

# Knowledge Translation

## Bridging Research and Practice for Aging and Disability Services

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

# Virtual Meeting/Conference Recording Notice

The American Institutes for Research® (AIR®) allows for the recording of audio, visuals, participants, and other information sent, verbalized, or utilized during business-related meetings. By joining a meeting, you automatically consent to such recordings. Any participant who prefers to participate via audio only should disable their video camera so only their audio will be captured. Video and/or audio recordings of any AIR session shall not be transmitted to an external third party without the permission of AIR.

In addition, AIR does not permit participation in AIR meetings through the use of AI bots such as Otter.ai or other AI platforms to record or transcribe conversations for AIR meetings, webinars, or virtual events in lieu of in-person attendance, unless requested as a reasonable accommodation. Any participants who attempt to use AI software for meeting participation will be denied admission, or their session will be terminated once it becomes apparent such software is in use.

# KNOWLEDGE TRANSLATION

Bridging Research and Practice  
for Aging and Disability Services



Dr. Shawnda Schroeder



# AGENDA

Knowledge translation: Rural?

Engaging audience in research

Example: Rural provider mental health

Rural outlets for dissemination

Example: Colorectal cancer study



# KNOWLEDGE TRANSLATION

How are these applicable in rural?

- Knowledge to action
- Bookshelf to bedside
- Synthesizing, disseminating, and ethically applying knowledge to improve health



## Bookshelf to Bedside: What does this mean in practice?

Research is of no use unless the results get to the people who need to use it, and in a format that they can understand.



# PRINCIPLES OF STRONG DISSEMINATION PLANS



ENGAGE AUDIENCE



FORMAT



NETWORK



RESOURCES





# UNDERSTAND RURAL

- Rural is not monolithic
- Rural is not only agriculture.
- Rural is not “older, sicker, poorer.”
- Consider rural assets.
- Consider broadband access.
- Unique health seeking behaviors.
- Variable access to health services, especially specialty services.

