

Increasing uptake through the use of ethical frameworks in KT design

**Dr. Simone Holligan**  
KTE-COP, May 9<sup>th</sup> 2019



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# Knowledge Transfer defined

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# Knowledge transfer:

- ▶ “A process by which knowledge, ideas and experience move from the source of knowledge to the recipient of that knowledge.”

<https://www.igi-global.com/dictionary/>





## 'It's a war around the truth': Health experts, Facebook and YouTube play catch-up with anti-vaxxers



Anti-vaccination groups have been 'very savvy' at manipulating social media, experts say



Nicole Ireland - CBC News - Posted: Mar 01, 2019 4:00 AM ET | Last Updated: 2 hours ago



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## Billboard company removes anti-vaccine ads in Toronto amid criticism

By Staff The Canadian Press



The organization launched a massive ad campaign across Toronto last Thursday, with four messages set to rotate over more than 50 digital billboards for two weeks.

Facebook / Ted Kuntz

**Truth?**



## Playing catch-up: diversity in clinical trials

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By [Shanley Pierce](#) | November 30, 2018




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# **OPEN LETTER TO THE PREMIER AND MINISTER OF HEALTH OF ONTARIO**

## **Open Letter to the Premier and Minister of Health of Ontario**

2 May 2019

Premier Doug Ford  
Ontario Premier's Office  
Legislative Building, Queens Park  
Toronto, ON

***Value?***





# The Social Determinants of Health

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# The Social Determinants of Health -

- ▶ **Factors that *cause*, are *associated with*, or *induce* health outcomes**



# 1 1 Health Determinants (PHAC)

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- 1) Income and social status
- 2) Employment and working conditions
- 3) Education and literacy
- 4) Childhood experiences
- 5) Physical environments
- 6) Social supports and coping skills
- 7) Health behaviours
- 8) Access to health services
- 9) Biology and genetic endowment
- 10) Gender
- 11) Culture

**+ Historical context**  
(Holligan, 2019)



# Public Health Policy

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- ▶ Health can be seen as a **resource for everyday life**, and is **not just the responsibility of the healthcare sector** (WHO, 1986)
- ▶ Several sectors can influence public health including:
  - ▶ **Government**
  - ▶ **Social and Economic sectors**
  - ▶ **NGOs and Volunteer organizations**
  - ▶ **Local authorities**
  - ▶ **Industry**
  - ▶ **Media**





# Ethical Issues with Stakeholders



# Ethical Issues with Stakeholders

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## ▶ **Businesses**

- ▶ Independent of government but affect KT
- ▶ Include - food, drink, tobacco, water, pharmaceutical companies, pubs, restaurants
- ▶ Primary interest is in **maximizing profits**, even if in conflict with public sector interests
- ▶ Regulation may impact **free market**
  - ▶ **Workforce issues**
- ▶ Regulation may drive **innovation**
  - ▶ **Corporate social responsibility**



# Ethical Issues with Stakeholders Cont'd

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## ▶ **Politicians**

- ▶ Personal conflict of interest - gain financially from a business
- ▶ Professional conflict of interest - business is a major employer in their constituency

## ▶ **NGOs**

- ▶ May have vested interests or commercial imperatives
- ▶ May rely on issues being amplified or distorted

## ▶ **Media**

- ▶ Can provoke or amplify public concerns by way of inaccurate, biased, or unhelpful portrayal of risks and research evidence

