

Planning for Communities of Practice: Model Systems Grantees

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Dahlia Shaewitz, Darren Cambridge,
Tom Xiao, Deeza-Mae Smith

Objectives

- Understand the purpose of a “community of practice” (CoP).
- Learn how CoPs can enhance interaction and collaboration.
- Identify existing CoPs that engage *clinicians* and SCI, TBI, or Burn *patients*.
- Create an approach to engagement with a CoP.
- Learn how to track links with *bitly* (to measure use).
- Identify frequency of contact with the MSKTC staff.

Agenda

- **Introductions**
- **What is a community of practice?**
- **Opportunities for engagement with CoPs**
- **Steps for engaging with a CoP**
- **Discussion and next steps**

Introductions

- **Your name and Model System affiliation?**
- **What has been your experience with communities of practice so far?**
- **What do you hope to achieve by engaging with a community of practice?**

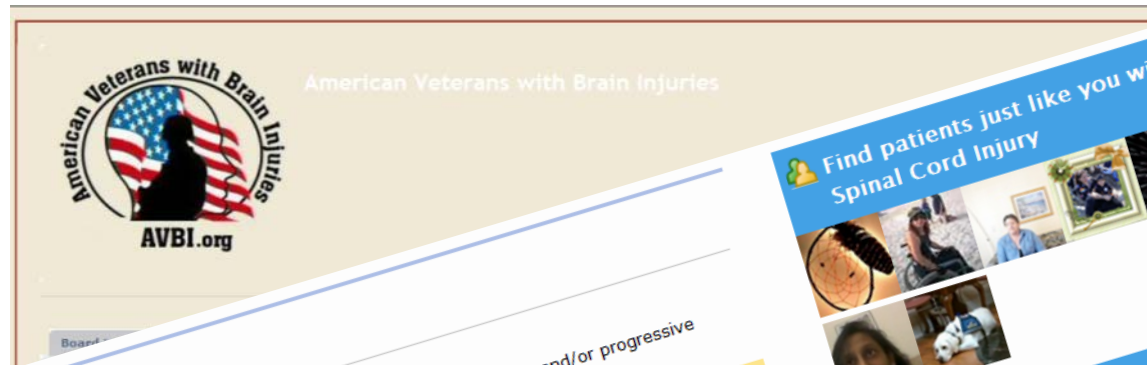
What Is a CoP?

- **What is a community of practice?**
- **Online versus in-person**
- **Who are we talking about?**
- **What results are we looking for?**

What Is a CoP?

- A community of practice is a set of relationships and ongoing interactions among a group of people with common interests.
- A CoP is *not*:
 - A workgroup.
 - A short-term assignment.
 - An established hierarchy.
 - A predetermined endpoint.

Online CoPs: SCI, TBI, Burn



What is Spinal Cord Injury?

Spinal cord injury may involve the spinal cord, vertebrae, or both that causes permanent and/or progressive interruption of impulse conduction.

Do you have Spinal Cord Injury? [Join now](#) to connect with patients like you!

What do patients take to treat Spinal Cord Injury and its symptoms?

Commonly prescribed and frequently used treatments

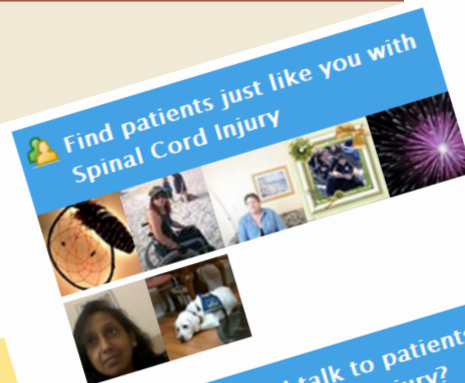
Treatment name

Gabapentin
Prenahalin

Efficacy

Overall rating of side effects

of Evaluations
1
0



Where do I talk to patients with Spinal Cord Injury?

