



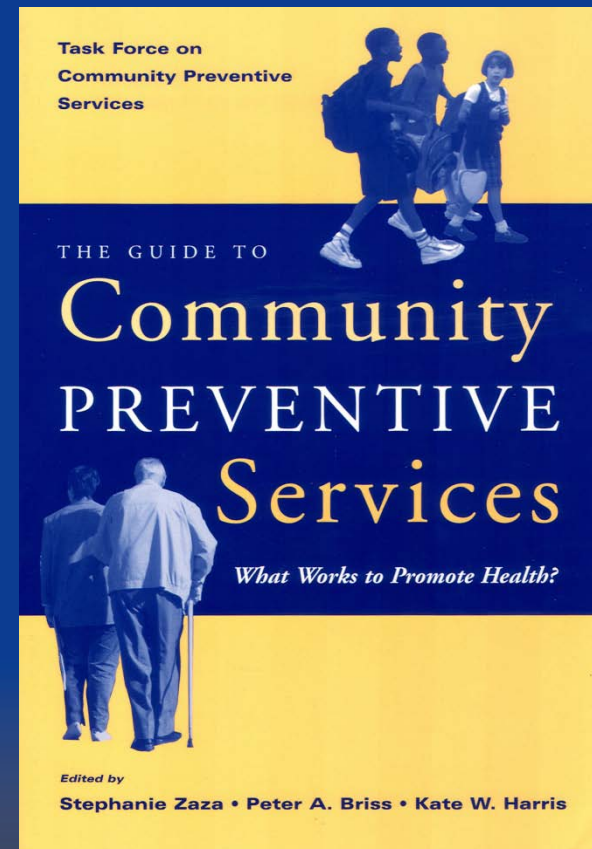
Getting Real: The Community Guide as the Evidence Base for Improving the Health of Communities

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The Guide to Community Preventive Services
Epidemiology Analysis Program Office
Office of Surveillance, Epidemiology, and Laboratory
Services
Centers for Disease Control and Prevention (CDC)

SAFER • HEALTHIER • PEOPLE™

The Community Guide:

- State-of-the-science **systematic reviews** that:
 - a) Analyze all available evidence on the effectiveness of community-based interventions in public health
 - b) Assess the **economic benefit** of all effective interventions
 - c) Highlight critical **research gaps**



The Community Guide:

- These systematic review findings form the basis for **evidence-based recommendations**
 - ◆ About effective programs and policies for
 - communities,
 - worksites,
 - schools,
 - health care systems,
 - etc.
- Developed by the **Task Force on Community Preventive Services**



www.thecommunityguide.org



Task Force on Community Preventive Services (Task Force; TFCPS)

- Nonfederal, rotating body
- Internationally renowned experts in public health research, practice, policy
- Nomination process includes broad input from throughout public health, health care
- Members are appointed by CDC Director



Evidence-Based Prevention Interventions

Involves assessing evidence of the effectiveness of two categories of preventive services:

1. **Clinical** preventive services
2. **Community** preventive services



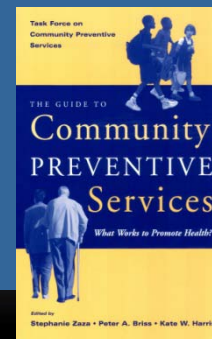
The Clinical and Community Guides Are Complementary

Individual level
Clinical settings
Delivered by healthcare providers
Screening, Counseling, etc.



Clinical Guide:
US Preventive Services
Task Force
Recommendations

Group level
Health system changes
Insurance/benefits coverage
Access to/provision of services
Community, population-based
Informational
(Group Education, Media)
Behavioral, Social
Environmental & Policy Change



Community Guide:
Task Force on
Community Preventive
Services
Recommendations

Clinical Preventive Services

Evaluating the effectiveness of interventions that are typically delivered:

- ◆ At the level of the **individual patient**
- ◆ By a doctor, nurse, or other **health care provider**
- ◆ In a **clinical setting**



Clinical Preventive Services: Examples

What is the effectiveness of...

- ◆ Colorectal cancer screening for reducing **colon cancer** morbidity and mortality?
- ◆ Screening adult patients for **obesity** and offering counseling and behavioral interventions to promote sustained weight loss?
- ◆ Screening adults for **depression**?

– All from the Clinical Guide



Community Preventive Services

Evaluating the effectiveness of interventions that are typically delivered:

- ◆ At the **group level**
- ◆ **Community or population-based**
 - Demographic
 - State/province, city, neighborhood
 - Age, gender, race/ethnicity, economic status
 - Organization
 - Health care system
 - Schools
 - Worksites
- ◆ By a **wide range of “providers”**



Community Preventive Services: e.g.,

What is the effectiveness of interventions...

- ◆ To increase **colon cancer** screening:
 - Client incentives?
 - Small media (e.g., pamphlets)?
 - Provider assessment and feedback?
- ◆ To prevent, control **obesity**:
 - Worksite programs?
 - Behavioral interventions to reduce screen-time (TV, computer, video games, etc.)?
- ◆ To prevent/control **depression**:
 - Collaborative care interventions?
 - Community-based exercise interventions?