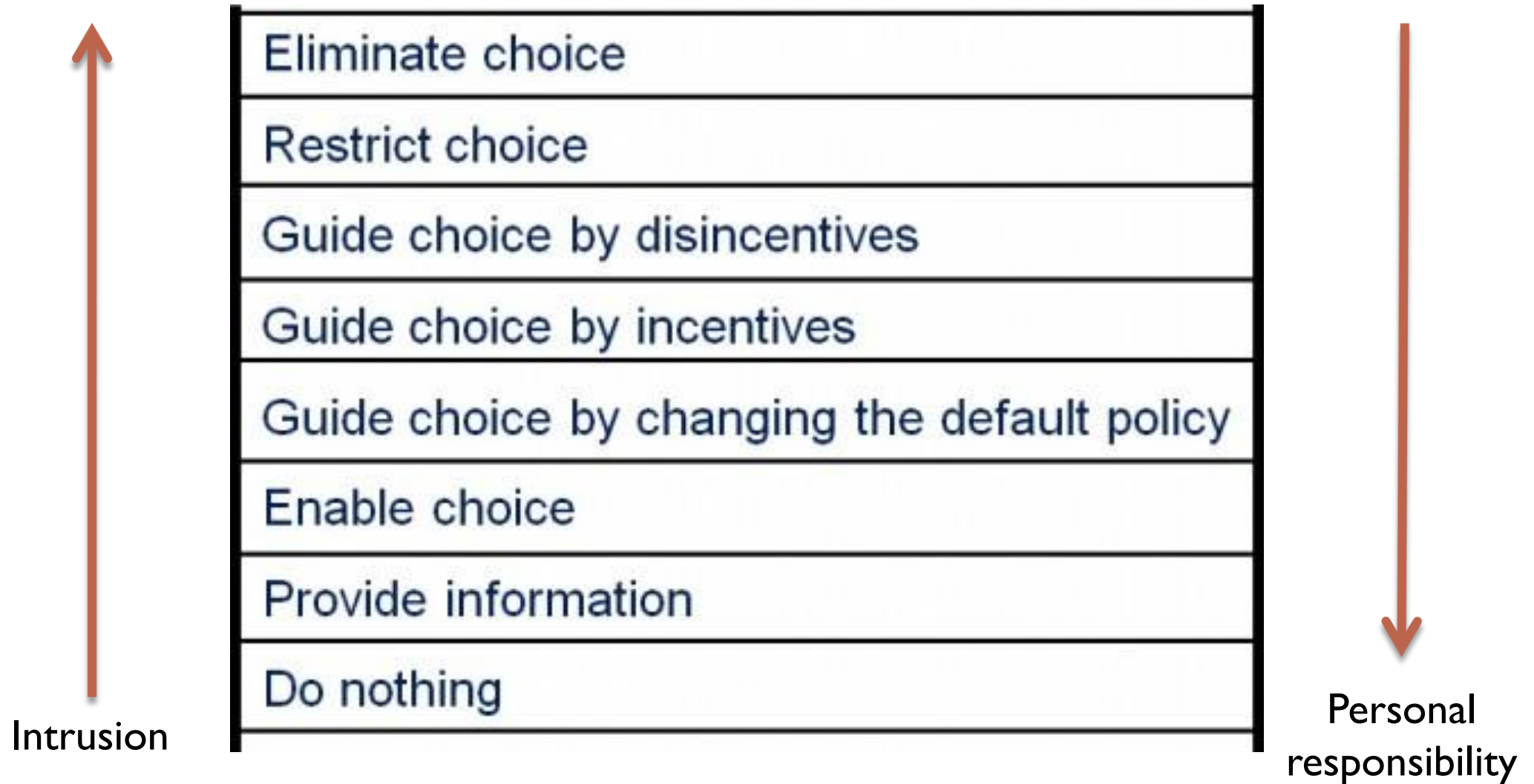




# Knowledge Transfer as an Intervention

# The Intervention Ladder (Nuffield Council on Bioethics)

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# The Intervention Ladder

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- ▶ **Eliminate choice**
  - ▶ **Restrict choice**
    - ▶ Restrict options available to people in order to protect them
  - ▶ **Guide choice through disincentives**
    - ▶ Fiscal and other disincentives to influence behaviour
  - ▶ **Guide choice through incentives**
    - ▶ Fiscal and other incentives to influence behaviour
  - ▶ **Guide choice through changing default policy**
    - ▶ Changes to the 'standard' option
  - ▶ **Enable choice**
    - ▶ Enable individuals to change their behaviour
  - ▶ **Provide information**
    - ▶ Inform and educate the public
  - ▶ **Do nothing or simply monitor the current situation**
- 







## Ethical considerations for Effective KT

# Four Principles of Bioethics

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## ▶ **Beneficence**

- ▶ Requires that the intervention or policy be provided with the intent of doing good for the individual involved.