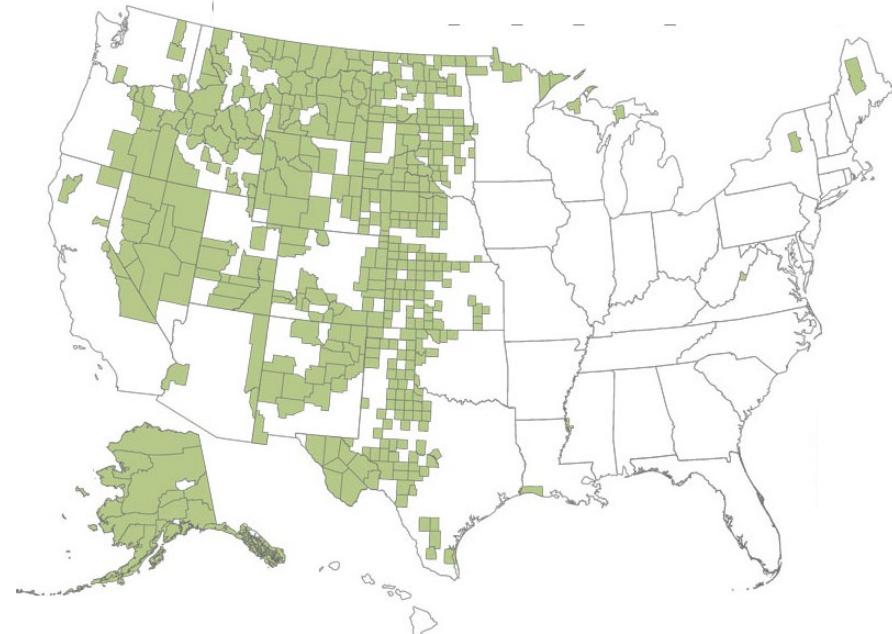
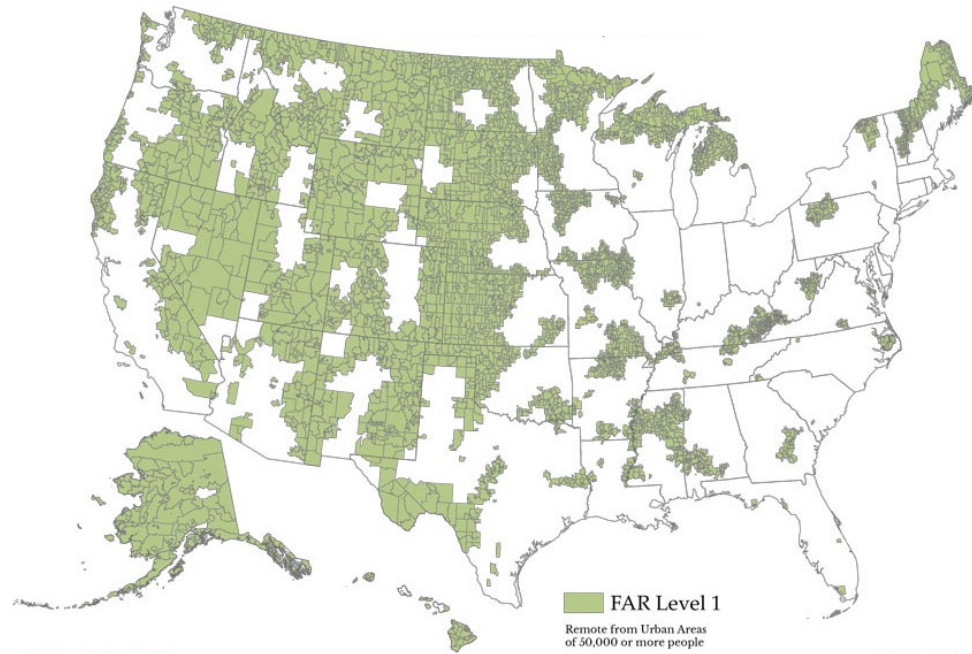
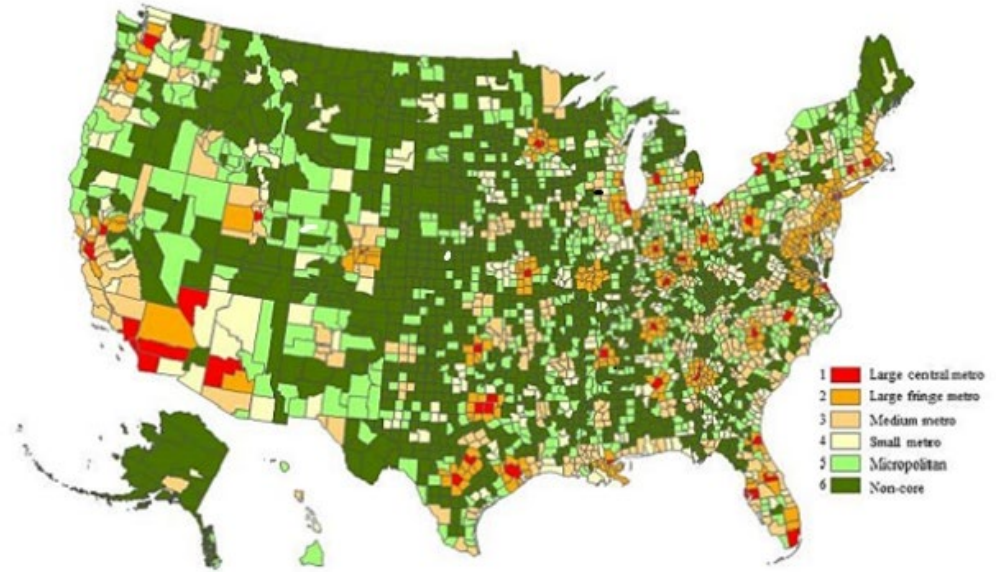
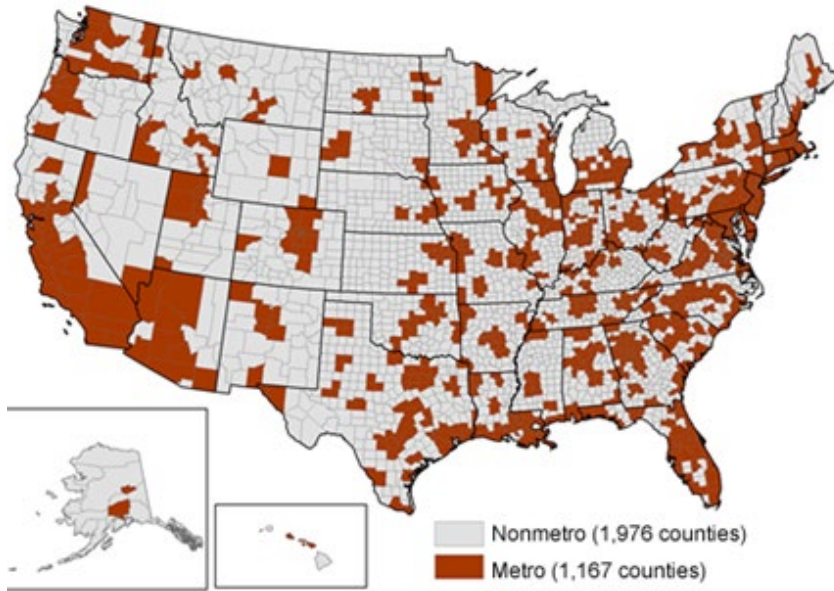


