• Sought information about research needs
• Research priorities from the field
• Gather preliminary data on utilization, and
• Support discussion
METHODS

• University of Michigan coordinated
• Approved by UM IRB
• Snowball sample
• Survey invitation/link sent to 203 individuals
• Response rate: 54.2%
SURVEY QUESTIONS

• Organization type
• Role of respondents
• Importance of research
• Types of organizational activities
• Top 3 research priorities in 3 different research areas
THREE RESEARCH AREAS

• Research that helps us **to understand** the root causes and of a problem/issue and its implications in a community or population

• Research that helps **to design and evaluate** effective programs, policies and other interventions

• Research that helps **to improve the translation, dissemination and use** of research findings and evidence
DATA ANALYSIS

• Over 450 unique ideas for research priorities
• Respondents posed research questions or issues
• Retained original responses except for correction of typos
• Sorted into the three research areas
• Conducted content analysis within areas
2015 Survey Results  N=110

- Other
- Private Sector
- Research/Think Tank
- State Govt
- Federal Govt
- Advocacy
- Philanthropy
- Health System
- Local Govt
- Academic
<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Leadership</td>
<td>47%</td>
</tr>
<tr>
<td>Research and Evaluation</td>
<td>25%</td>
</tr>
<tr>
<td>Service Delivery</td>
<td>7%</td>
</tr>
<tr>
<td>Government Relations/Advocacy</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>
### IMPORTANCE OF PUBLISHED RESEARCH/SCIENTIFIC EVIDENCE TO ORGANIZATIONAL ACTIVITIES

<table>
<thead>
<tr>
<th>Types of Activities</th>
<th>% Very Important</th>
<th>% Somewhat Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision and Mission</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>Strategic Planning Activities</td>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>Priority/Agenda Setting</td>
<td>*67%</td>
<td>32%</td>
</tr>
<tr>
<td>Budget Process</td>
<td>19%</td>
<td>54%</td>
</tr>
<tr>
<td>Resource Allocation</td>
<td>36%</td>
<td>52%</td>
</tr>
<tr>
<td>Government Relations</td>
<td>35%</td>
<td>55%</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Types of Activities</th>
<th>% Very Important</th>
<th>% Somewhat Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Education Activities</td>
<td>*62%</td>
<td>29%</td>
</tr>
<tr>
<td>Communication and Outreach</td>
<td>58%</td>
<td>38%</td>
</tr>
<tr>
<td>Lobbying (if applicable)</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Internal Organizational Policy</td>
<td>35%</td>
<td>49%</td>
</tr>
<tr>
<td>External Policy Interests and Goals</td>
<td>*60%</td>
<td>35%</td>
</tr>
<tr>
<td>Setting Our Own Research Agenda</td>
<td>*67%</td>
<td>22%</td>
</tr>
</tbody>
</table>
RESEARCH AREA 1-ROOT CAUSES/UNDERSTANDING: THEMES

• Social/socio-economic determinants of health
• Social psychological factors
• Contextual Influences
• Racism, segregation, immigration
• Early childhood/family
• Food/obesity
• Health risk behaviors
• Health care/health system reform
• Public health systems/cross sector collaborations
RESEARCH AREA 1-ROOT CAUSES/UNDERSTANDING: EXAMPLES

• Does poverty impact children from different race/ethnic groups differently?
• The effects of housing on ANYTHING...
• Increase understanding of adverse childhood experiences and adult health
• Evidence of multi-level determinants of obesity and diabetes
• How does stigma affect health?
• Role of community organizing in advancing health equity
• What are the major drivers of the epidemic of opioid addiction in US?
RESEARCH AREA 2—INTERVENTIONS/POLICY: THEMES

• Interventions related to obesity, food, nutrition, physical activity
• Interventions for specific sociodemographic groups/populations
• Community-level interventions/cross-sector collaborations
• Cost-effectiveness/Returns on investments (ROI)
• Public health system reform
RESEARCH AREA 2—INTERVENTIONS/POLICY: EXAMPLES

• *How to*....
• Shift wealth distribution to eliminate poverty
• Reduce racism and other forms of social stigmatization
• Establish incentive structures to attract markets to food deserts
• Tailor interventions to different culture groups
RESEARCH AREA 2—INTERVENTIONS/POLICY: EXAMPLES

• *How effective*....
• The impact of the availability of affordable housing on public health
• What impact has the “health in all policies” approach had?
• What the most cost effective community change strategies?
• What is impact of high-deductible health plans on health inequities?
RESEARCH AREA 3—TRANSLATION/DISSEMINATION: THEMES

• Dissemination to policymakers, clinicians, others
• Raise awareness and motivate action
• Identifying and communicating best practices
• Research funding/priority setting
• Research methods and approaches
• Academic challenges to research translation
• Evidence-based medicine
RESEARCH AREA 3—TRANSLATION/DISSEMINATION: EXAMPLES

• What approaches to adoption and spread of evidence-based practices are most successful?
• What are best communication strategies in describing population health?
• Model policies for school districts for sexual health education
• Funding for multi-sector collaborative studies
• How to incentivize universities to better encourage knowledge exchange
• How to raise the profile of “grey literature”
SUMMARY

• Additional analysis of data needs to be performed
• Significant number of ideas for research needs and priorities across research areas
• Survey results provide important data for informing a population health research agenda
• Data should be useful for conversations this afternoon
Questions?