

Using deliberative dialogue to contextualize policy measures

- Pilot project -

National Collaborating Centre
for Healthy Public Policy
(NCCHPP)

Summer Institute - Kelowna
August 2008



information



formation



recherche



*coopération
internationale*



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Knowledge synthesis pilot project

- **Objective of the presentation:**
 - Present an overview of the knowledge synthesis pilot project undertaken, the results obtained and the knowledge acquired
- **Synopsis**
 - Project background, research question and objectives
 - Knowledge synthesis methodology
 - Deliberative dialogue methodology
 - Results & discussion of the deliberative dialogue session conducted in British Columbia



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Knowledge synthesis pilot project

Context

- **Synthesis of knowledge related to healthy public policy**
 - Methodology inspired by an Evidence-Based Medicine approach (e.g.: Cochrane, Campbell, NICE, Evidence Health)
 - Promotes acceptance of a broader view of science that includes a wider range of evidence
 - Aims to go beyond reviewing the effectiveness of measures, by considering other dimensions of policy decision making



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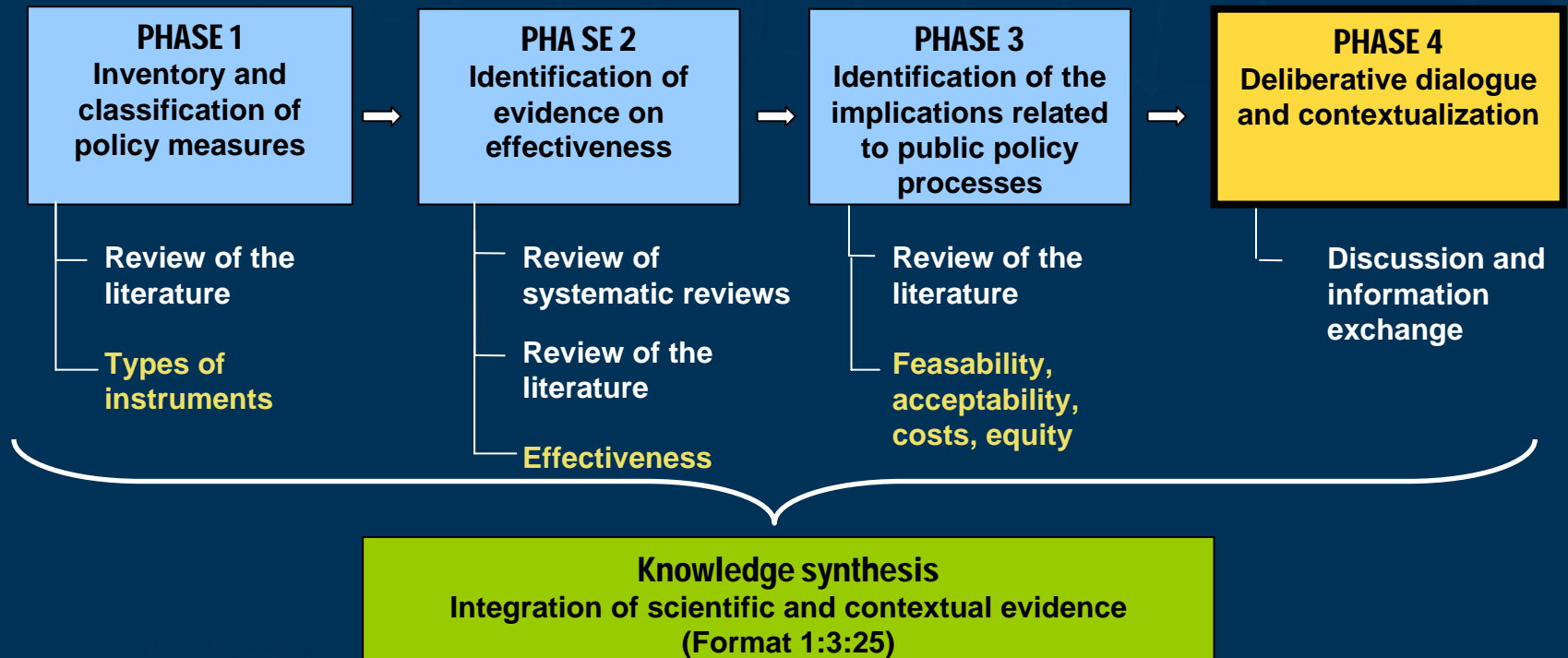
Question and objectives

- **Pilot project focused on measures aimed at fighting obesity**
 - Question
 - What policy measures have the best chance of successfully fighting obesity in Canada?
 - Objectives
 - Identify and describe a set of proposed or debated measures for fighting obesity.
 - Review the evidence regarding the effectiveness of the selected measures.
 - Identify the implications of adopting and implementing these measures.



