrong³, Boyd Swinburn¹

Abstract

Background: Community-based interventions are a promising approach and an important component of a comprehensive response to obesity. In this paper we describe the Collaboration of Community-based Obesity Prevention Sites (CO-OPS Collaboration) in Australia as an example of a collaborative network to enhance the quality and quantity of obesity prevention action at the community level. The core aims of the CO-OPS Collaboration are to: identify and analyse the lessons learned from a range of community-based initiatives aimed at tackling obesity, and; to identify the elements that make community-based obesity prevention initiatives successful and share the knowledge gained with other communities.

Methods: Key activities of the collaboration to date have included the development of a set of Best Practice Principles and knowledge translation and exchange activities to promote the application (or use) of evidence, evaluation and analysis in practice.

Results: The establishment of the CO-OPS Collaboration is a significant step toward strengthening action in this area, by bringing together research, practice and policy expertise to promote best practice, high quality evaluation and knowledge translation and exchange. Future development of the network should include facilitation of further evidence generation and translation drawing from process, impact and outcome evaluation of existing community-



CO-OPS – what

- KTE and CoP evidence, theory, prev. experience, stakeholder preferences
- Implement KTE activities with CBIs – KTA model
- **Push** (e.g. resources, dissemination), **Pull** (e.g. training) and **Exchange** (relationship between knowledge users, producers e.g. knowledge broker)
- Evaluation



Inputs

Executive Group

Deakin Uni, UoM,
USyd, Flinders Uni

- Director
- Knowledge broker
- Admin
- Comms and marketing

Deakin Uni

Guiding theory and perspectives: Diffusion of innovations;
Knowledge translation & exchange; Communities of

Assumptions: That dissemination, networking and training will increase practitioner's access, knowledge, confidence,

Contextual Factors:
- Decision-making and practice structures, systems
- Organisation size and structure

Research & Evaluation fellows

Deakin Uni, UoM,
USyd, Flinders Uni,

Advice & support

CO-OPS offers guidance and support and will be able to assist you with any queries relating to project planning, evaluation, data collection, management and resources. If we don't know the answer, we'll endeavour to find it or put you in contact with someone who does.

We recognise that there are a range of different initiatives throughout Australia of varying size and scope, each with an important role in community-based obesity prevention. The CO-OPS Collaboration aims to develop resources and support systems that account for these differences.

CO-OPS employs a Knowledge Broker who is available to CO-OPS network to facilitate the knowledge translation process. What is a knowledge broker?

We help you access and translate research and evidence that will assist you in the following areas:

Planning
 Having a strong plan is paramount in order to design a successful project. CO-OPS can provide planning tools and logic models to help you get started.

Implementation
 CO-OPS can advise and support you to ensure quality implementation. We can help you maximise the use of resources and assess the strengths and weaknesses of your plan.

Data Gathering
 Your baseline data will drive your health promotion initiative. CO-OPS can help you gather research articles about your identified issue and suggest tools to help you analyse the data.

Evidence-informed practice
 Use evidence to increase the potential effectiveness of your health promotion initiatives.



CO-OPS Collaboration

enabling best practice to create healthier communities



CO-OPS Collaboration
enabling best practice to create healthier communities

CONNECT WITH CO-OPS:

[f](#) [t](#) [YouTube](#) [in](#)

SIGN IN TO YOUR CO-OPS ACCOUNT:

Email Address:

Stay signed in. [SIGN IN](#)

HOME

SERVICES

ABOUT

RESOURCES

CONTACT



CO-OPS Short Course: Obesity Prevention - health promotion practitioner's perceptions of effective engagement with vulnerable groups.
 Locations determined by demand [Read more](#)

Register with CO-OPS

If you are passionate about community-based obesity prevention, you are not alone. Join the CO-OPS network comprising health professionals, policy officers, researchers and clinicians. Registration is free and allows you to access CO-OPS resource library and forum.

[REGISTER WITH CO-OPS](#)

CO-OPS is an initiative funded by the Australian Government.

