



Digital Story 1, Part 3

Model for Evidence-informed Decision Making in Public Health

NCCMT

The National Collaborating Centre for Methods and Tools has a wheel that we like to use to illustrate the seven steps of evidence-informed public health. I wonder if you can explain, when you were going through this story with the breastfeeding campaign, if you were aware of those seven steps, if you followed that seven-step process or if you possibly missed a step or two.

PPH

Yeah. I think we definitely missed a step or two in the beginning when we first went forward with the evidence. We were probably formalizing the questions more or less adequately but we couldn't do a systematic search. And then when we retrieved things, we really didn't have all the capacity to do that critical appraisal. We used quite a lot of the NCCMT's tools and methods in the past. And, in fact, have worked quite closely with NCCMT over the years. I do like to mention of the NCC decision-making model.

I often use it to explain to staff even now that those elements of the decision making model, we were doing many of them quite well. We knew how to gauge the community's expectations. We knew how, as managers and supervisors, to look at our own resources, our capacity to do a particular intervention. And we knew to some extent how to use our surveillance data and our epidemiological data to understand what was going on in our community. But the piece that we'd been missing was bringing that evidence to that decision-making model. I think when you present it to people in that way, and especially to our staff ... Of course when you move into new territory like this people say: "Well, wasn't I doing it okay before?" And the message that we want to give out is to say that "Yes, you were doing a lot of things right before but there was another piece that needs to be there, that we weren't getting to the table. And that's the evidence piece."



NCCMT

So, did you run into resistance when you said to people that maybe they hadn't been doing everything they needed to do?

PPH

Yeah, it's a hard message to hear. It's a hard message to hear. I think the thing that turns the tide is when you actually can bring the full amount of the evidence to the table, to sit down with that person and say "Here, let's look at this. Let's read this. Let's think through what this means." You start to realize why you end up seeing the evidence as X, whatever that thing is. And then you have to then still do with that X what you feel appropriate, depending on all those other elements of that decision-making model.

NCCMT

Right. ... and their own expertise and experience.

PPH

Yes.