## ▶ **Non-maleficence**

- ▶ Requires that the intervention or policy does not harm the individual involved or others in society.



# Four Principles of Bioethics Cont'd

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## ▶ **Autonomy**

- ▶ Requires that the individual have autonomy of thought, intention, and action when making decisions regarding the intervention or policy. The decision-making process must be free of coercion or coaxing. To make a fully informed decision, individual must understand all risks and benefits and the likelihood of success.

## ▶ **Justice**

- ▶ The idea that the burdens and benefits of the intervention or policy be distributed equally among all groups in society. Requires that existing laws are upheld and are fair to all players involved.





**Equity:** being fair or impartial

**Social justice:**  
justice in terms of the  
distribution of wealth,  
opportunities, and  
privileges within a  
society





## Mills' harm principle



# Mill's harm principle

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- ▶ “....the only purpose for which power can be rightfully exercised over any member of a civilized community, against his will, is to prevent harm to others. His own good, either physical or moral, is not a sufficient warrant. He cannot rightfully be compelled to do or forbear because it will be better for him to do so, because it will make him happier, because, in the opinions of others, to do so would be wise, or even right.....Over himself, over his own body and mind, the individual is sovereign.”

Mills, J. S. (1859)



## Mill's harm principle (*in brief*)

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- ▶ The only justification for restricting individual liberty is potential harm to others
- ▶ We ought to be free to do what we please so long as we don't violate someone else's rights
- ▶ This principle imposes a significant limit on the power of government

Mills, J. S. (1859)

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# Familiarity with Risk

# Familiarity with risk

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- ▶ **Some risks** (e.g. lung cancer from smoking) **are often viewed as more acceptable than others** (e.g. perceived damage from a vaccine)
- ▶ Risk is deemed more acceptable when the:
  - ▶ *Risk is perceived as being under the individual's control*
  - ▶ *Risk is natural rather than man-made*
  - ▶ *Consequences are only seen much later*





# Disadvantaged, At-Risk and Vulnerable Groups

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- 1) Income and social status
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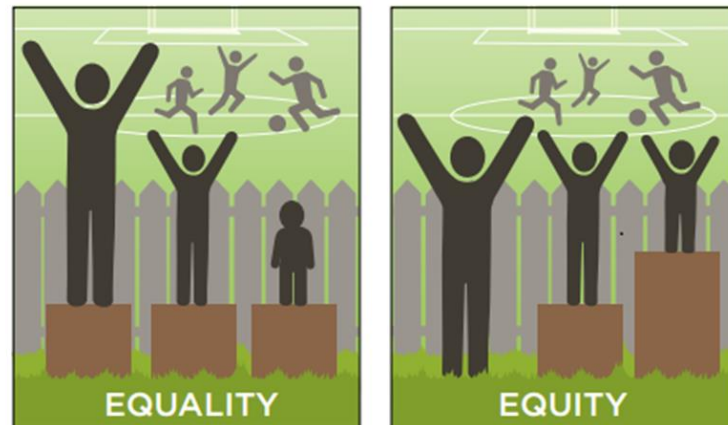
**+ Historical context**  
(Holligan, 2019)



# Disadvantaged & At-Risk Groups

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- ▶ Uncertainty on who is **eligible** for interventions
- ▶ Disadvantage to others who **don't fit eligibility** criteria
- ▶ Increased **stigmatization of issue**
- ▶ Increased **stigmatization of target group**



+ Historical context  
(Holligan, 2019)

