



CAPTURE

Canadian platform to increase usage of real-world evidence

Plateforme canadienne pour accroître l'usage de données probantes du monde réel

THE CAPTURE PROJECT: SUMMARY OF INITIAL CONSULTATIONS AND INFORMATION GATHERING

APRIL 2010

INTRODUCTION

The CAPTURE Project will revolutionize how chronic disease prevention practitioners and program managers learn from what they do. We are building a web-based evaluation platform to help them understand what might work in their community and under what context.

CAPTURE is about making evaluation easy, accessible and practical. With features like Facebook-style social networking and a Google-like resource search engine, CAPTURE will also offer a range of unique evaluation tools and services that cover all aspects of program planning, evaluation and dissemination.

The CAPTURE Project is a strategic initiative funded by the Canadian Partnership Against Cancer.

INITIAL CONSULTATIONS AND INFORMATION GATHERING

The first year of The CAPTURE Project was spent gathering information from a variety of chronic disease prevention informants including public health practitioners, evaluators, public health decision-makers, and public health and intervention researchers. Close to 500 participants were involved. A number of different consultations and information gathering activities were undertaken and are summarized in the table below, with links to detailed reports where available online. The purpose of this document is to illustrate how the information obtained is being used to develop CAPTURE.

CONSULTATION OVERVIEW

SUMMARY OF CONSULTATION AND INFORMATION GATHERING ACTIVITIES JANUARY 2009 – DECEMBER 2009

**Expert Panel,
March 2009
(n= 19)**

- An expert advisory panel of researchers and decision makers from Canada and the U.S.A. was established to provide foundational planning advice to The CAPTURE Project.

SUMMARY OF CONSULTATION AND INFORMATION GATHERING ACTIVITIES JANUARY 2009 – DECEMBER 2009

**Environmental
Scan of Related
Initiatives, January
2009 to present
(n= 199 initiatives)**

- An environmental scan of other practice-based evidence-use initiatives was undertaken and continues to be updated.

**Concept Mapping,
March-May 2009
(n= 305)**

- A Concept Mapping exercise was undertaken in which 305 participants responded to the focus prompt: “An element of any system supporting the collection and use of practice and policy-based evidence related to chronic disease prevention is...”
- Statements were sorted into clusters resulting in a concept map highlighting the following eight themes: Create and Support User Demand; Data Systems; System Viability; User Driven; Real-World Evidence; Evaluation and Methodology; Adaptation and Learning; and Servant Leadership.
- Full report available at: http://www.thecaptureproject.ca/wp-content/uploads/2010/03/csi_final_report_pdf_98387.pdf

**National
Collaborating
Centres
Consultation, July
2009
(n= 32)**

- A consultation was held with participants at the National Collaborating Centres Summer Institute. Participants provided feedback on the relevance and usefulness of CAPTURE.
- Summary available at: <http://www.thecaptureproject.ca/2009/10/summer-session-acts-as-sounding-board-with-practitioners/>

SUMMARY OF CONSULTATION AND INFORMATION GATHERING ACTIVITIES JANUARY 2009 – DECEMBER 2009

Key Informant Interviews, May- October 2009 (n= 31)

- Interviews were conducted with health system leaders, decision makers and practitioners working in chronic disease prevention.
- Information was gathered on needs and challenges in collecting, sharing and using evidence. Participants also provided information on other evidence-promoting initiatives.
- For a summary of findings visit: <http://www.thecaptureproject.ca/2009/10/interviews-describe-captures-critical-success-factors/>

Stakeholder Workshop, October 2009 (n=40)

- A group of thought leaders in chronic disease prevention (practitioners, researchers, evaluators, and decision-makers) was invited to attend a one and a half day meeting.
- Feedback was received on The CAPTURE Project's vision and mission, proposed platform features and functionality, and the content development and engagement strategies.
- For a summary and presentation power point slides visit: <http://www.thecaptureproject.ca/2009/11/consultations-culminate-at-productive-fall-workshop/>

Peel Regional Health Department Consultation, December 2009 (n= 62)

- A consultation was held with health practitioners and managers from the Peel Region Health Department.
- Participants were asked about the types of evidence they need for evidence-based practices, what real world evidence means to them, and what barriers they experience in collecting, sharing, and using evidence.
- Full report available at: http://www.thecaptureproject.ca/wp-content/uploads/2010/03/final_peel_report_pdf_76844.pdf

THE EVOLUTION OF CAPTURE

The information gleaned from these consultation and information gathering activities has shaped and informed The CAPTURE Project in the following ways:

1. CONFIRMED THE NEED FOR CAPTURE AND INDICATED SUPPORT FOR ITS DEVELOPMENT

“From a practitioner perspective, we’re at a special ‘moment in time’ where there is a real ‘pull’ for this; people really want tools that have arisen from real-life work.”

