

Developing a KT Strategy for the Canadian Population Attributable Risk (ComPARE) Project



Robert Nuttall¹, Zeinab El Masri², Prithwish De², Leah Smith¹, on behalf of the ComPARE group

¹Canadian Cancer Society, Toronto, Ontario; ²Cancer Care Ontario, Toronto, Ontario

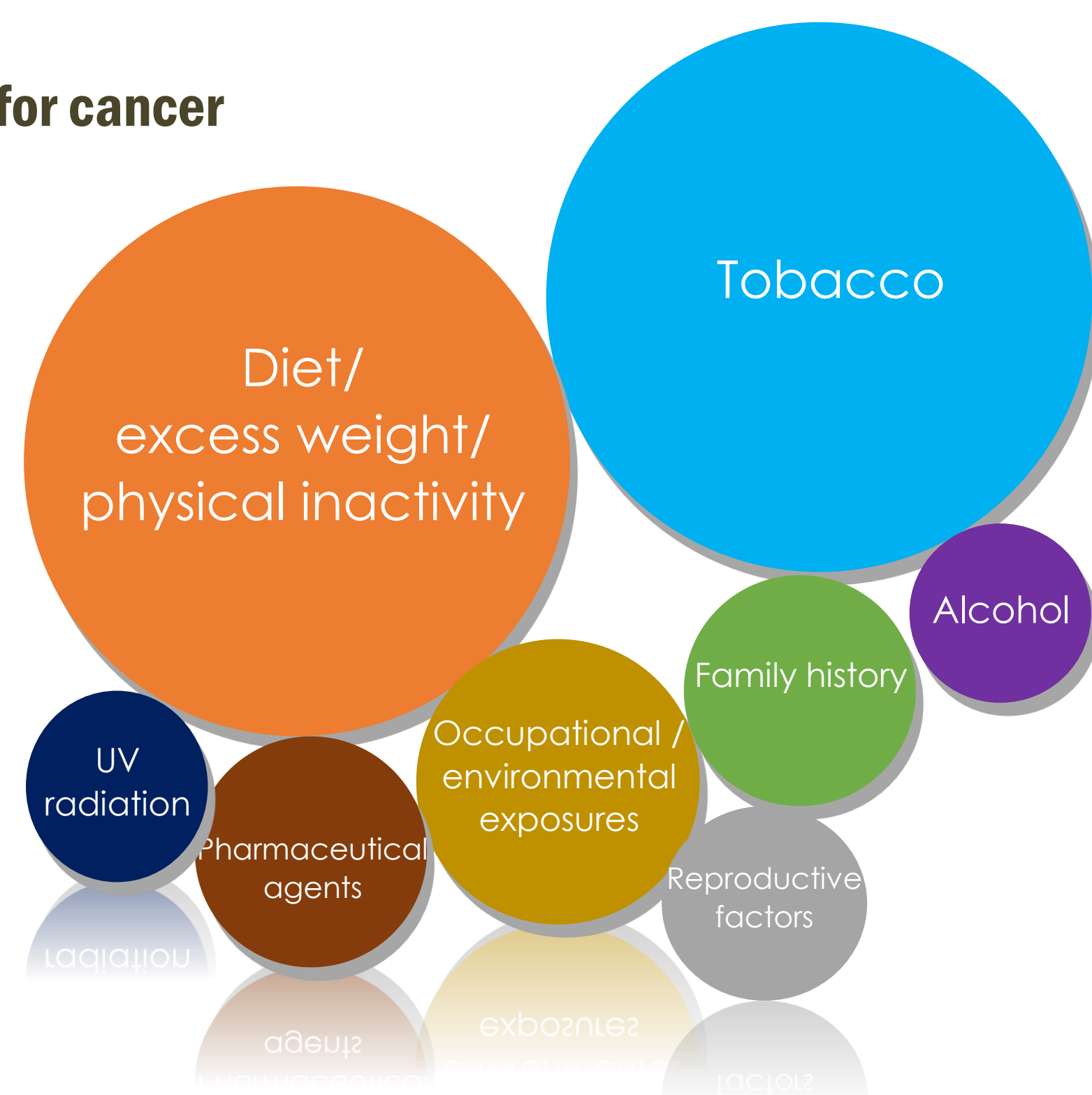
BACKGROUND

Understanding what proportion of cancers might be preventable if exposures to risk factors could be reduced is centrally important for cancer prevention strategies. The ComPARE project is an on-going pan-Canadian project that has the following overarching goals:

1. Estimate the current (population attributable risk; PAR) and future (preventable impact fraction; PAF) number of cancer cases attributable to modifiable risk factors in Canada and by province.
2. Model the impact of prevention initiatives on future cancer incidence.
3. Work with our partners to take action on the findings.

This project will examine over 30 risk factors affecting more than 30 cancer types.

Major modifiable risk factors for cancer



To achieve these goals, the project is divided into five nodes: methods; lifestyle; environment; infectious agents; knowledge translation (KT).

The KT node, through an **integrated KT approach**, will ensure immediate, ongoing and relevant uptake of the study results.