Community Preventive Services can be

◆ Informational

- Mass media campaigns for reducing alcohol impaired driving

◆ Behavioral, Social

- Behavioral interventions to reduce risky sexual behavior and HIV, other sexually transmitted infections, and pregnancy among youth

◆ Environmental, Policy

- Street scale urban design (improved safety, ease of walking, lighting) in increasing physical activity

◆ Health System

- Client reminder and recall systems in increasing vaccination coverage

– All from the Community Guide



>215 Task Force Recommendations

The Environment

Social Environment

Health Equity

Settings

States

Worksites

Healthcare system

Communities

Schools

Organizations

Risk Behaviors

Specific Conditions

Tobacco Use

Alcohol Abuse/Misuse

Other Substance Abuse

Poor Nutrition

Inadequate Physical Activity

Unhealthy Sexual Behaviors

Vaccine-Preventable Disease

Pregnancy Outcomes

Violence

Motor Vehicle Injuries

Depression/Mental Health

Cancer

Diabetes

Oral Health

Obesity

Asthma

Current reviews

Community Guide: How is it Used?

■ To inform decision making around:

- ◆ Practice (initiatives, programs)
- ◆ Policy making
- ◆ Research
- ◆ Funding for research and programs



Community Guide: Intended Users

- **Public Health Practitioners, Health Departments**
 - ◆ Program planning, grant guidance, focus for research funding goals
- **Healthcare Providers and Systems**
 - ◆ System-level interventions for effective clinical services delivery
- **Employers, Purchasers**
 - ◆ Healthy worksite interventions, benefit plan design/selection
- **Community-based Organizations**
 - ◆ Program planning, grant guidance, focus for research funding goals



Community Guide: Intended Users (cont'd)

■ Legislators & Policy Makers

- ◆ Broad policies, targeted laws, educational system requirements, community-wide interventions

■ Researchers

- ◆ Conduct research on “insufficient evidence” findings, other research gaps

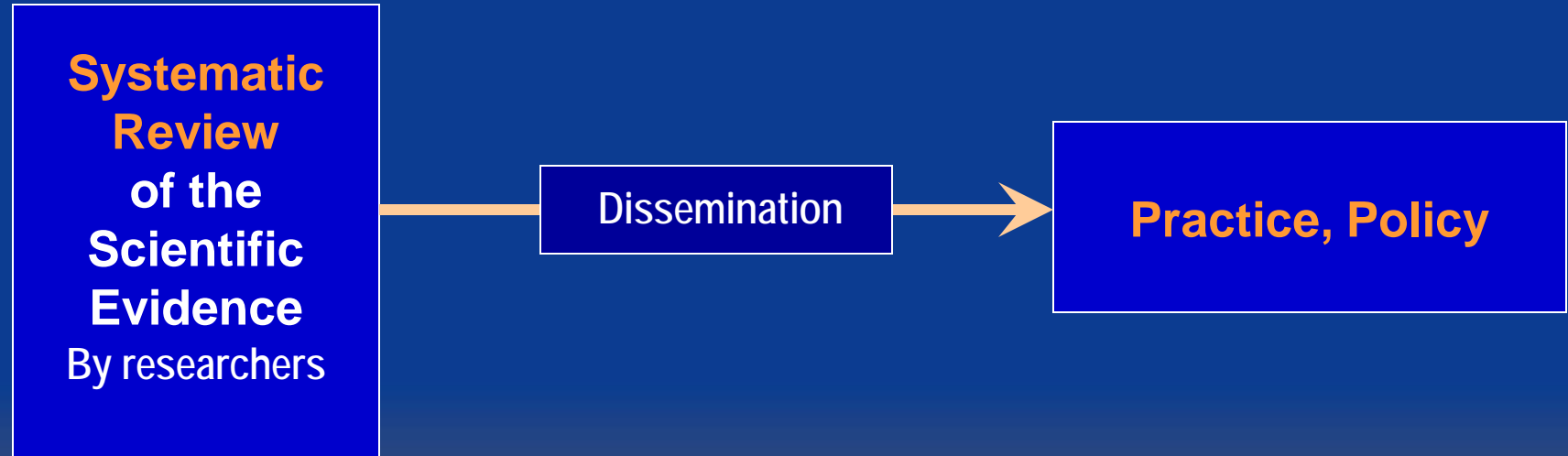
■ Government Agencies, Funders

- ◆ Develop requests for proposals, fund studies of identified research gaps

■ [The General Public – a secondary audience]



Challenge: A Typical Approach to Developing and Disseminating Evidence Based Recommendations: A Push Model



Addressing the Challenge

- By actively engaging in conducting and disseminating the systematic review those who are expected to be the users and beneficiaries of the research, it is more likely the findings and recommendations will be relevant to their needs



Intended Users Participation: Are we...

- Prioritizing the right topics and interventions for review?
- Asking the right questions?
- Staying true to the important questions over the course of the review?
- Appropriately considering context, other issues of applicability to different settings, populations?
- Thinking proactively about interpretability, relevance, usefulness, use?
- Planning for and undertaking dissemination and translation into action from the outset?



