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Start Spreading The News . . .

Augmentative Communication Inc.
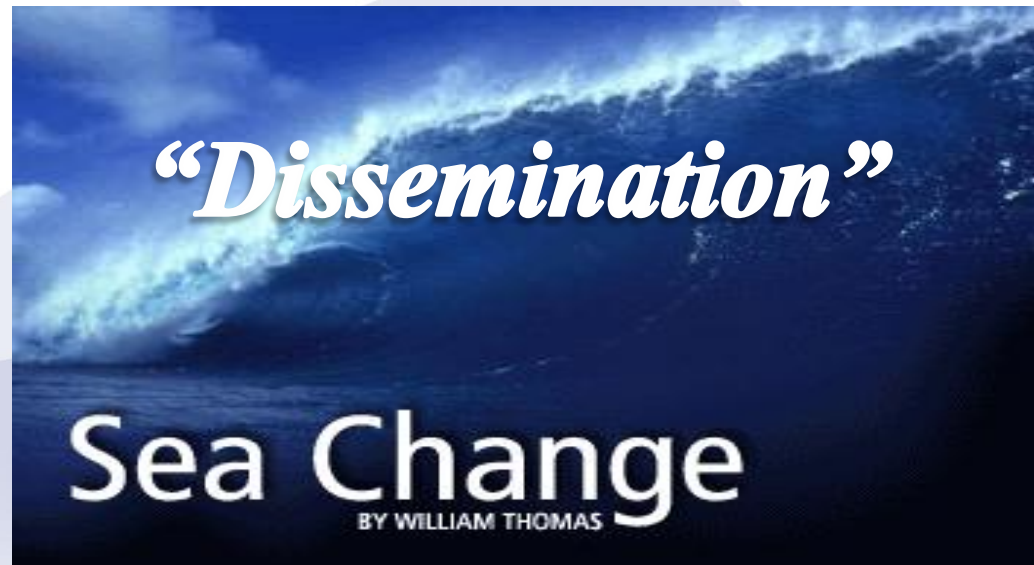
Michael B. Williams,

Carole Krezman

Sarah W. Blackstone

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Overview

"Dissemination"
Sea Change
BY WILLIAM THOMAS

- AAC-RERC
- Sea change
  - Coming from many directions
  - In the midst
  - Trying to make sense and move forward in productive way
- Want to talk about it

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NATIONAL INSTITUTE ON DISABILITY
AND REHABILITATION RESEARCH

Having an Impact
"Gap" between research & practice

- Journal articles
- Book chapters
- Trade shows
- Conference presentations

- Information flow from expert to practitioner to individuals with CCN
- Tenure vs. billable hours vs. real life results

Traditional methods: Top down

Different worlds
Different rewards

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Having an Impact
"Gap" between research and practice

Dissemination vs Information Exchange

- Other AAC researchers
- AAC practitioners
- Primary care providers & clinicians
- Persons with CCN and their family members
- AAC industry
- Educators
- Policy makers
- People in other countries

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Closing gaps between research & practice

R and D project design

- Identify problem based on input from targeted groups

- Involve key stakeholders throughout R & D process

- Determine impact based on use of results/product design in "real life."

Information exchange

- An iterative process

- Recognize differences in needs/ preferences for information among different stakeholders

- Requires mid-course corrections/ongoing evaluation

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Knowledge Translation

Exchange, synthesis, and ethically sound application of knowledge—within a complex set of interactions among researchers and users—to accelerate the capture of the benefits of research for Canadians through improved health, more effective services and products and a strengthened health care system.

Canadian Institutes for Health Research (CIHR), 2004

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Knowledge Translation

- Knowledge transfer
  - Go beyond traditional methods
  - Use knowledge in ways that enhance the lives of people with disabilities, inform disability/rehab policy and improve practice
  - Not same as EBP