Injuries and Traumas Room
1,968 members
75 posts | 16 topics

[View this forum »](#)

Most Recent Topics

[What is your life changing](#)

10 days ago

Online Learning Community



Opportunities for CoP Engagement

- **CoP – a new term for an old activity**
- **Existing CoPs – how have you or might you use a CoP to:**
 - **Problem solve.**
 - **Request information.**
 - **Share resources.**
 - **Coordinate work.**
 - **Discuss developments.**
 - **Document processes and projects.**
 - **Conduct in-person visits.**
 - **Map knowledge and identify gaps.**

CoP Conversations

- ✎ **What do patients take to treat SCI and its symptoms?**
- ✎ **Decision making after brain injury**
- ✎ **Early ambulation for patient who has undergone skin grafting**
- ✎ **Returning to school after TBI**
- ✎ **What dressings (generally) are used for burns?**

CoP Conversations

- ✎ **Can my friend play volleyball? (Burn forum)**
- ✎ **Coping with serious physical injury and trauma, PTSD that results for patients and families**
- ✎ **Support for spouses of persons with TBI**
- ✎ **What issues or problems did you encounter during the diagnosis? What do you think might be solutions to those issues? (TBI forum)**

List of online and face-to-face CoPs

facebook

Search

TBI Warrior

800 likes · 26 talking about this

Health/Wellness

Here is a page in which I will share with you the experiences throughout my recovery. The purpose is to be educational and informational and to bring the TBI Community together.

About

Photos

Likes

Videos

Like

Message

800

Post

Photo / Video

Write something...

TBI Warrior

Saturday via mobile ·

At the Event "Dancing With the Military Stars" sponsored by Pam Reys and The Arms Forces. What a great mission and a great heart Pam has. God bless her!

Like · Comment · Share

9 people like this.

View all 4 comments

Recent Posts by Others on TBI Warrior

Jessica Loyde

What happens when a parent has a TBI? Check out my mem...
2 hours ago

Ask Kathleen

SHOW THE LOVE!!!! Army Sisters Loving Our Soldiers Military...
4d · 1 · May 9 at 4:40pm

Donald Barnes

This will boil your blood.
May 7 at 9:07pm

More Posts ·

11

Who Are We Talking About?

Name	Focus	Format	Description	# of participants	Allows researchers?
Allnurses.com: Burn Nursing	burn	forum	Very active forum for nursing professionals working with burn patients.	581,005	
Allnurses.com: Neurological Nursing	TBI, SCI	forum	Very active forum for nursing professionals working with neurological patients.	581,005	
Allnurses.com: Rehabilitation Nursing	rehab	forum	Very active forum for nursing professionals working with rehab patients.	581,005	
American Veterans With Brain Injuries	TBI	forum	An online "peer support network and information resource" for veterans and their families.	230	Yes
Brain Injury Support Group	TBI	blog	Blog of a TBI/coma survivor; offers tips for survivors.	513 (likes on Facebook)	Yes

What Results Are We Looking For?

- **Common goal:** increase the frequency of two-way communication with stakeholder groups.
- **Measures** can be used for online or face-to-face interactions.
- Create a **simple tracking tool** (Excel) to capture “contacts” and other information.
- Results can be **quantitative**, such as number of email responses to your postings or number of requests for MS research.
- Results can be **qualitative**, such as types of comments on the postings of MS staff or comments on usefulness/value of MS research or participation in the CoP.

Let's Get Started: Steps for Engaging With CoPs

Worksheet: The 7 steps:

- **Step 1: Identify Your Goals**
- **Step 2: Audience**
- **Step 3: Mode and Frequency of Interaction**
- **Step 4: Identify Information to Share and How to Share It**
- **Step 5: Identify Questions for Participants**
- **Step 6: Feedback and Measurement**
- **Step 7: Sharing Results**

Step 1: Identify Your Goals

Determine your goals for engaging with a CoP.

Sample goals:

- **Engage consumers in our Center's research projects.**
- **Get feedback on materials we develop.**
- **Get input into our research topics for study.**
- **Recruit advisory committee members.**
- **Disseminate information developed by our Center and by other MS grantees.**

Activity: Identify your goals; plan to share one goal (5 min.)

Step 2: Audience

Select your audience.

Sample audiences:

- **People with SCI (or TBI, Burn)**
- **Caregivers of persons with SCI (or TBI, Burn)**
- **Family members of persons with SCI (or TBI, Burn)**

Activity: Identify your primary audience(s); share (2-3 min.)

Step 3: Mode and Frequency of Interaction

How will you engage, and how frequently?

Sample mode:

- Join an existing online community of practice on PatientsLikeMe : TBI that has 424 patient members (as of June 1, 2012).

Sample frequency:

- Two staff members join the group.
- Each staff member checks discussions weekly.
- Each staff member posts at least once monthly.

Activity: Identify mode and frequency; share (5 min.)

Step 4: Identify Information to Share and How to Share It

Sample information to share:

- Our staff members will introduce themselves, describe our work, define a Model System, provide contact information, and explain our goals for joining the CoP.
- We will provide several factsheets on SCI topics.
- We will share information about our advisory committee.

