

Using Diffusion of Innovation Concepts in Knowledge Translation Efforts

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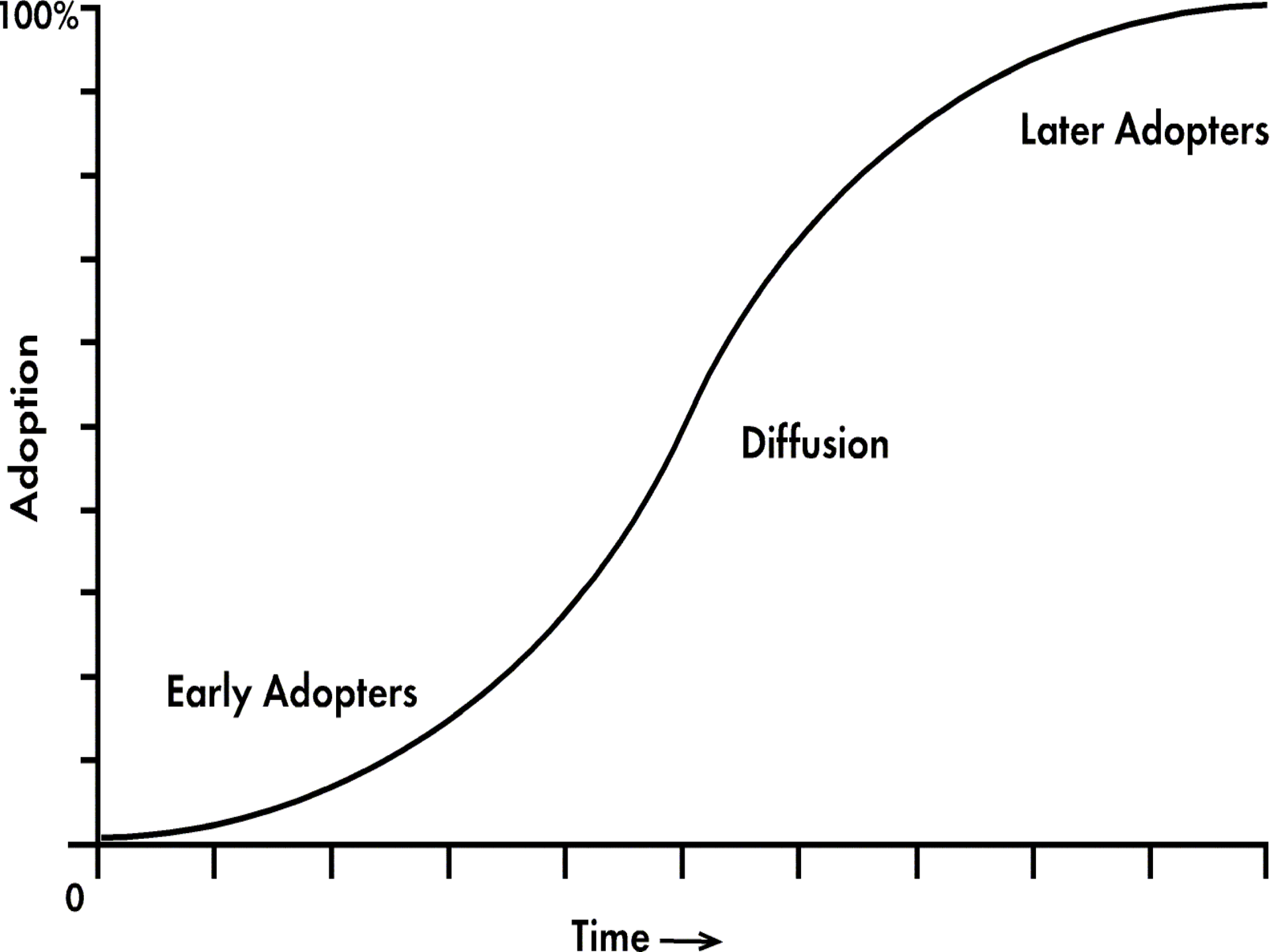
Knowledge Translation: Forum for the Future
June 10, 2008, Banff, Alberta

What is diffusion?

Diffusion refers to the natural or passive or unplanned social process of change which operates iteratively across population segments. Diffusion operates mostly through “pull” drivers of change.

Dissemination is a purposive attempt to spread practices, programs, policies, processes, and technologies through a population segment of potential adopters. Dissemination operates mostly through “push” drivers of change.

Dissemination is more likely to be successful to the degree that it combines “pull” with “push” strategies. Dissemination is *applied* diffusion.