# RURAL AUDIENCES IN DISABILITY & REHABILITATION SERVICES

## Reaching Rural Audiences

- Before the grant or research proposal, before the institutional review board approval, before defining your methods: Define whom this work is intended to serve and whether this work matters to them.
- Engage “rural” before you engage in research.
- Conduct research that matters to your intended audience, and establish reciprocity and engagement in the earliest stages of research.
- Is this topic new, does it matter to rural audiences, and/or is it redundant?





# NATIONAL RURAL PARTNERS

- National Organization of State Offices of Rural Health
- National Rural Health Association
- Rural Health Information Hub
- FORHP-funded Rural Health Research Centers
- Rural Health Research Gateway
- National AgrAbility Project
- Association of Programs for Rural Independent Living (APRIL)
- The Interdisciplinary Network on Rural Population Health and Aging (INRPHA)
- Research and Training Center on Disability in Rural Communities (RTC)
- ADvancing States
- National Indian Council on Aging (NICOA)
- National Resource Center on Native American Aging (NRCNAA)
- Rural chapters and constituency groups of National Aging and Rehabilitation programs
  - Rehabilitation Services Administration (RSA)
  - AARP
  - National Council on Aging (NCOA)
  - National Council on Disability (NCD)
  - Rehabilitation Services Administration (RSA)
  - National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR)
  - National Institute on Aging (NIA)
  - Center of Excellence for Telehealth and Aging (CE4TA)
  - National Indian Council on Aging (NICOA)
  - Consortium for Citizens with Disabilities (CCD)

# USE OF EMERGENCY DEPARTMENT FOR MENTAL HEALTH DIAGNOSES: NATIONAL RESEARCH

## Communication Plan

- Federal Office of Rural Health Policy
- National Organization of State Offices of Rural Health
- Mental Health America
- Rural Health Research Advisory Board
- Substance Abuse and Mental Health Services Administration
- Agency for Healthcare Research and Quality

## Dissemination Plan

### Day 1:

- Who will need to know about this?
- What do they need to know?
- How will they come to know this?



# DISSEMINATION STRATEGIES



## POLICY BRIEF

Shared with health aides



## PUBLICATION

Academics, rural  
health clinicians



## PRESENTATION

Rural health  
administrators and  
clinicians



## FACTSHEETS

American College of  
Emergency Physicians



# RESEARCH WITH SPECIFIC RURAL COMMUNITIES

Disability & Rehabilitation  
Services





# IMPORTANT CONSIDERATIONS IN RURAL

## SIZE

How large is the community and how large is the geography?

## RURAL ADJACENT

What is the size of the adjacent community or distance to urban areas?

## DEMOGRAPHIC

What is the racial, age, ethnic, economic, and educational variability in the community?