The consultations confirmed that The CAPTURE Project is producing a unique “product” that does not currently exist within the chronic disease prevention landscape. Support was expressed by a range of informants including practitioners, public health managers, policy makers and researchers for the development of the CAPTURE platform.

2. IDENTIFIED BARRIERS TO EVALUATION AND EVIDENCE USE

The consultations surfaced many of the barriers experienced by practitioners when doing evaluation and using evidence in their practice. The major barriers perceived by practitioners centred on limited resources, limited capacity, and an organizational culture that does not support continuous improvement. By providing an on-line evaluation platform, CAPTURE will help to address resource and capacity limitations. The CAPTURE Project will work with its partners to determine its role in addressing the cultural barriers that also need to be overcome in order to increase demand for evaluation. It will also seek out opportunities to collectively work with others in these types of system change efforts.

3. ALLOWED FOR THE ARTICULATION OF THE CAPTURE PROJECT’S VALUES

The results of Concept Mapping exercise and key informant interviews have enabled The CAPTURE Project to articulate a set of values that will guide its development and implementation. These include:

User driven

The CAPTURE Project will involve a range of health promotion practitioners in all aspects of development, testing, and improving the CAPTURE platform to ensure it meets the needs of our intended users.

Continuous learning

The CAPTURE Project will develop the evaluation platform to support a continuous learning orientation to program planning and evaluation. The platform itself will also be engaged in continuous learning by seeking feedback through our own evaluation and performance monitoring strategy.

Servant leadership

Many of the concepts of servant leadership were articulated by the key informants and concept mapping participants. This philosophy that includes among other things, visionary thinking, collaboration, systems thinking, building community, and commitment to the growth of others, seemed entirely appropriate for The CAPTURE Project's own organizational development and partner relations.

Inter-dependence

The CAPTURE Project cannot achieve its mission alone. It seeks to work with other organizations and initiatives in order that both can enhance their functioning.

Shared resources

By developing the CAPTURE platform in an open-source/open architecture environment, The CAPTURE Project will build features that other organizations can use to further their missions.

4. INDICATED A NEED TO REFINE HOW CAPTURE IS DESCRIBED

We learned that describing CAPTURE as an “end-to-end” solution within a knowledge-to-action cycle, tended to lead our audience to focus on the repository features we were offering rather than the full range of evaluation tools and supports that were also part of our product. While the purpose of The CAPTURE Project has not changed, the evaluation functions have been moved to the forefront of communication materials. As The CAPTURE Project continues to refine its

communication material, it has established a “Sounding Board” of public health practitioners who will meet periodically to provide feedback.

5. CONFIRMED THE VALUE-ADD OF PROPOSED CAPTURE FEATURES AND DEVELOPMENT APPROACH

Feedback received at the consultation sessions confirmed an interest in the high tech and high touch supports CAPTURE has envisioned.

HIGH TECH SUPPORTS	HIGH TOUCH SUPPORTS
<ul style="list-style-type: none"> • Program and evaluation planning tools • Google-like search engine functionality • Inventory of data collection instruments • Data entry and analysis tools • Reporting tools • Reflective practice tools • Repository of Chronic Disease Interventions 	<ul style="list-style-type: none"> • Facebook-like networking features for health promotion practitioners • Access to evaluation expertise and mentorship • Evaluation workshops and webinars • 1-800 CAPTURE Help-line • CAPTURE How-to Webinars

In sum, The CAPTURE Project spent a year listening and observing. We heard what the health promotion and disease prevention community wants in an evaluation platform, what some of their challenges are, and how they want the platform to be developed and operate. The next two years will be spent building the platform and continuing to listen, observe and grow.

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