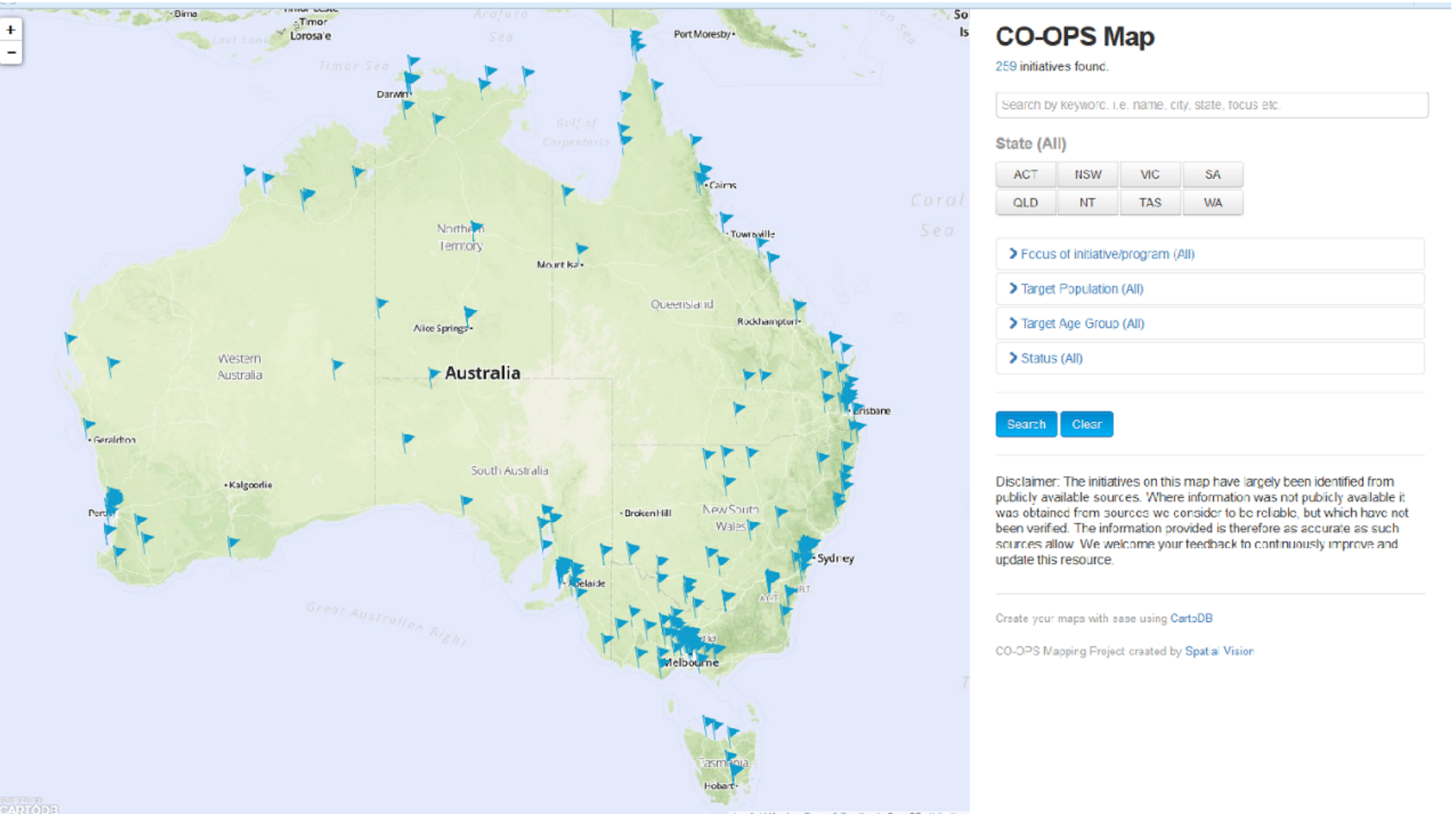
CO-OPS is the link between research, policy and practice to ensure best practice and ongoing cooperation in the promotion of healthy eating, regular physical activity and healthy weight as key factors to help prevent obesity and other chronic diseases.

[Learn more.](#)

CO-OPS map – obesity prevention CBI

<http://www.co-ops.net.au/map>

Whelan J, Love P, Romanus A, Pettman T, Bolton K, et al. (2014) *A map of community based obesity prevention initiatives in Australia following obesity funding 2009-2013* In press, Aust NZ J Public Health





evaluation

Objective (What)	Purpose (Why)	Method / Indicator (How)
FORMATIVE		
Member needs	Actions based on need	
Expectations	Actions delivered according to expectations	
PROCESS		
Experiences	Activities meet expect'ns	
Reach	Reach existing & new members	
Dose	Dose of activities delivered	
Adoption	Activities adopted /used	
Quality, range, cost	Delivered as planned/adapted, responsive, costed	
Alignment/ coordination	Coordinate with national & state efforts	
CO-OPS overall implementation	Implemented as planned or adapted, Contributes to evidence base	



evaluation

Objective (What)	Purpose (Why)	Method / Indicator (How)
IMPACT		
Use of CO-OPS tools, evidence, resources	Tools and resources used to inform best practice	
Networking / Information-seeking	Contribute to networks for information sharing	
Improvements in practice	Contributes to improvements in access, confidence, skills	
Economic assessment	Value for investment, willingness to pay	



results (1)