Three Applicable Factors

- What potential adopters think about an innovation
- What potential adopters think *others* think about an innovation
- Clustering of innovations together for communication to potential adopters

Factor 1:

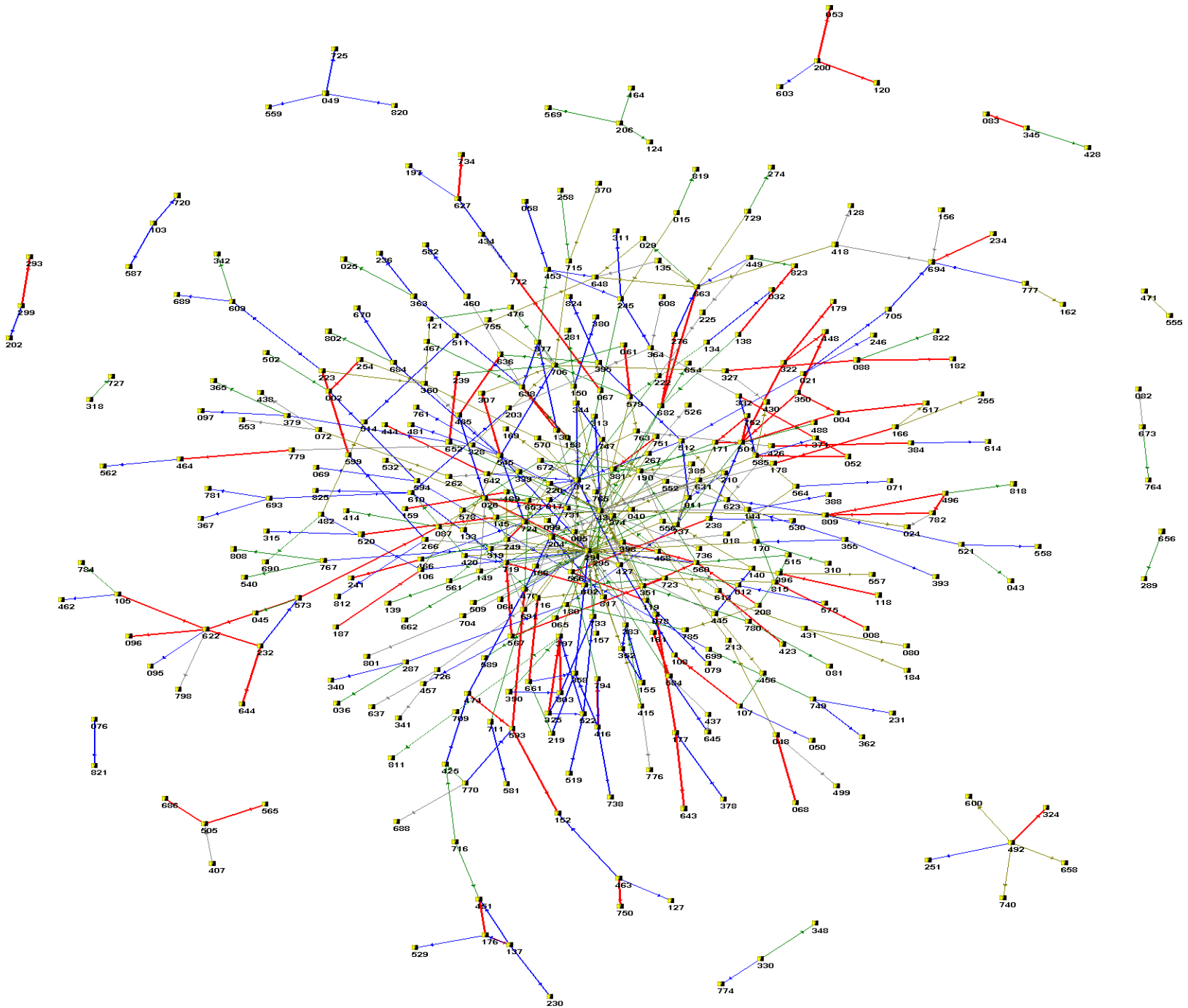
What potential adopters think *about the innovation*

➤ Perceived advantages

- Cost ****
- Simplicity ****
- Compatibility ****
- Evidence **
- Trialability *
- Observability *

Factor 2:

What potential adopters think *other* potential adopters think about the innovation



Factor 3: Clustering

- A *cluster* is a grouped set of several innovations.
- A *complementary cluster* is composed of innovations each of which addresses a part of a larger problem; they take advantage of temporarily lowered adoption thresholds
- A *alternative cluster* is composed of innovations each of which addresses the same problem; they provide choice, are less politically associated, and heighten the likelihood of accurate adoption decisions

Being strategic about diffusion means gathering and assessing data prior to innovation introduction

- About evidence-based innovations
- About potential adopter perceptions
- About potential adopter advice-seeking

Fortunately, formative research techniques are inexpensive, fast, proven, & highly adaptive to operations and sponsor needs

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