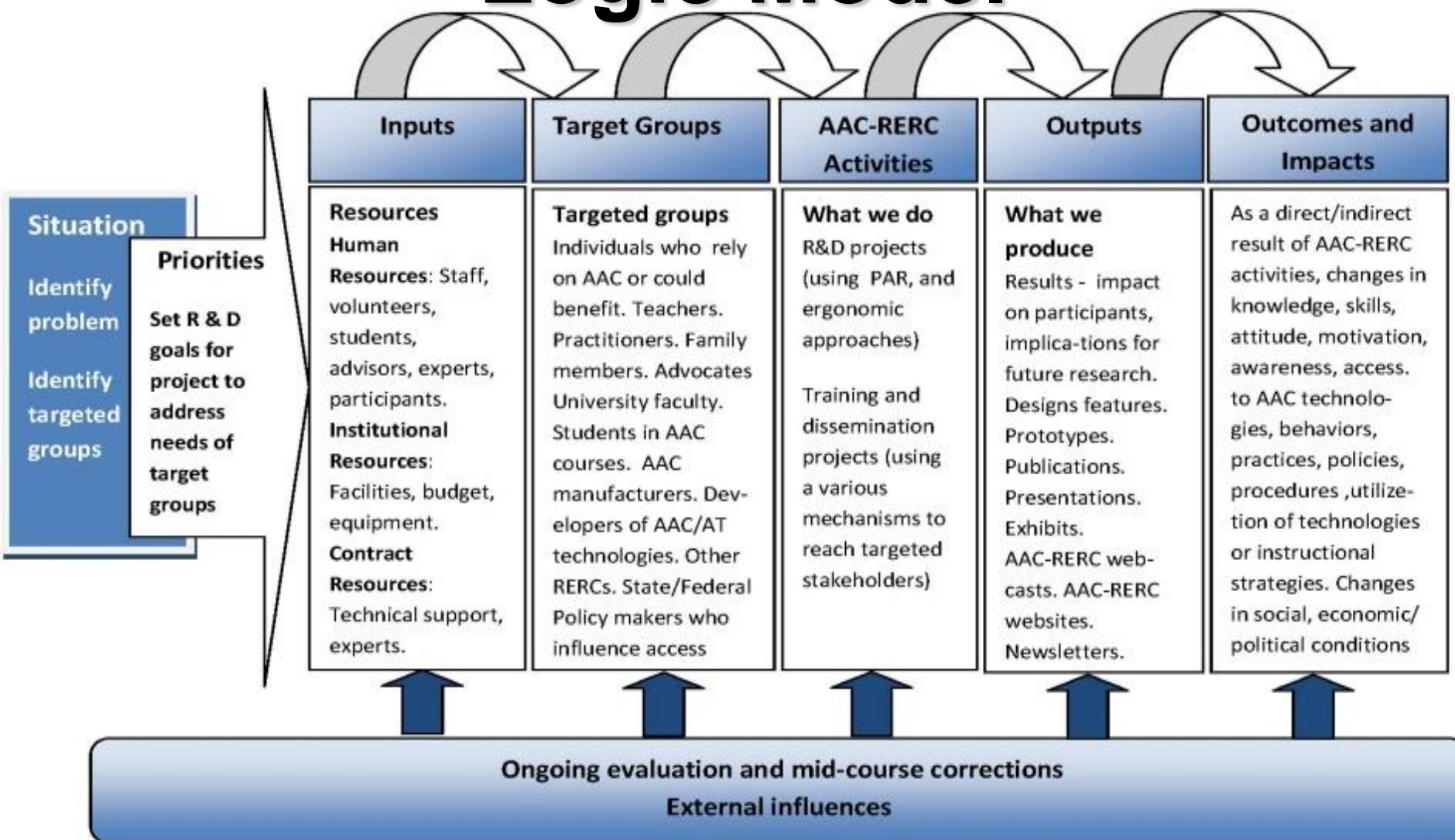**Must show USE of new knowledge and technology**

Knowledge Translation

■ Technology transfer

    ■ Vital component in RERC network

    ■ CONVERT scientific findings from research labs into useful products in the commercial sector.

    ■ Multi-faceted T2 plan (Higginbotham, et. al. under review)

Must show USE of new knowledge and technology

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Logic Model

Situation

Identify problem

Identify targeted groups

Priorities

Set R & D goals for project to address needs of target groups

Inputs	Target Groups	AAC-RERC Activities	Outputs	Outcomes and Impacts
Resources Human **Resources**: Staff, volunteers, students, advisors, experts, participants. **Institutional Resources**: Facilities, budget, equipment. **Contract Resources**: Technical support, experts.	**Targeted groups** Individuals who rely on AAC or could benefit. Teachers. Practitioners. Family members. Advocates University faculty. Students in AAC courses. AAC manufacturers. Developers of AAC/AT technologies. Other RERCs. State/Federal Policy makers who influence access	**What we do** R&D projects (using PAR, and ergonomic approaches) Training and dissemination projects (using a various mechanisms to reach targeted stakeholders)	**What we produce** Results - impact on participants, implica-tions for future research. Designs features. Prototypes. Publications. Presentations. Exhibits. AAC-RERC web-casts. AAC-RERC websites. Newsletters.	As a direct/indirect result of AAC-RERC activities, changes in knowledge, skills, attitude, motivation, awareness, access. to AAC technolo-gies, behaviors, practices, policies, procedures ,utilize-tion of technologies or instructional strategies. Changes in social, economic/ political conditions

