

# NICHD-DBSB Perspectives on Translation and Dissemination

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Association for Population/Family Planning Libraries  
and Information Centers-International

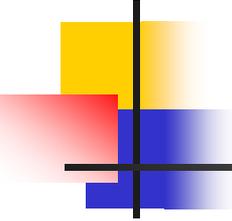
April 16, 2008

New Orleans, Louisiana



Rebecca L. Clark, Ph.D, Acting Chief

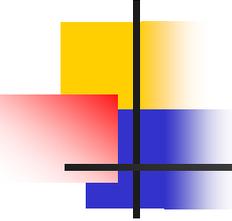
Demographic and Behavioral Sciences Branch  
*Eunice Kennedy Shriver* National Institutes of  
Child Health and Human Development  
National Institutes of Health



# What is the National Institutes of Health (NIH)?

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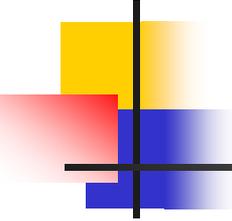
- Steward of medical and behavioral research for the Nation
- Mission:
  - Science in pursuit of fundamental knowledge about the nature and behavior of living systems
  - Application of that knowledge to extend healthy life and reduce the burdens of illness and disability



# What is the National Institutes of Health (NIH)?

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- 27 components (institutes and centers)
- \$28.6 billion in funding in 2006
- 80% goes to grants and contracts supporting extramural research

The logo graphic consists of a vertical black line on the left, a horizontal black line below it, and three overlapping squares: a yellow one at the top left, a red one at the middle left, and a blue one at the bottom left. The text 'NICHD' is in blue, sans-serif font to the right of the vertical line.

# NICHD

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- Largest single funder of behavioral and social research related to *population*
- Most funding for this research is through the **Demographic and Behavioral Sciences Branch (DBSB)**
  - \$99 million grant funding in FY05

# What is *translation*?

# What is *dissemination*?

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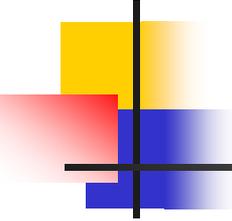
## ■ Translate

1. To bear, remove, or change from one place, state, form, or appearance to another: transfer, transform
2. To express in more comprehensible terms: explain, interpret

## ■ Disseminate

1. To spread abroad as though sowing seed  
<disseminate ideas>
2. To disperse throughout

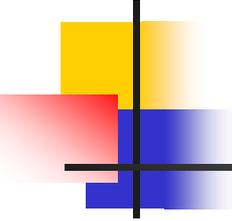
*Source: Merriam-Webster On-Line. Selected meanings of "translate."*



# Translation/Dissemination at the NIH

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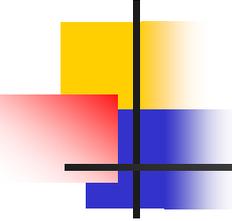
- Goal: Ensure that funded research benefits the public
- Translation: Bench to Bedside
  - Clinical and Translational Science Awards
    - National consortium of health centers, centered on clinical trials and interdisciplinary biomedical teams
    - Goal: New treatments delivered to patients faster, more efficiently
  - Cooperative Research And Development Agreements
    - Permit collaboration—industry, academia, government
    - Goal: Transfer NIH-generated knowledge into development of new technology and products
- Dissemination:
  - Public Access
  - Dissemination projects, e.g., Back-to-Sleep



# NIH Public Access Policy

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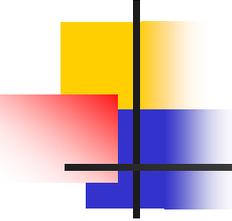
- *The Director of the National Institutes of Health shall require that all investigators funded by the NIH submit or have submitted for them to the National Library of Medicine's PubMed Central an electronic version of their final, peer-reviewed manuscripts upon acceptance for publication, to be made publicly available no later than 12 months after the official date of publication: Provided, That the NIH shall implement the public access policy in a manner consistent with copyright law.*
- RFI on NIH Public Access Policy open until May 31, 2008



...the ways that the DBSB asks population centers to "do" translational research...