Membership growth

- Increased 108% from 940 (2007-11) to 1954 (2012-14) members

Website

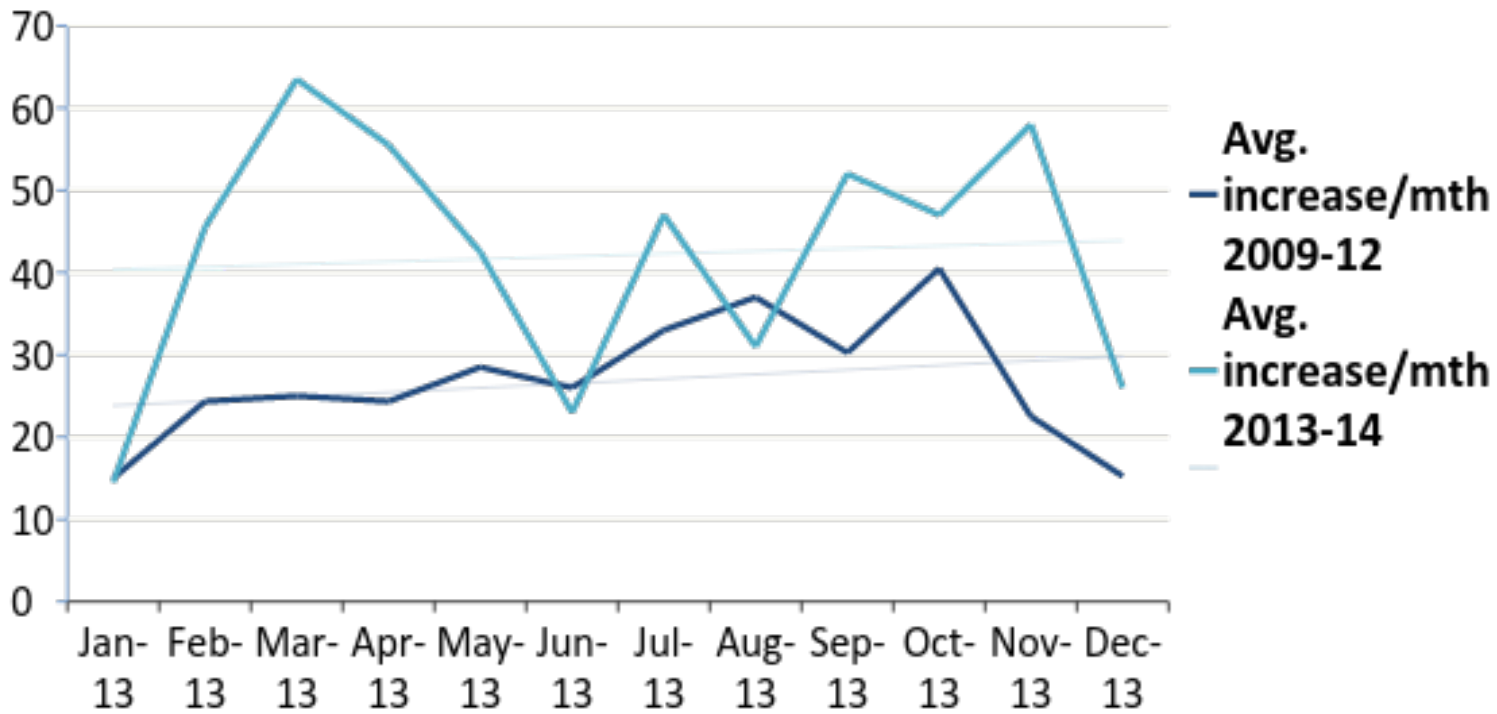
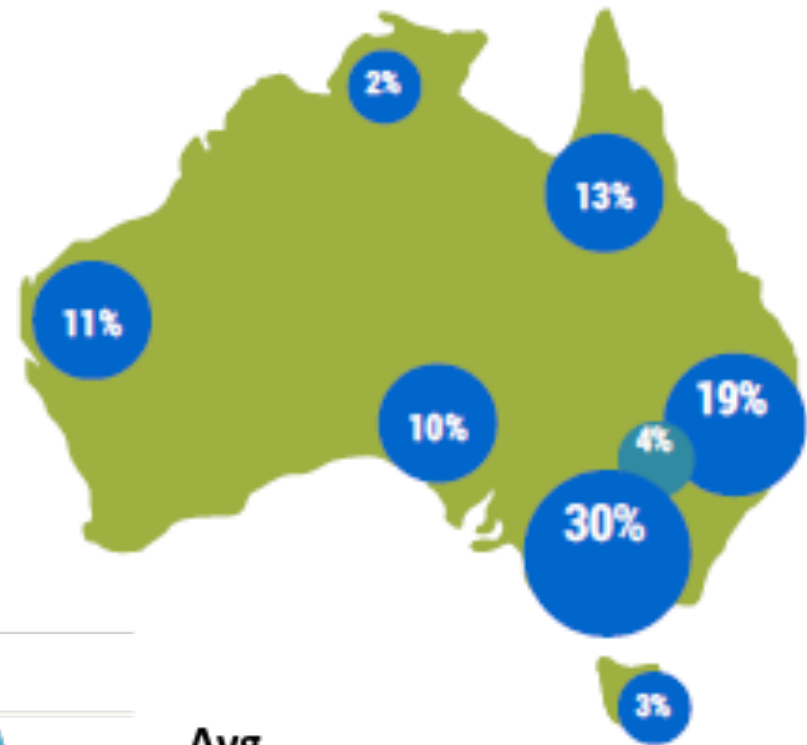
- Average #visitors per month **1177** (cf 2013 **1052**; 2012: **518**)
- Access and downloads of library resources
 - Online CBI map 100/ month
 - Best Practice Principles 70 /month
 - Case studies of practice 65 /month
 - Evidence summaries 45 /month