Ongoing evaluation and mid-course corrections

External influences

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Introducing Carole Krezman

Improving the impact R&D has on the daily lives of individuals with disabilities, practice, policy

- Funding agencies: Want 'bang for buck'

- Evidence that ideas & products actually 'work'

- $ spent on disability gives maximum benefit to those with disabilities

- Internet and other information technologies have changed the way information flows

- Movement toward peer-to-peer info exchange rather than top down experts

Knowledge translation:

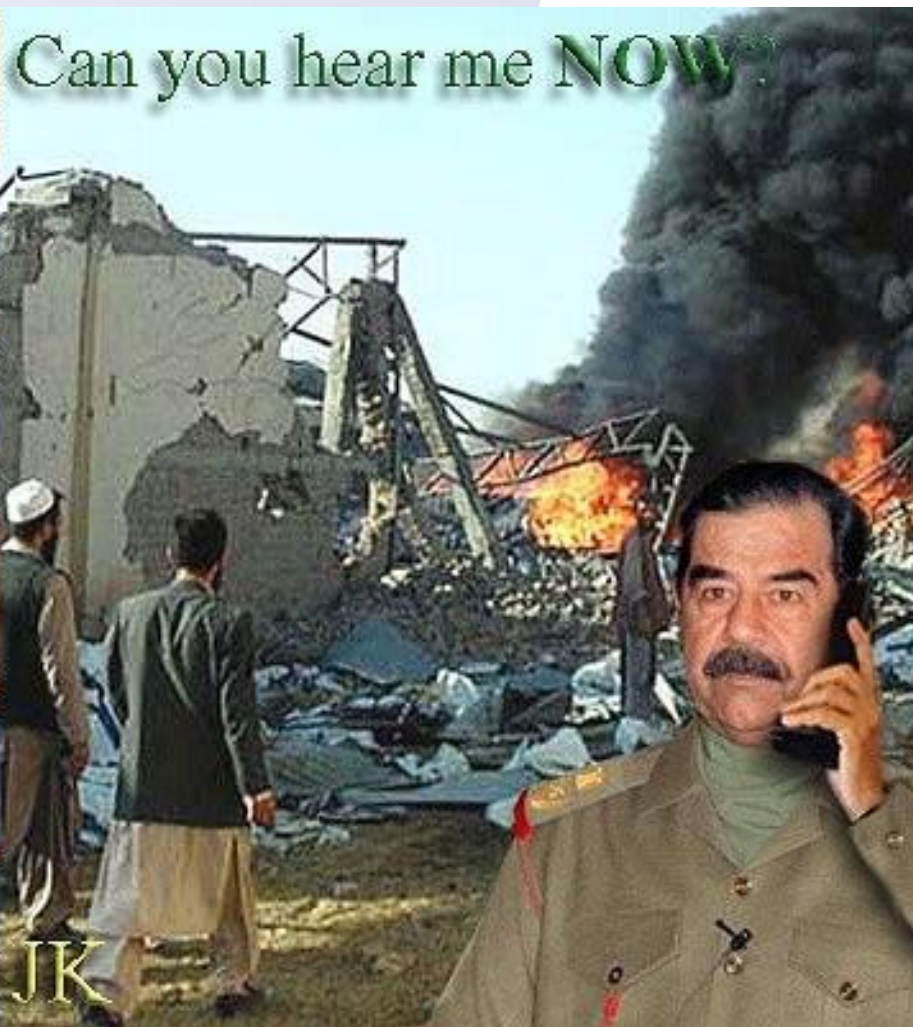The translation comes to the person in ways the individual

- prefers to get information

- can access information

- can understand information

- can use information

Can you hear me NOW?

We no longer need to squeeze diverse individuals into a single press run.

Can you hear me NOW?