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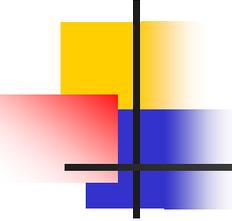
- How does DBSB support centers?
- Population Research Infrastructure Program (PRIP)
  - Replaced the old P30/P50 centers program
  - Supplies research-related infrastructure
  - No direct support of research projects



# Translation is a central goal of the PRIP

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*A central goal of this program is to facilitate interdisciplinary collaboration and innovation in population research while providing essential and cost-effective core services in support of the development, conduct, and **translation** of population research based in centers or comparable administrative units.*

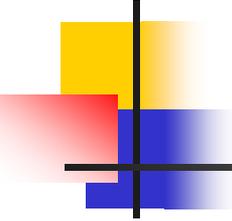


# PRIP: Two models for public infrastructure

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- Public infrastructure in “regular” centers
- Public infrastructure Only (PIO) centers

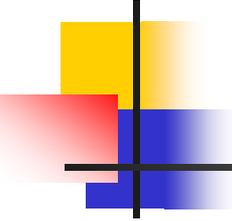
NOTE: Available only for full-fledged centers,  
not “rising programs”



# Infrastructure support is organized around 3 types of cores

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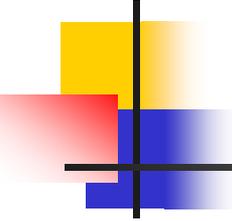
1. Research support cores (administrative, computing, information {that's you}, methodology)
2. Developmental cores (seed grants, workshops, etc.)
3. **Public infrastructure activities**



# How DBSB thinks about “translation” in terms of infrastructure support for centers

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- “Translation” is a type of public infrastructure
- Private infrastructure supports a center’s own research and researchers
- Public infrastructure primarily benefiting “significant external audiences”
  - Examples:
    - Broad community of population researchers
    - Communities concerned with public policy or health or social programs

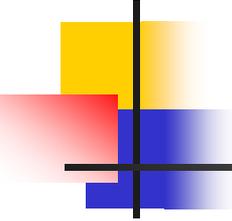


# What do we mean by “activities benefiting external audiences”?

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Some examples:

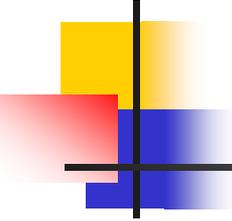
- Developing tools for effectively communicating population research findings to relevant audiences
- Developing innovative strategies for translating research findings so they can be applied to programs what will improve health and well-being



To qualify for public infrastructure funding, centers must show that the proposed activities will...

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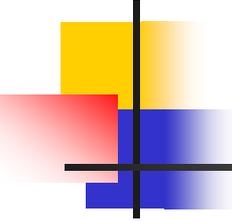
- Significantly advance the field of population research, and/or
- Makes population research more accessible to the policy and practice communities and improves how population research findings are applied



# Two more hurdles for these activities

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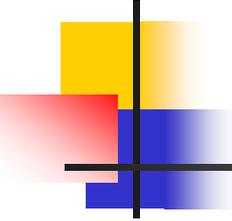
- Cannot duplicate existing resources or services
- Must be cost-effective



# We don't tell you what to do, but we do tell you how to describe it

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- What is the objective?
- Who is the audience?
- Why is the activity significant?
- How will it advance population research, and/or stimulate innovative or interdisciplinary research, and/or enhance dissemination and translation of research findings
- Show that it is unique
- What is the administrative organization that supports it, how will the activities be staffed, where will the activities be located, what services will be provided?
- What is the dissemination plan
- Show that it is cost-effective
- Describe how it will be supported over the long- and short-term

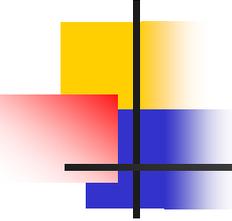


# Single Public Infrastructure Only award: Population Reference Bureau

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- Explains and publicizes the findings of population research and their implications.
- Serves the entire field of population sciences, translating research into information that can be used by decision-makers in the public and private sectors, individuals and families.
- Center activities include:
  - Writing and disseminating news releases about recent demographic research;
  - Writing background materials and research summaries to put new research into context for journalists and policy audiences;
  - Organizing seminars, conferences, and professional development seminars on population topics with policy implications; and
  - Providing information services for the media and the public.

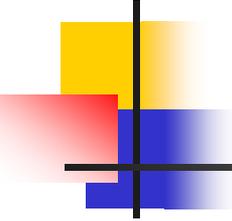
*From PRB website*



# PRB news releases (2005)

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- Mexican Welfare Payments Reduce U.S. Immigration
- Births Increase in Oklahoma City Following 1995 Bombing There
- Marrying Up or Down Growing Rarer Among Americans, Study Finds
- More U.S. Wives Outearning Their Husbands, But Not by Much
- Skin Color Obstacle for Some U.S. Latinos Moving into Anglo Neighborhoods
- State Welfare Policies, Job Opportunities Drive Poor Families' Interstate Moves
- Family Time Study Examines "Quality Time," Multitasking, Single-Parent Families, and Grandparent Care
- Smoking, Different Chronic Diseases Explain Why Women Outlive Men
- Divorce's Economic Toll Greater for Black Children than for White



# What we ask centers, and all other grantees

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- Tell us about your significant findings
- Send us your publications
- Let us know if your institution is preparing a press release
- Sometimes NICHD will prepare press releases, sometimes we forward to NICHD director, or even NIH director