So Whose Participation Do We Seek in our Systematic Reviews?

- Who is to be affected by the recommendations and findings? Who are the intended users?
 - ◆ Practitioners (health care, public health, other)
 - ◆ Policy makers
 - ◆ Health departments
 - ◆ Professional, nongovernmental organizations
 - ◆ Community-based organizations
 - ◆ Employers, employees
 - ◆ Minority or special populations
 - ◆ Researchers
 - ◆ Research funders
 - ◆ Educators



Another Challenge

- Most decision makers want to know:
 - ◆ Are the findings **generalizable** across all the settings, situations and populations for which I am responsible?
 - ◆ Are the findings **applicable** to my *specific* setting, situation, or population?



The CG Seeks to Answer Key Questions about Interventions

- Do they work?
- How well?
- For whom?
- Under what circumstances are they appropriate?
- What do they cost?
- Do they provide value?
- Are there barriers to their use?
- Are there any harms?
- Are there any unanticipated outcomes?



Task Force Recommendation Options

■ Recommend

- ◆ Strong Evidence
- ◆ Sufficient Evidence



■ Recommend against

- ◆ Strong Evidence
- ◆ Sufficient Evidence



■ Insufficient evidence to recommend for or against



Formal Review of Applicability

- Information explicitly provided to Task Force on applicability
 - ◆ Considered when they make recommendations
- Information provided to users in a refined **Rationale Statement** accompanying the Task Force Recommendation Statement



GUIDE TO
COMMUNITY
 Preventive Services

The Community Guide
 What works to promote health



SEARCH

www.thecommunityguide.org

What is the Community Guide?

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

More than 200 interventions have been reviewed and the [Task Force on Community Preventive Services](#) has issued [recommendations](#) for their use. Learn more [about the guide](#), our [systematic review methods](#), and the [Community Guide team](#).

All Community Guide Topics

- Adolescent Health
- Alcohol
- Asthma
- Birth Defects
- Cancer
- Diabetes
- HIV/AIDS, STIs & Pregnancy
- Mental Health
- Motor Vehicle
- Nutrition
- Obesity
- Oral Health
- Physical Activity
- Social Environment
- Tobacco
- Vaccines
- Violence
- Worksite

Ways To Use The Community Guide

Policies

Legislation, organizational policies...

Research

Identifying gaps, setting priorities, study quality...

News & Announcements



Worksite Programs Help Employees Lose Weight

Published in the October 2009 *AJPM*, the Task Force recommends worksite programs intended to improve diet and physical activity behaviors.

[More »](#)


Multicomponent Interventions with Community Mobilization Reduce Alcohol-impaired Driving

This review, just published in the October 2009 *AJPM*, shows that these interventions can reduce alcohol-impaired driving.

[More »](#)


Did You Know?

November is American Diabetes Month. Learn about interventions that work to prevent and control diabetes.

[More »](#)

Other Key Information

- [Tell someone about the Community Guide](#)
- [About the Community Guide](#)
- [Message from the Community Guide Director](#)
- [Task Force Findings](#)
- [Community Guide 101](#)
- [Systematic Review Methods](#)

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Task Force Meetings

2010

February 17-18
 June 16-17
 October 20-21

2011

February 16-17
 June 15-16
 October 19-20

Contact Us:

Community Guide Branch
 National Center for Health Marketing (NCHM)
 Centers for Disease

All Community Guide Topics

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- Worksite

Ways To Use The Community Guide

Policies

Legislation, organizational policies...

Research

Identifying gaps, setting priorities, study quality...

Programs or Services

Planning, preventive services, employee health and wellness...

Education

Course development, training...

Funding

Grant development, funding proposals...

General Use

Identify what works, use resources wisely, build community support...



Cancer Screenings

Systems that inform healthcare providers when individual clients are due or overdue for specific tests can increase cancer screenings.

[More »](#)



Did You Know?

Higher alcohol taxes can help prevent excessive drinking and save lives, according to a systematic review published in the February 2010 issue of the *American Journal of Preventive Medicine*.

[More »](#)

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- [The Guide to Clinical Preventive Services](#)

Contact Us:



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Atlanta, GA 30333



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What is the Community Guide?

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions work?
- Are there effective interventions for different groups of people?
- What might effective interventions cost?

More than 200 interventions have been evaluated. The Community Guide has more about the guide, our systematic review methods, and the Community Guide team.

All Community Guide Topics

- | | |
|------------------------------|----------------------|
| • Adolescent Health | • Nutrition |
| • Alcohol | • Obesity |
| • Asthma | • Oral Health |
| • Birth Defects | • Physical Activity |
| • Cancer | • Social Environment |
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| • HIV/AIDS, STIs & Pregnancy | • Vaccines |
| • Mental Health | • Violence |
| • Motor Vehicle | • Worksite |

Ways To Use The Community Guide

Policies	Research
Legislation, organizational policies...	Identifying gaps, setting priorities, study quality...

News and Announcements - 3 types

News & Announcements

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












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 - ☒ Violence 
 - ☒ Worksite 

For More Information

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The findings and conclusions in this presentation are those of the presenter and do not necessarily represent the views of CDC.