JK

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A spectrum of translations considers the individual

- Constituent groups
- Culture
- Language
- Experience with AAC
- Literacy level
- Comfort with technology
- Age
- Learning style and preferences

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Translation meets current expectations & preferences

- Video, audio, photos, animation
- Interactive
- Peer-to-peer
- Up-to-date
- Instantly accessible

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Introducing Michael B. Williams

"We're all part of one big circle - we must constantly look toward the future, pay homage to the past, but respect the present and live in it."

Judith Jamison, Artistic Director, Alvin Ailey Dance Company.

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View of history

Importance of AAC History

- Edwin and Esther Prentke Award 2005
- ASHA - San Diego, CA

1. Personal Communication Methods
2. Involvement with Early SGDs
3. Political and Social Contexts

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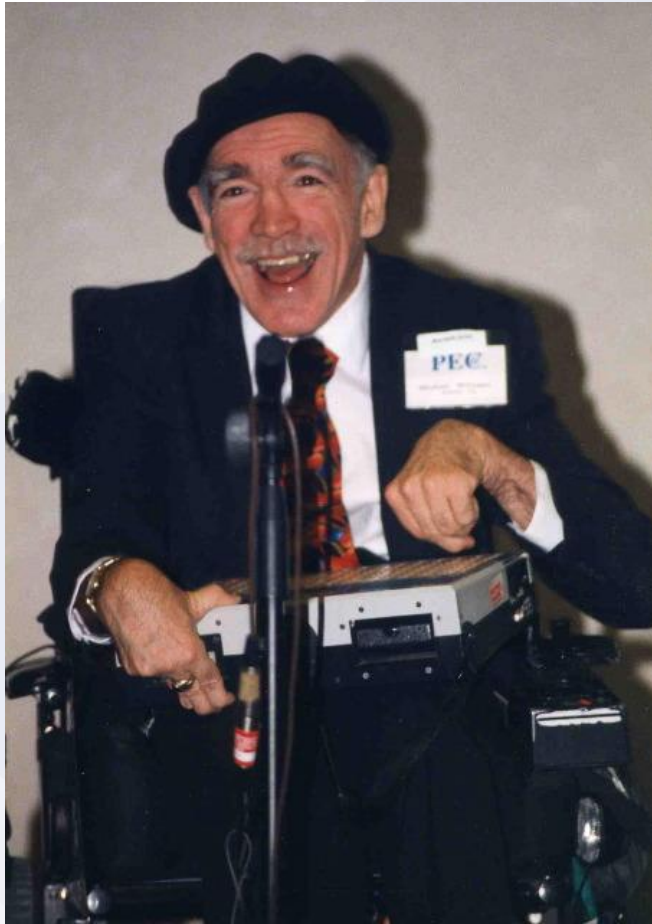SPREAD THE WORD

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PANIC

The Search for "the tape"

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How Far We've Come, How far We've got to go

Tales From the Trenches

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"We're all part of one big circle - we must constantly look toward the future, pay homage to the past, but respect the present and live in it."

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Given today's realities and tomorrow's promises, what strategies will most effectively translate our R&D into practice?

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Where do "people" look for information?

- **Basic Internet options**
  - Webcasts
  - Websites
  - Wikipedia
  - "Google it!"
  - Find a book on Amazon
  - Online classes

- **Interactive Options**
  - Youtube
  - E-books
  - Comment, discuss or tag a book on Amazon
  - Peer-to-peer social media
    - Blogs
    - Listserves
    - Social networks

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Current/future information sharing

"Social media is the place we go to find and talk about things we care about. The problem is, it's a mess out there."

Tom Guarriello

- Impact
  - Enhance lives
  - Inform policy
  - Improve practice

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FROM PAST TO FUTURE….

How can we most effectively "translate" our R&D ?

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Questions to consider

- What strategies will most effectively translate our R&D into practice?

- Where do "people" look for information?

- How can we most effectively "translate" our R&D ?

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The AAC-RERC

To view webcast *Tales from the Trenches*.
 Go to www.aac-rerc.com

To contact ACI: **www.augcominc.com**

To contact the AAC-RERC:
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How do we index, tag resources so it is easier for people to find it?

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How do people find AAC R&D info on the Internet?

- "Information professionals"
- Search
- Referral

- Tags
- What about the webcrawling, webcasts, Blackberry, etc.

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How do we package info so people want to find it?

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Bring the information to targeted audiences:

Be There Now

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