The expertise and reach of an **advisory committee** will be leveraged to broaden dissemination and strengthen the impact of or KT efforts. The Committee will be composed of representatives from the Canadian Cancer Society and other stakeholders representing:

Sector

- Health promotion
- Policy and planning
- Physician
- Public health
- Academia
- NGO

Expertise

- Knowledge translation
- Communications (traditional, social, digital)
- Research
- Content development
- Fundraising

How will we deliver the message?

In addition to traditional channels of KT such as presentations, webinars and publications, other **potential tools** may include:

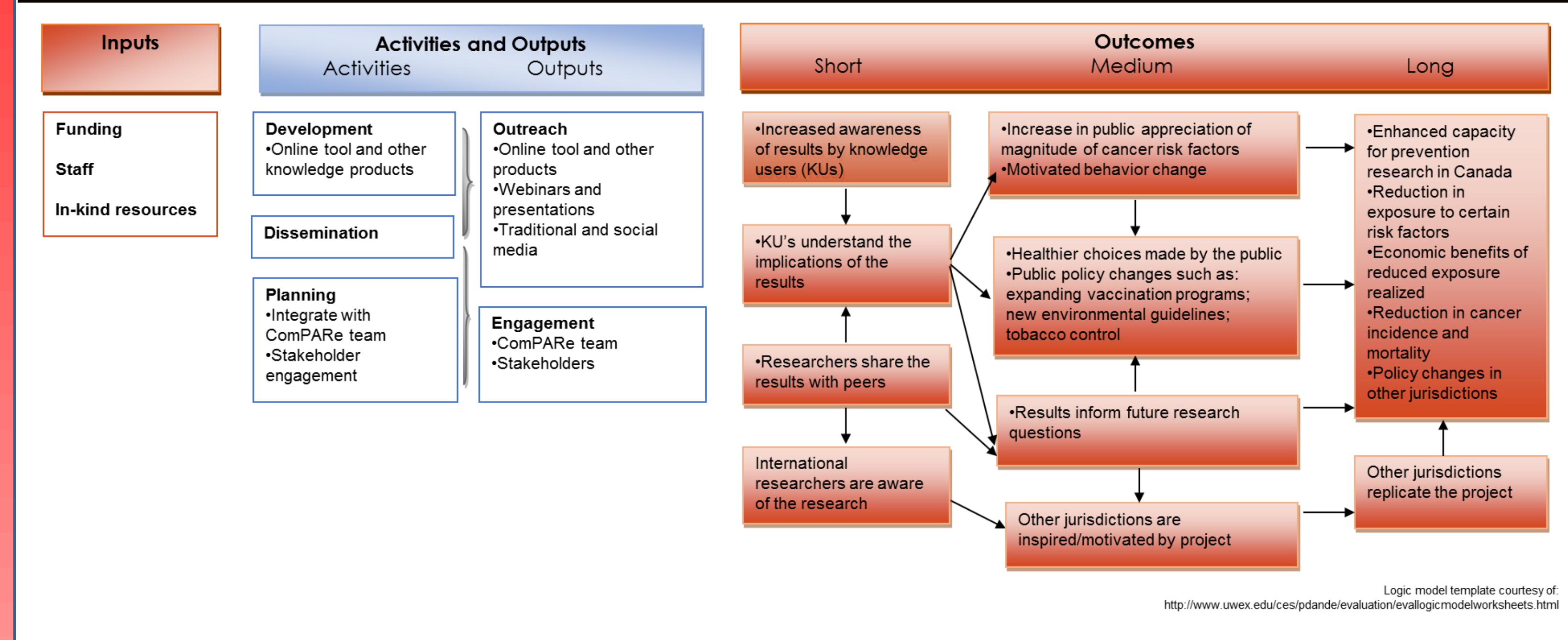
- An interactive tool to present study findings
- Toolkits for KT partners (key messages, social media materials, infographics)

OBJECTIVES

To develop the overall KT strategy for the ComPARE project, the KT team set out to identify:

- **What** knowledge do we want to mobilize?
- **Why** are these messages meaningful? What impact do we want to achieve?
- **Who** are we trying to reach?
- **Who** needs to be involved as partners and stakeholders?
- **How** will we deliver our messages?
- **When** do we implement our strategies?

The ComPARE Project KT Activities—Logic Model



THE KT STRATEGY

What? The findings of this study are expected to: increase public understanding about the magnitude of cancer risk factors and motivate behavior change; inform priority setting and policy development for cancer prevention; inspire future research questions and direction.

Why? To reduce exposure to modifiable cancer risk factors and ultimately reduce cancer incidence and mortality.

Who are we are trying to reach?

Policy makers and analysts; research community; health practitioners; charitable / not-for-profit organizations; public

IMPLICATIONS

The ComPARE project will provide the most comprehensive estimates for the current and future burden of cancer attributable to modifiable risk factors across Canada and the provinces. Taking an integrated KT approach will produce findings that are more likely to be relevant to the end users and therefore maximize their impact on cancer prevention, planning and decision-making in Canada.

Acknowledgements

This research is funded by the Canadian Cancer Society (grant #703106). The co-Principal Investigators are: Dr CM Friedenreich and DR Brenner. The other co-investigators are: Drs E Franco, W King, S Walter, P Demers, P Villeneuve, P Hystad.



Cancer Care Ontario