## INDUSTRY

Recognize primary industry and sources of information in community

## TRUSTED SOURCES

Understand who trusted sources are in each community, and where people turn to for advice

# LOCAL RURAL PARTNERS

- Healthcare clinics
- Public health units
- Caregiver groups (daycare, HeadStart)
- Local universities, community colleges
- Local school board
- Faith-based organizations
- County extension offices
- VFW groups
- Kiwanis groups
- Local decision makers (mayor, city council members)
- Coalitions
- Local industry representatives





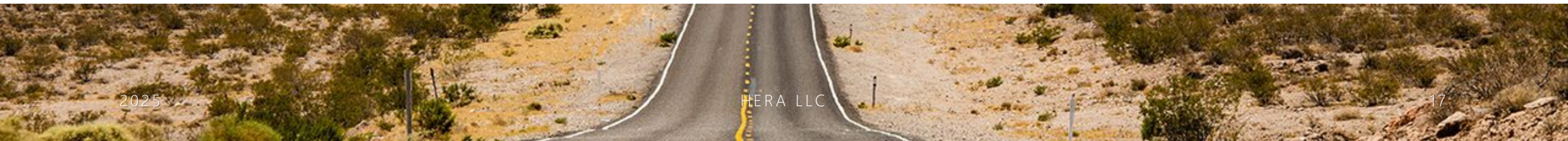
## Questions Developed With Community

State of mental wellness and professional quality of life among the hospital workforce in North Dakota during the global health pandemic

Is there variation in mental wellness based on geography within North Dakota?

- Specifically, rural or urban variation?
- Variation between Eastern and Western halves of the state?

What protective factors (if any) are present?





# DISSEMINATION STRATEGIES



## POLICY BRIEF

Shared hospital  
administrators



## PUBLICATION

Academics, rural  
health clinicians



## PRESENTATION

Rural health  
administrators and  
clinicians



## TOOLKIT

American College of  
Emergency Physicians

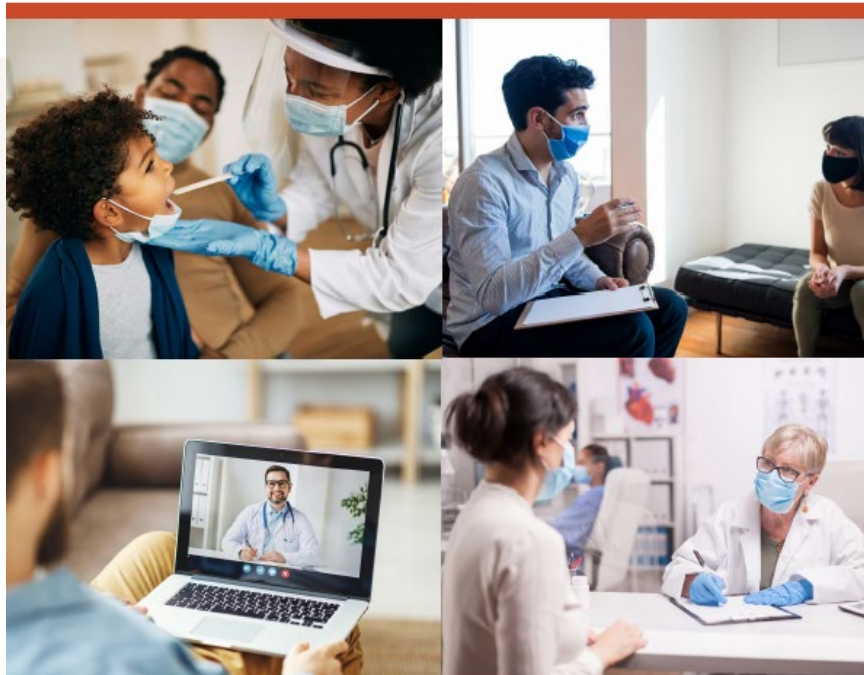


Mountain Plains (HHS Region 8)

2021

**MHTTC**

**Mental Health Technology Transfer Center Network**  
Funded by Substance Abuse and Mental Health Services Administration



**Building Resilience Among Physical and Behavioral Healthcare Providers During a Global Health Pandemic**

Shawnda Schroeder, PhD, MA  
Per Ostmo, BA  
Robin Landwehr, DBH, LPCC, NCC  
Andrew McLean, MD, MPH  
Thomasine Heitkamp, LCSW



# RURAL TOOLKIT

Building Resilience Among Physical and Behavioral Healthcare Providers During a Global Health Pandemic