Pilot project

Knowledge synthesis methodology



Phase 1

- **Inventory and classification of policy measures**
 - Inventory of proposed and debated measures
 - Review of the scientific and grey literature
 - Review of the websites of organizations concerned with obesity
 - Selection of a set of measures
 - Classification
 - Measures described using the policy instrument taxonomy developed by Schneider & Ingram, 1990



Phase 2

- **Identification of evidence on effectiveness**
 - Review of systematic reviews, of the scientific literature using a range of research designs, and of the grey literature
 - Inclusion of a wide variety of evidence ranging from experimental evidence to expert opinion
 - Assessment of effectiveness based on Haby's classification system, 2006



Phase 3

- Identification of the implications related to public policy processes (agenda-setting, design, adoption, implementation)
 - Review of the literature
 - Assessment of contextual factors identified in studies and referred to by experts
 - Feasibility
 - Acceptability
 - Costs
 - Equity



Phase 4

Deliberative dialogue

- “Dialogue is a process that allows people, usually in small groups, to share their perspectives and experiences with one another about difficult issues we tend to just debate about or avoid entirely. [...] Dialogue is not about winning an argument or coming to an agreement, but about understanding and learning. Dialogue dispels stereotypes, builds trust and enables people to be open to perspectives that are very different from their own.”
- “Deliberation emphasizes the use of logic and reasoning to make better decisions. Decisions about important public issues [...] often made through the use of power or coercion rather than a sound decision-making process that involves all parties and explores all options. ”

Electronic source: <http://www.thataway.org>

Consulted June 1, 2008

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Phase 4

Deliberative dialogue (continued)

- Objective of deliberative dialogue
 - Contextualize policy measures and guide decision making
- Deliberation, as a site for information exchange and the critical examination of issues through dialogue (Lomas and coll. 2005):
 - Aims to inform and to raise awareness
 - Allows us to integrate data and interpret scientific and contextual evidence as a whole
 - Allows raw ideas to develop into informed opinions
 - Does not necessarily lead to decision making
- “The test, therefore, of a deliberative process is whether the resultant judgement is (or will be) more comprehensively “evidence-informed,” better matched to the context of application, more efficiently implementable and more widely acceptable to those affected by it” (Culyer & Lomas. 2006: 364).



Deliberative dialogue

Objectives

- **Methodology**
 - Assess the added value of including a deliberative stage to produce a knowledge synthesis that is more relevant to the universe of healthy public policy
 - Verify the usefulness and the usability of the analysis frameworks proposed for assessing the various measures
- **Information gathering**
 - Obtain from the participants an informed opinion of the measures discussed with reference to their expected effectiveness and a reading of their context
- **Knowledge transfer**
 - Disseminate the information obtained from the literature and obtain information about the context surrounding the adoption and implementation of the measures
 - Generate a third type of knowledge, a unique form of knowledge, resulting from the encounter between information gathered from the literature and local knowledge



Deliberative dialogue

Administration of the event

- **Which provinces?**
 - Provinces with an action plan for fighting obesity
 - British Columbia
 - Ontario
- **Which measures?**
 - The measures proposed in the BC action plan / limited to 3 because of the time allotted for the session
 - Regulating televised advertising directed at children
 - Regulating the labelling of nutritional information
 - Regulating the food available in schools
- **Which actors?**
 - Public, private, NGO, academic
 - 11 persons – March 5, Vancouver
 - 12 persons – March 13, Toronto
 - 10 persons – March 14, Toronto



Deliberative dialogue

Administration of the event (continued)

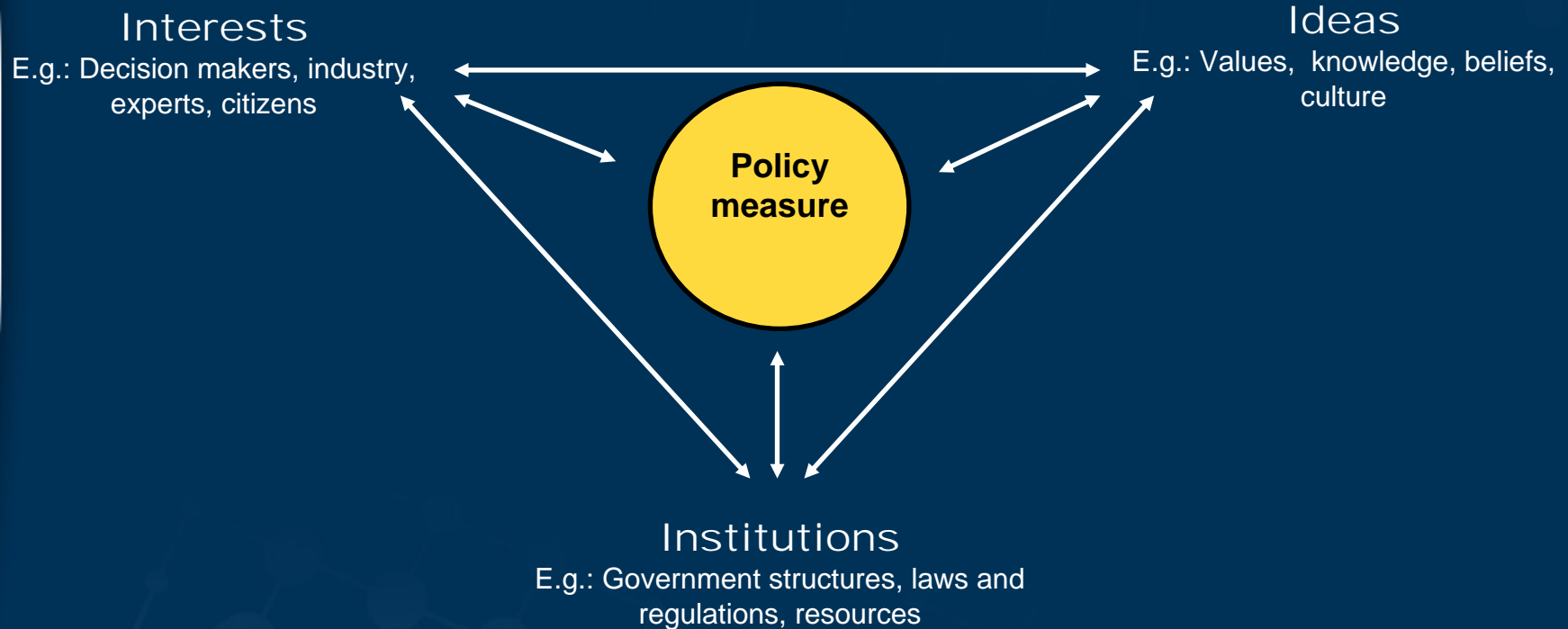
- **Prior to the meeting**
 - A background document on the pilot project
 - A background document on the deliberative session
 - A summary of each of the measures
 - http://www.researchtopolicy.ca/whatwehavelearned/derive_messages.asp (guide)
- **The deliberative dialogue**
 - 1 day
 - “Chatham House Rules”
 - Record session to facilitate the administration of exchanges following the event
- **Analysis of exchanges**
 - Transcription of recordings
 - Processing of data with Nvivo (2 coders)