# Vulnerable Groups

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- ▶ Harm principle applies only to “*human beings in the maturity of their faculties*” (Mills, 1859)
- ▶ Those who are still in a state to require being taken care of by others, **must be protected** against their own actions as well as against external injury
- ▶ The state can **rightfully intervene** to protect **individuals and children** from damaging their own health







## Role of the State – Nanny or Steward

# Libertarianism:

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- ▶ Authority of state limited to ensuring members of the population are able to enjoy the **rights of life, liberty, and property** without interference from others
- ▶ Apart from ability to defend itself from external aggression, the state's legitimate activities comprise only:
  - ▶ **Political institutions**
    - ▶ To provide authoritative statements of individual rights
  - ▶ **Judicial institutions**
    - ▶ To determine when individual rights have been violated
  - ▶ **Penal institutions**
    - ▶ To punish those who are found to have committed such violations



## Collectivism:

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- ▶ Authority of state based on the **collective will** of a community (e.g. through a democratic vote) to live together as an enduring nation state
- ▶ Rights of individual citizens are dependent upon this **shared will of their community**, and not antecedent to it
- ▶ Position favours measures to promote the welfare of its citizens, including **public goods and services**



# Modern government

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State is expected to:

- ▶ Uphold and defend certain fundamental **individual** rights
- ▶ To care for the welfare of **all citizens**
- ▶ Ensure that all have a **fair opportunity** to make a decent life for themselves
- ▶ Strive to **remove inequities** affecting disadvantaged and at-risk groups and individuals
- ▶ Tends towards more intermediate positions
  - ▶ **Conservatism** – conservative use of government intervention
  - ▶ **Liberalism** – liberal use of government intervention



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Sylvi Listhaug was appointed minister for public health and the elderly last week

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## Questions for modern states (*and for us*)

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- ▶ How far is it proper for the state to introduce programs that interfere to different degrees in the lives of its citizens, in order to reduce the risks to the health of all or some?
- ▶ How can personal autonomy be protected while promoting the welfare of all citizens?



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# Paternalism model:

- ▶ The interference of a state or an individual with another person, against their will, and justified by a claim that the person interfered with will be better off or protected from harm



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## Stewardship model:

- ▶ The state has the responsibility to look after important needs of people both individually and collectively, as it seeks to provide conditions that allow people to be better off or protected from harm.





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# Libertarian paternalism:

- ▶ “relatively weak, soft, and non-intrusive type of paternalism because choices are not blocked, fenced off, or significantly burdened” (Thaler & Sunstein, 2008, p. 5).
- ▶ There is moderate erosion of individual freedom with maintenance of individual responsibility





The Key Element for Ethical & Effective KT

# The KNOW-LIKE-TRUST Rule

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- ▶ Lessons learned from sales: people listen to those they know, like & trust
- ▶ **Get clear on who you're talking to**
- ▶ **Create the right content**
- ▶ **Build relationships with key influencers**
  - ▶ Authorities in various aspects in life
- ▶ **Get creative**
  - ▶ With program or policy design
- ▶ **Be authentic, be nice, be relevant**
- ▶ **Initiate a two-way conversation**
  - ▶ Invite audience to engage and interact
- ▶ **Avoid jargon and pompous language**
  - ▶ Keep it simple, be approachable



# Public Health KT Policy?

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# Some Modes of Learning

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Must consider for developing scientific messaging

- ▶ **Textual** – use of words in writing & speech
- ▶ **Archival** – documentation & recording of information
- ▶ **Aural** – sound & music
- ▶ **Visual** – pictures & images
- ▶ **Kinesthetic** – use of body, hands, sense of touch



Canada's Food Guide

Shared Services Canada [CA] | https://food-guide.canada.ca/en/

Canada's food guide

Food choices

Eating habits

Recipes

Tips


Resources

Eat a variety of healthy foods each day

Have plenty of vegetables and fruits

Eat protein foods

Make water your drink of choice



Textual & Archival modes



## 3 Vehicles for Ethical KT



# 3 Vehicles for Ethical KT

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## ► Social Media



## ► Community Engagement



## ► Inclusion in Research Process



[mySUBJECTMATTERS.ca](https://www.mysubjectmatters.ca) –  
matchmaking site for researchers &  
study participants