Social media

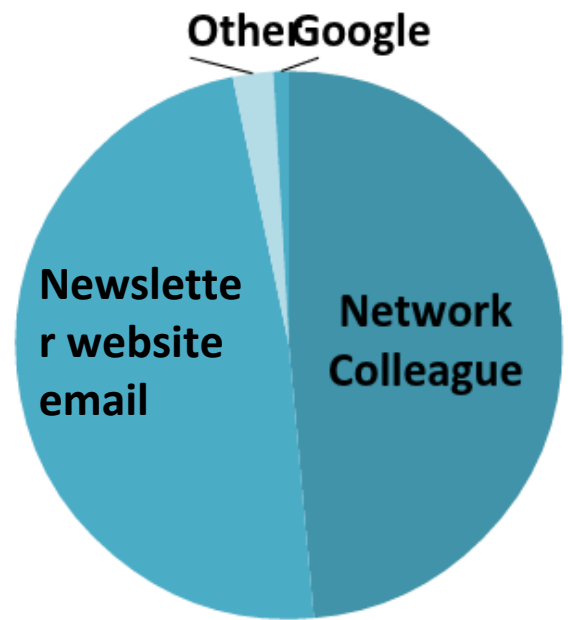
- Twitter 376 followers, Facebook 204 likers



reach



reach



National Wshop May 13

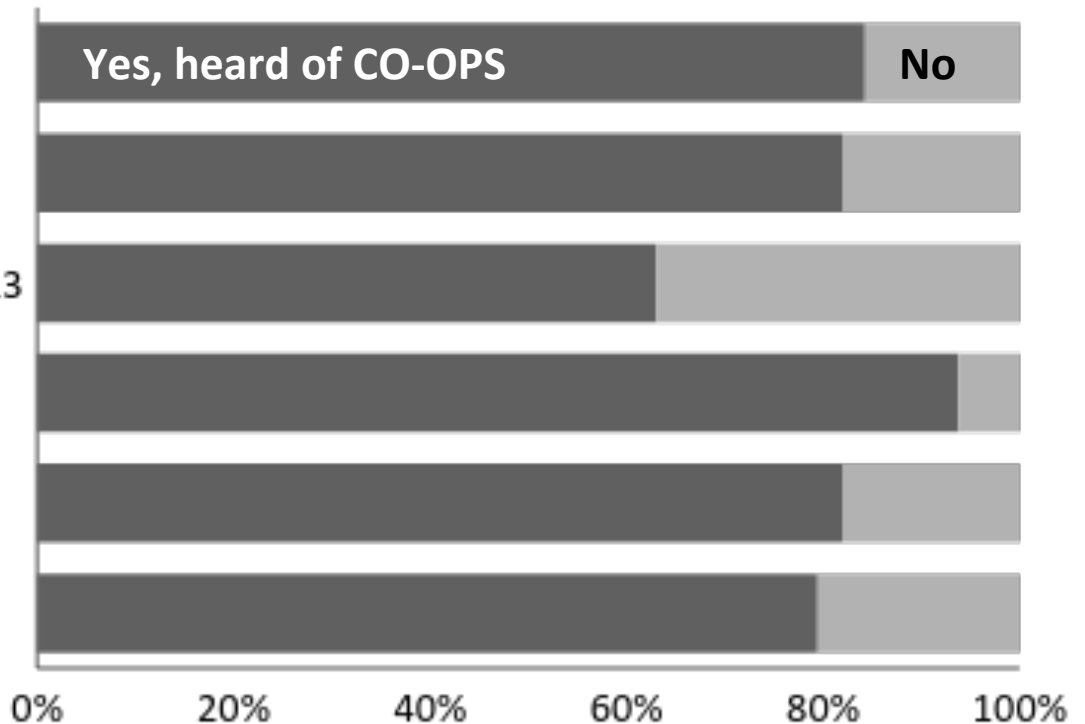
PD Sustainability [\$] Aug 13

PD Sustainability + Engagement Oct 13

PD Tailored sustainability [\$] Feb 14

PD Adv. Sustainability [\$] Feb 14

National Wshop May 14





results (2)

Knowledge Broker support requests

- >100 received since Feb 2013
- For: Advice /opinion (50%), tools/resources (24%), evidence (17%), referral (6%)
- During: Strategy development (39%), evaluation (12%), project review (10%)
- Focus: Planning (28%), Evaluation (26%), Org culture, capacity building (6%)
- Response: Access (63%), knowledge/skills (16%), confidence (6%), exchange (6%)
- ~ 39 minutes to complete

Case studies - 'practice-based evidence'

- Submission process and appraisal tool developed and piloted
- Appraisal and review process being implemented
- Adopted and engaged >10 CBIs so far – case studies produced
- Online dissemination





results (3)

National workshops

May 2013, May 2014

- ~ 100 attended each year (n=178 total) all states represented
- Nearly half of registrants not yet members (85% attendees were)
- Expectations: registrants wanted to broaden thinking, learn things, networks
- Higher reported gains in all these areas

Professional development

Sustainability and engagement 2013-14

- Bris., Syd., Melb, Adel., Perth





Change in workshop participants' self-rated confidence, understanding and attitudes towards sustainability, three workshops 2013-14

Pre workshop n=163, Post workshop n=214

	Not at all/ Low	Somewhat /Moderate	Completely /High
Thinking about the likely sustainability of your initiative/project and it's outcomes, please rate the following:			
How confident are you in assessing whether your initiative/project is likely to be sustained?			
Overall, how would you rate your level of understanding about key concepts for sustainability? (e.g. gathering evidence, embedding into policy, building capacity, etc)			
Thinking about planning for sustainability of your initiative/project and its outcomes, how important are the following factors:			