# RURAL PARTNERS: NOT COMPREHENSIVE



## **Local Government & Public Agencies**

- County and municipal governments
- Regional planning commissions
- Public health departments
- Cooperative Extension Services (e.g., 4-H, agricultural outreach)

## **Healthcare Organizations**

- Rural health clinics (RHCs)
- Critical Access Hospitals (CAHs)
- Federally Qualified Health Centers (FQHCs)
- Local health departments
- Telehealth providers

## **Community-Based Organizations (CBOs)**

- Local nonprofits addressing social determinants of health
- Food banks and meal delivery services
- Housing and homelessness organizations
- Rural transit organizations

## **Academic & Research Institutions**

- Rural health research centers
- Land-grant universities and Extension programs
- Medical and nursing schools with rural health initiatives

## **Faith-Based Organizations**

- Local churches and religious groups
- Faith-based charities providing health and social services

## **Economic & Workforce Development Groups**

- Chambers of commerce
- Small business development centers (SBDCs)
- Workforce development boards

## **Agriculture & Farming Organizations**

- State and local farm bureaus
- 4-H programs and Future Farmers of America (FFA)
- USDA Rural Development programs

## **Tribal Organizations (if applicable)**

- Tribal councils
- Indian Health Service (IHS) clinics
- Native-led community organizations

## **Emergency Response & First Responders**

- Volunteer fire departments
- Rural EMS providers

## **Philanthropic & Grant-Making Organizations**

- Rural-focused foundations (e.g., Robert Wood Johnson Foundation, Kellogg Foundation)
- Community foundations





# RURAL RECIPROCITY



- Communication plan
- Dissemination plan



# MODES OF DISSEMINATION

- Podcasts
- YouTube videos
- Social media
- Radio
- Newspapers
- Press release
- Health fairs
- Pow wow
- Poster
- Journal article
- Art
- Performance
- Infographic
- Book
- Chartbook
- Report
- Fact sheet
- Phone app
- Testimony
- Flyers





# RURAL CONSIDERATIONS

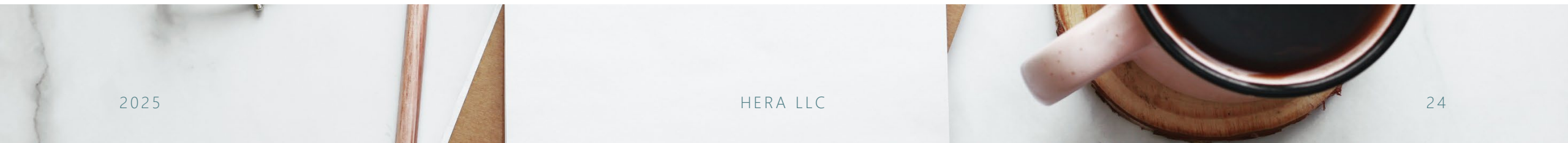
- Flyers, guides, pamphlets and DVDs
- Toolkits of training materials and
- Social media or organization's website
- Local radio or news (AM news)
- Podcast, webcast, webinar, informative video, or other audiovisual medium
- Local newspaper
- Townhalls
- Health fairs and school functions
- Using the 2-1-1 system





## SUMMARY

To effectively share information in rural communities, use trusted local networks such as churches, schools, and community organizations to ensure credibility and engagement. Combine traditional media (radio, newspapers, bulletin boards) with digital tools (Facebook groups) to reach diverse audiences. Tailor messages to be clear, visual, and accessible, using in-person meetings, storytelling, and mailed materials to accommodate varying literacy levels and internet access.





# CONTACT ME

Shawnda Schroeder, PhD, MA

[ShawndaMarie.Schroeder@gmail.com](mailto:ShawndaMarie.Schroeder@gmail.com)

Cell: 218.779.8222

LinkedIn:

[linkedin.com/in/shawnda-schroeder-ab3a66126](https://www.linkedin.com/in/shawnda-schroeder-ab3a66126)





# Q&A

Image by [Gerd Altmann](#) from [Pixabay](#)

# Evaluation

<https://survey.alchemer.com/s3/8295547/Evaluation-Webcast-89-RuralDiss>





ktdrr.org



ktdrr@air.org



800.266.1832

The contents of this presentation were developed under grant number 90DPKT0010 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.