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Inter-sectorial collaboration:

**Government & Business**

**Media & Politics**

**Media & Business**



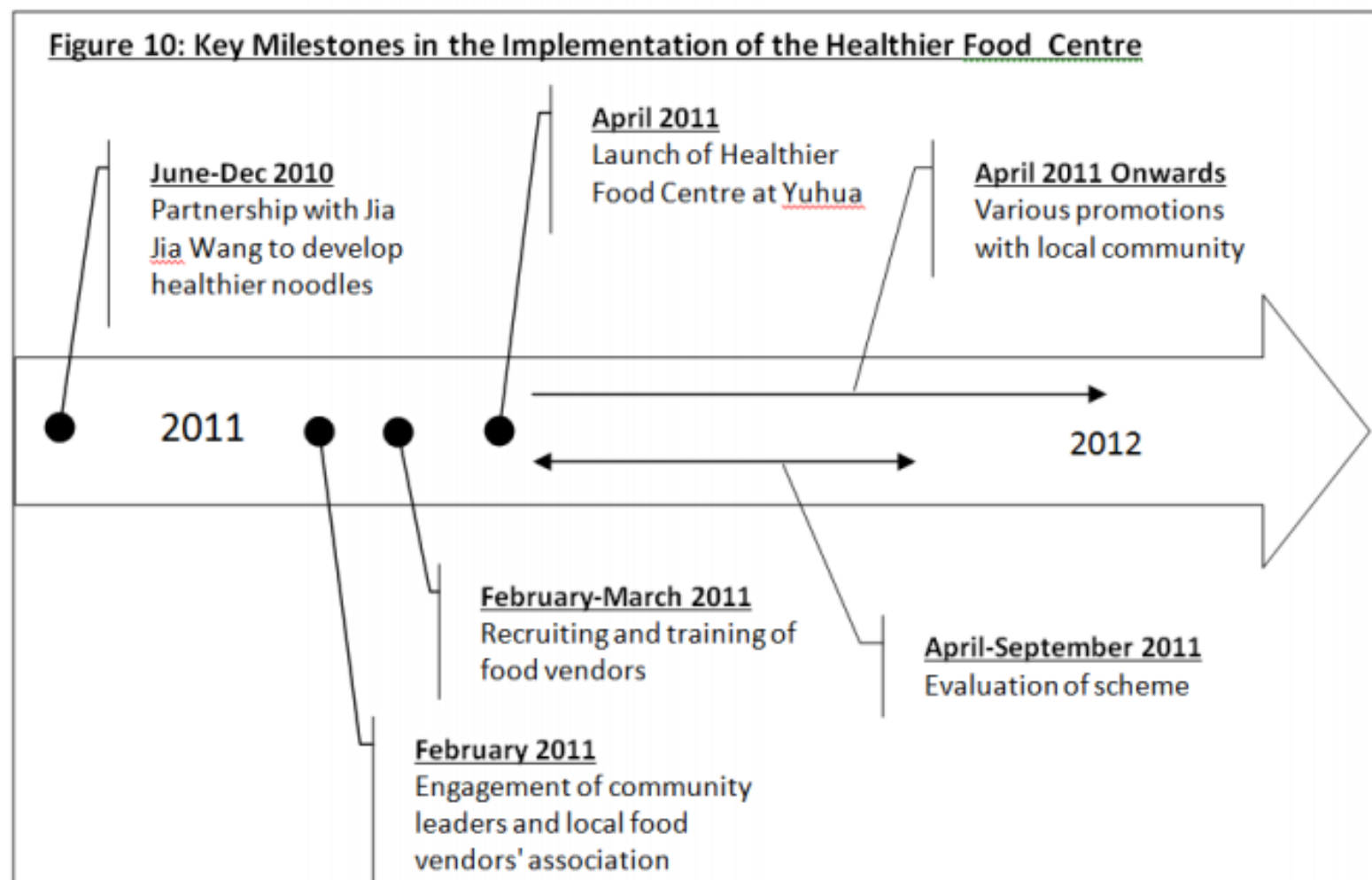
# Singapore's Healthy Hawker Food Program