Policy measures in context

Analytical framework

- Decision makers and political leaders are influenced by considerations that are not strictly “scientific.”



Preliminary observations – B.C.

Regulating televised advertising directed at children

- Feasibility
 - Various potential forms
 - Technical limitations
 - Foreign English TV networks, self-regulation
 - Facilitating factors
 - Evidence, public support, national leadership
 - Essential complementary measures
 - Social marketing, counter-marketing, education on healthy eating and media critiquing, incentives for industry (aid or taxes)
- Acceptability
 - Evidence and underlying logic
 - Integrated approach
 - Collaboration among actors concerned



Preliminary observations – B.C.

Regulating televised advertising directed at children (continued)

- Effectiveness
 - Varying assessments of the measure's recognized effectiveness
- Equity
 - Unequal situation of children from disadvantaged backgrounds
- Costs
 - Potential costs for the food industry and for the media industry
 - Unequal resources



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Cross cutting elements that were discussed

- A standardized nutritional guide distinguishing healthy from unhealthy food
- Collaboration among the actors involved, at all stages of the public policy process
- Evidence of the measure's effectiveness
- Complementary measures that support application of the measure
- An integrated and progressive approach
- Correspondence with current interests and values
- Leadership – project promoter (public, private or NGO)



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Reflections on the type of information obtained

- Did a deliberative session really enhance the knowledge synthesis drawn from the literature?
 - Yes
- Might we have obtained this information in other ways?
 - Some of it, probably
- What would we have lost?
 - The knowledge gained through the encounter between documented knowledge and that possessed by the local actors who expressed themselves
 - Networking among actors, which is likely to further the implementation of measures
 - The opportunity to draw together two sectors: public health and political science
 - A interactive process of information exchange and transfer that promotes the integration of knowledge



Reflections on the methodology

- Overall assessment of sessions

	March 5	%	March 13	%	March 14	%	Total	%
Presentation	4	77.8%	4	71.7%	5	98.8%	4	82.7%
Content	3	63.0%	3	68.6%	4	88.3%	4	73.3%
Logistics	4	88.3%	4	76.5%	4	88.4%	4	84.4%
Overall appraisal	3	60.0%	3	64.5%	5	97.1%	4	73.9%

- Some specific elements:

- The documentation received prior to the meeting was relevant **74.8%**
- The conceptual framework (effectiveness, feasibility, acceptability, costs, equality) was useful **79.1%**
- The tools and information exchanged will be useful for my work **72.5%**

Reflections on the methodology (continued)

- **Some avenues for reflection on the process**
 - Complex conceptual universe, which involves integrating two worlds: that of public health and that of political science
 - Assimilation of the objectives of this approach is uncertain
- **More specifically:**
 - The participants' trust is essential; invite the participants' input early in the process
 - Animation of the session is important as it supports the intellectually demanding exchanges
 - Involve subject-matter experts



Assessment of the deliberative dialogue

- Principal researcher: John N. Lavis, MD PhD
- Research associate: François-Pierre Gauvin
- Elements covered by the assessment:
 - Appraisal of the way the dialogue session was designed
 - Appraisal of the way the dialogue session was experienced
 - Appraisal of participants' assimilation of the evidence
- Assessment performed at the end of the day
- An electronic assessment will be carried out 6 months after the deliberative session.
 - September 2008



For more information:

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