Embedding the initiative/project activities into core policies/ procedures			
Seeking organisational commitment and support from someone with authority or seniority			



“

This would have been excellent as an inclusion to HCC workshops held at the commencement of project/phases. [...]. Lots of very valuable information provided.”
“Thankyou for this information it has been valued and has been utilised across all programs under the [LG area name] project delivery.”

“Feeling confident that my planning to date has taken into account many of the building blocks and that I can improve/ strengthen our approach by learning from the case study”

“Increase range of initiatives across the spectrum of the socio-ecological model (increase the balance between programmatic/ individual to systemic/ policy)

”





remaining questions

Still to be done

- Interviews, tracer searches, SNA

Hasn't been done

- Economic assesement – ROI?
- Value, WTP (Qual)

Context and challenges

- Workforce
- From a CoP to a coordinated KTE platform
- Long time to see impacts, outcomes
- No comparison





conclusions

- CO-OPS is working with a range of professionals to implement and evaluate a KTP
- Early evaluation shows
 - Adoption, acceptability, expectations, experiences positive
 - Confidence and knowledge improvements
 - Further impacts unknown
- Longer term impact and sustainability to be explored – needs
 - Organisation, system support
 - Coordination with jurisdictional efforts
 - Engage broader stakeholder groups , researchers



Thank you

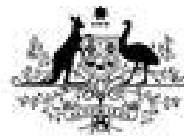


CO-OPS Collaboration
*enabling best practice to create
healthier communities*

CO-OPS is a collaboration between



CO-OPS is supported by funding from



Australian Government
Department of Health and Ageing

TL Pettman, R Armstrong, E Waters, S Allender, P Love, et al. Evaluation of a Knowledge Translation and Exchange platform to advance Non-communicable disease prevention (under review).

Submitted to Evidence & Policy Sept 2014

www.co-ops.net.au



Like



@CO_OPS