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- ▶ Launched in 2011 by Singapore's Health Promotion Board in order to:
  - ▶ Improve quality of street food
  - ▶ Lower rates of obesity in population
- ▶ Utilized a 3P strategy
  - ▶ People, Private and Public sectors
- ▶ **People** sector – created a social movement
- ▶ **Private** sector – made a business case
- ▶ **Public** sector – developed 'win-win' partnerships (i.e. facilitated the process)
  - ▶ Healthier Dining Grant

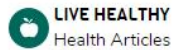


# Singapore's Healthy Hawker Food Program



# Singapore's Healthy Hawker Food Program

https://www.healthhub.sg/live-healthy/24/healthyhawkerfood



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A A A

## Healthy Hawker Food Programme

Some hawker centres now offer healthy hawker food cooked with healthier amounts of oil and salt with whole grain options available too.



### Healthy Singapore Hawker Food

Share on Facebook now for ❤️ Healthpoints!



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Health Promotion Board  
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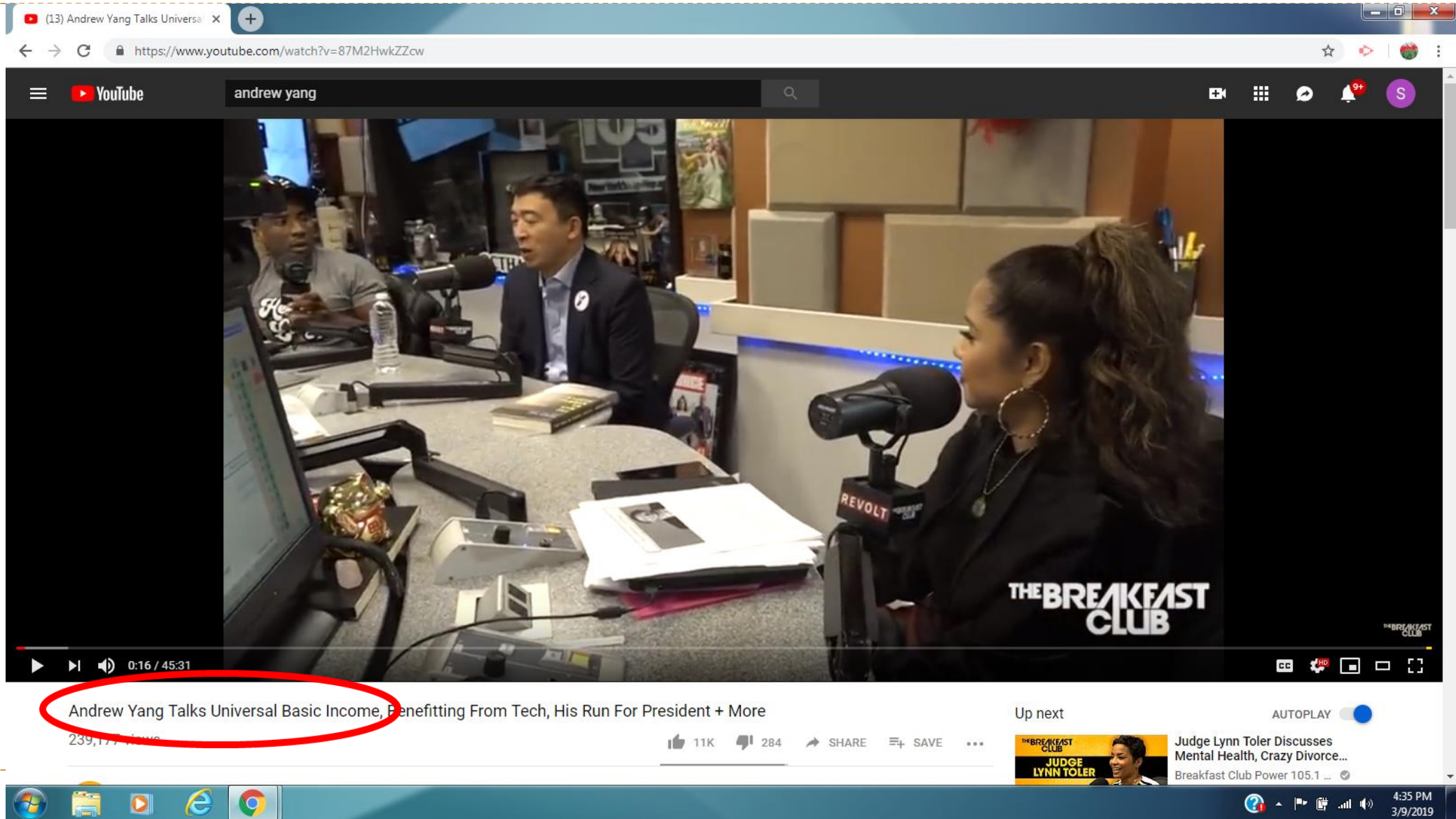
Health Promotion Board  
[Eating Light At A Hawker Centre Is Possible](#)



