

Measuring Impact of the CPCR

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Division of Cancer Prevention and Control

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CDC

**CENTERS FOR DISEASE
CONTROL AND PREVENTION**

**We Answer To A
Higher Authority.**

Are we making a difference?



If a tree falls in a forest and no one is around to hear it, does it make a sound?

If the results of a study influence action later on and no one is around to document it, does it have impact?

Description of the Science Impact Framework



- The framework is a method for tracing and linking science to events or actions with recognized impact.
- Health outcomes are the ultimate goal - driven by the 5 domains of influence.

Degree of Impact

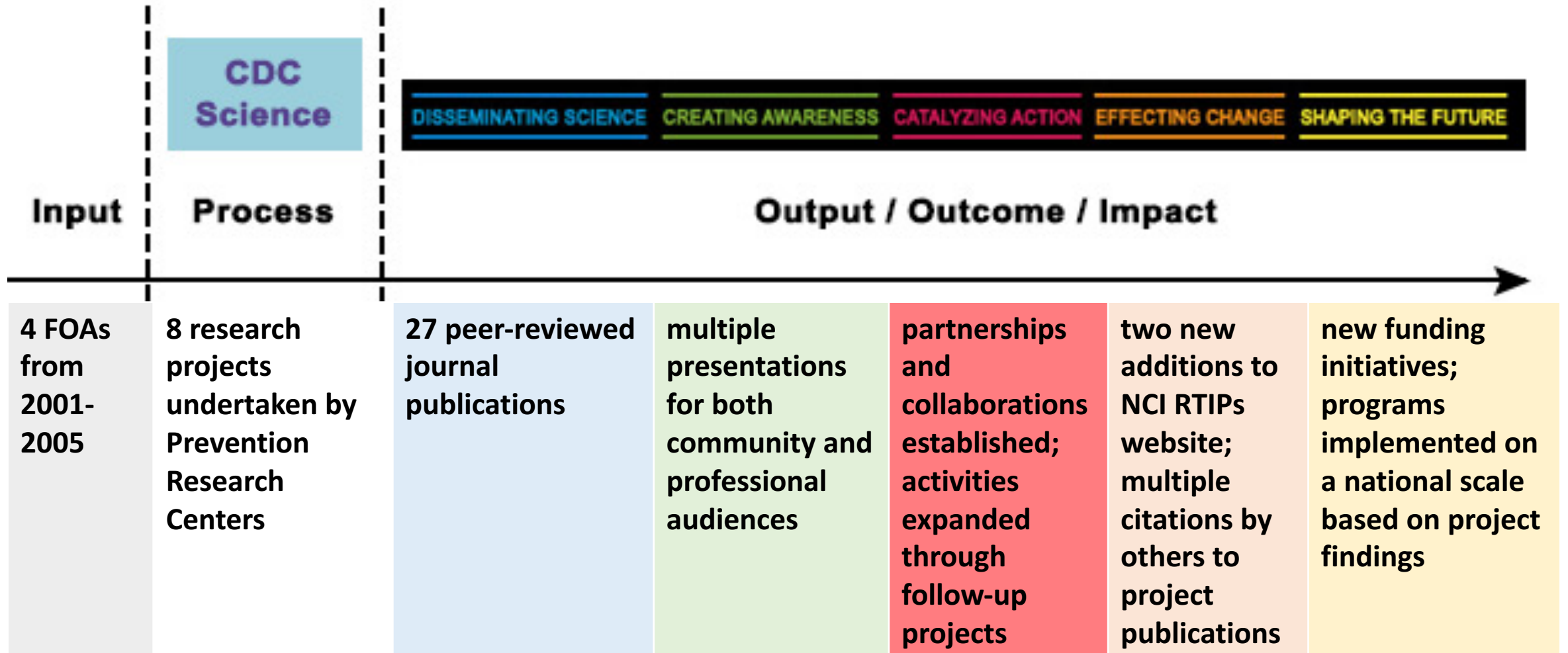
Disseminating Science
Creating Awareness

Catalyzing Action
Effecting Change

Shaping the Future



Application of the Science Impact Framework to a Program of Community-Based -Participatory Research on Methods to Increase CRC Screening Use



Observations

- The full impact of CDC's investment in applied research occurs long after the funding period ends and involves much more than publications.
- Science dissemination is a necessary but not sufficient component of total science impact.
- The CDC Science Impact Framework provided a structure for capturing important outcomes beyond journal publications and after reporting requirements had been met.
- Using the Framework retrospectively was challenging, inefficient, and likely missed important outcomes.

For Discussion

- Can we be more systematic and efficient in capturing measures of different degrees of CPCRN impact?
- What indicators could we be tracking to document the full impact of CPCRN, both short-term successes (wins) and long-term change?
- What should be included in progress reports to capture indicators of impact and facilitate longitudinal follow up of positive outcomes?
- What could CDC do, in partnership with CPCRN, to enhance the impact of CPCRN activities and products (through creating awareness, catalyzing action, effecting change)?

Go to the official federal source of cancer prevention information:
www.cdc.gov/cancer

 Follow DCPC Online!

 **@CDC_Cancer**

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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