Step 4: Identify Information to Share and How to Share It

Sample interactions:

- “Listen in” on conversations to learn what patients are talking about; learn who the frequent posters are and how people respond.
- Link to factsheets or other resources to build our reputation as a reliable source.
- Bring questions to the MS listserv as needed.

Activity: Identify info to share and how; share (5 min.)

Step 5: Identify Questions for Participants

Sample questions for participants:

- We plan to ask the CoP members some questions about pain management.
- After a month or so of active participation, our staff will start to ask questions and gather feedback.
- As we see interest build, we will ask members if they would be interested in participating (if they are local; near another SCI MS as a referral) in our study or on an advisory committee.

Activity: Identify one question or query; share (5 min.)

Step 6: Feedback and Measurement

Sample Measures:

- Number of participants in the CoP at the start and end of the six-month period
- Number (or types) of replies to our postings in the forum (or level of interest in topics and documents we bring to the face-to-face groups)
- *Save quotes and comments from participants to help us share and understand the use and usefulness of information we have provided (add to Ning site).*
- Number of telephone or email contacts outside the online forum to our MS center requesting information

Step 6: Feedback and Measurement

- Number of respondents to our request for study participants
- Number of respondents to our request for advisory committee participants
- Number of visits to the MS web pages (if analytics available)
- Number of click-throughs referencing our websites and online publications, using a link shortener (*bitly*) to track URLs sent via email or social media
- Number of requests for information made through face-to-face and phone contacts

Outputs Versus Outcomes

How can we tell that community members are engaged?

- Outputs are the products and services that have resulted from our efforts (e.g., training, workshops, services delivery, products, resources, assessments, media).
- Outcomes tell us what differences or changes our efforts have made (knowledge, awareness, motivation, behavior change, attitude change, social change).

Outputs Versus Outcomes

Action/Activity	Output	Outcome
Join CoP and interact with group members via meetings, postings, emails, tweets, IMs, etc.	Number of meetings attended by MS staff (in person); number of exchanges initiated by CoP members online	<i>Increase relationships</i> between MS researchers and patients/clinicians, measured through number of requests to MS for more information
Post information and questions online.	Number of substantive replies to online posts (more than <i>thanks</i>)	<i>Increase MS reputation</i> as resource among members, measured through number of emails forwarded beyond the CoP (use <i>bitly</i> to track)
Post information and questions online.	Ratings of content contributed (if feature exists)	<i>Increase MS reputation</i> through online postings or individual references (in f-2-f CoPs) to the MS Center for information

Outputs Versus Outcomes

Action/ Activity	Output	Outcome
Refer to MS website and materials on the site.	Number of hits to the website and number of documents downloaded (if analytics available)	<i>Knowledge utilization</i> measured by stated use of information (e.g., comments on readings of research) by CoP members
Ask questions about the usefulness of specific information shared.	Types of responses from CoP members of what was useful, how it was used, what was not useful, what was confusing, what additional related information is needed	<i>Knowledge utilization</i> measured by stated use of information (e.g., change in care based on research or MS info) by CoP members; increased number of potential CoP-member reviewers to review MS products

Step 6: Feedback and Measurement

Other data to track:

- **Number of participants in CoP – to determine potential reach of the MS center.**
- **Frequent topics mentioned by CoP members – to provide context and to help understand broader interests of members.**

Activity: Identify 2-5 measures; share one output measure (quantitative or qualitative) and one outcome measure (5 min.)

Using *bitly*

What is *bitly*?

- A web-based tool that allows you to shorten URLs
- Bitly-generated short URLs link back to the original URLs.

How is *bitly* used?

- Insert *bitly*-generated links into email; track analytics through bitly.com website.

Bitly makes it very easy for you to see:

- The *number* of people who clicked on your links.
- *When* people clicked on your links.
- *Where*, geographically, people clicked on your links.
- *How* people were *referred* to your links.

Walk-through: <https://bitly.com>

Step 7: Sharing Results

Track progress:

- Regular check-ins with MSKTC staff (quick calls or online meetings), approximately once monthly
- Use of **Ning** site for journaling reflections, blogging, forum-sharing of progress

Gauge change over time:

- Is this working for us?
- Is this the right audience for our goals?
- Challenges to engagement?
- Successes to share?

Six-month summary to NIDRR

Walk-through: <http://msktcatair.ning.com>

Discussion and Next Steps

- What kinds of support would you like from the MSKTC?
- What are your next steps?
- We will contact you after this webinar for the following:
 - Date and time for monthly calls or alternative
 - Invitation to **Ning**
 - Copy of **bitly** instructions