Health Promotion Board  
[Healthy Singapore Hawker Food](#)



# Democratic Nominees on The Breakfast Club



The image shows a YouTube video player interface. The video is titled "Andrew Yang Talks Universal Basic Income, Benefitting From Tech, His Run For President + More". The video content shows Andrew Yang, a man in a dark suit, sitting at a desk in a radio studio. He is surrounded by other people, including a woman with long dark hair and large hoop earrings, and another man. They are all sitting at a desk with microphones and papers. The desk has a "REVOLT" logo on it. The background shows a radio studio with various equipment and a "THE BREAKFAST CLUB" logo on the wall. The video player interface includes a search bar, a play button, a progress bar, and a description area. The description area is circled in red and contains the text "Andrew Yang Talks Universal Basic Income, Benefitting From Tech, His Run For President + More". The video has 11K likes and 284 comments. The video is part of a playlist titled "Up next" and is being played on a device with a taskbar at the bottom.

(13) Andrew Yang Talks Universal Basic Income, Benefitting From Tech, His Run For President + More

https://www.youtube.com/watch?v=87M2HwkZZcw

YouTube

andrew yang

0:16 / 45:31

Andrew Yang Talks Universal Basic Income, Benefitting From Tech, His Run For President + More

239,177 views

11K 284 SHARE SAVE

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# Democratic Nominees on The Breakfast Club

(13) Andrew Yang Talks Universal Basic Income, Benefitting From Tech, His Run For President + More

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Breakfast Club Power 105.1 FM

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Ayo Kam 19 hours ago

I'm impressed... this Man might Just be the 1st Asian President...

438 REPLY

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Ticia 20 hours ago

He is younger he is aware the times are changing. And something needs to happen to help Americans. I like him.

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**So, what would you recommend in terms of next steps?**





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Expertise?

## Billboard company removes anti-vaccine ads in Toronto amid criticism

By Staff The Canadian Press



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Facebook / Ted Kuntz

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# OPEN LETTER TO THE PREMIER AND MINISTER OF HEALTH OF ONTARIO

## Open Letter to the Premier and Minister of Health of Ontario

2 May 2019

Premier Doug Ford  
Ontario Premier's Office  
Legislative Building, Queens Park  
Toronto, ON

*Value?*

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# SUMMARY

- ▶ Knowledge transfer as an intervention
- ▶ Several frameworks for ethical KT design
- ▶ Continuous engagement with target group
  - ▶ The Know-Like-Trust Rule
- ▶ Social Media, Community Engagement, & Inclusion in Research Process



**Thank you!**