

Concept Mapping - What Should We Do and What Can We Do? Transcript

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DAN McLINDEN: Thank you, Jon. Before I start, I just want to make sure everybody understands that I'm a former educator before I got into this business and used to teach. And those of you who are probably also in the audience that used to be teachers as well, you've probably have heard of the FIT model for getting people to do what you want them to do in a classroom. Nobody. The FIT model: fear, intimidation, and threat. So, in employing that, I just want to make sure everybody understands that I am the only thing standing between you and dinner. What I want to do is show you some more data, but really what you provided to us. So I want to essentially hold up a mirror and reflect back to you what you as individuals said and tell you what it sounds like when we look at it as a group of committed professionals around the issues of cervical cancer. So to do that, let me remind you were we've been.

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This is your map. You've identified 11 big issues, 11 big ideas. But we already know from this discussion that underneath each of those ideas there's a wealth of ideas of what to do and how to do it and how to go about it. And, in fact, I've heard some of that, since this morning: "We ought to." Which really means "This is what I think is important." Or, "That's a great idea, but we can't because the money is not there" or "We can't get the political will behind it." In other words, it's important, but it's not feasible. So, recall that when we did this, we asked you to do two things. In addition to hoping to create this picture of what you as a group of professionals think, we also asked you say, what do you think is important amongst this long list of ideas. And given that importance and feasibility are not the same thing, what do you think is feasible So what I'm going to do is I'm going to add a third dimension there.

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And we're only going to look at importance now. So what you'll see is that things that are a little bit higher, have a few more layers, are considered by all of you as being, relatively speaking, more important than other things. Now note that I said "relatively." It's not that other things on the map are unimportant. Everything is important. You thought of these ideas; they're your ideas. By definition, they're important. But some things are going to need some more time, attention, money, what have you. So in a relative sense, some things are more important. So, for example, if I look at this, collaboration and partnerships was considered important, but less so than, perhaps, culturally appropriate education and communication. Culturally appropriate education has more layers; collaboration and partnership has less layers. Likewise, reach high risk and underserved, has really the most layers we can have on this particular map. So amongst the majority of you, those issues that make up, those ideas that make up reaching high risk and underserved were generally rated as more important by most of you. But, as I said, importance is not the same thing as feasibility. So what I want you to - there's going to be a mental test. What you need to do is try to hold this picture in your mind for a second -- where the layers are. And I'm going to switch.

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And here's what you thought was feasible. Recall collaboration and partnerships was considered a little less important on that other map; on this map, it's considered a little more feasible. Likewise, reach high risk and underserved was important on that other map, and on this map, it's still feasible. So, in other words, there is an alignment between importance and feasibility in some of these things, but there are some disconnects or lack of alignment on some other things. Now, as I look at that, and again, I'm a methodologist,

I'm not a cancer control expert or a public health expert. I look at this, and I look at all of you, and I say what does that mean What does that tell you about how you think about things that are well-aligned, meaning they're really important and we can get them done or things that are very feasible, but maybe not as important as some other things, and some of those other things may be less feasible. Well, let me hold off on asking you to answer that question for the time being. Let me give you a better way that we can look at this. And we're going to start to leave the maps behind.

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There's our importance map.

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We're going to move that out of the way now, and I'm going to take just those labels and put them on a number line. The top of the number line is very high importance. The bottom of the number line is very low importance. Very straightforward -- we're just looking at averages. And let's fill that in. Can't see. You can't see. Yes, that light green line. I would complain to the guy that made these slides, except -- never mind. Let's see if we can get this to work here a little bit. Anyway, the light green line says improved health care training. Thank you. The light green line says improved health care training and workforce. And you can see that our reach high risk and underserved is fairly high up on the top. So, what we're seeing is just another way of looking at that map. Now, let's change to feasibility.

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And again, let me move that one out of the way.

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We'll put that on a number line. Where's that green one Okay, there it is. About in the middle again. And reach high risk and underserved. Again, very important, not quite all the way to the top, but fairly high. Now, I've been asking you to kind of hold two things in your mind. It's kind of like ping-pong. We're kind of going back and forth. I want to simplify that. Because, essentially, what I want to do is help you understand is how to look at these pictures because I don't know if Jon told you, but there is homework. MALE VOICE: (Inaudible.) . person is saying something about if people are having serious debilitating difficulty seeing (the charts), then there are seats up in front. MS. SAMMONS-POSEY: And we still can't see in front. DR. KERNER: Thank you, Doreleena, for sharing. MR. McLINDEN: This is like church. There are plenty of seats up front.

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Okay. So let me put those two lines side by side. And let's draw some lines between those. So, if I look at that top line, reach high risk and underserved, I could see that on both sides it's fairly high up there, but maybe a little bit of a disconnect. I don't know. Again, if you look at it you may see more things there than I will see. But if I look a little bit further down, that green line at the bottom, the least feasible was policy to increase funding and reimbursement. And yet, it was, in terms of importance, somewhere in the middle. So, that may tell you about: Well, is that the way we want the world to be I mean, that's the way we see it now. And if it's not the way we want it to be, what do we need to begin thinking about doing to make that change, to make that come into more alignment. Not everything is high importance and low feasibility. Some things are highly feasible but not as important. For example, at the top, culturally appropriate education and communication is considered to be the most feasible. In terms of importance, it's someplace in the middle. Again, I don't know what that means, but I can see it, from my perspective, as something I would ask you about. Well, is that -- does that mean that, perhaps, that's the easy, the low-hanging fruit Does that mean that that's what you should go after first, because you can get there more easily than getting some other things accomplished Or does that mean maybe you want to

rethink and go after some of the most difficult things first. So, again, those are questions I'd like you to begin thinking about as well look at this data.

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Now we can look at this because all of us in this room, all of you, are not the same. You're from different organizations, you represent different constituencies, you're from different parts of the country.

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So we concede different things. For example, we can take that same picture, and we can say, "Yeah, but what about the people whose organization has a primary mission of academics " And we could see that, on the left side, importance -- reach high risk and underserved is still relatively high and it's considered relatively feasible. On the bottom, collaboration and partnerships, not that important, and about average in terms of feasibility. So again, I'd reflect that back to you, and if that's the mission of your organization, or as you're thinking about partnering with organizations who have that mission, how does that mean that you need to work together, or perhaps, even, how does that mean that you need to talk about things together, because you may be coming from a different set of priorities in terms of what you think is important and what you think is feasible.

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Again, if your mission is community based advocacy, surveillance and monitoring is considered highly feasible, but less so on importance. Reaching high risk and underserved is considered highly important, but a little bit less so on feasibility. So, I might ask, "Well how is this community based organization going to partner with us academic focused organization, because they see the world, they see the issues a little bit differently So hopefully we can use this as a way to begin, to at least get on the table, the fact that we have the same ideas, but our priorities or value systems may be different.

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Likewise, if we're from state health. Again, reach high risk and underserved is fairly high on both sides, so it's kind of very similar to the academic mission.

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But we also know that there's detail underneath that. We just talked about that. That if we say reach high risk and underserved, we mean a certain set of things. I mean, those tables that had high risk and underserved as the clusters you were looking at, you know which set of items we're talking about. It's these ideas; it's not some other things, so let's turn up the power and look at some more detail on this.

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And, again, here's our overall, so this is how all of you thought about importance and feasibility.

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And I want to just focus on reach high risk and underserved.

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And that was these ideas, such as identify rarely or never screened women. Develop screening interventions of cervical cancer among minority populations. Provide more timely treatment services to women at risk. Recommend and improve annual screening rates for women at high risk. I mean, it's those ideas.

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Well, let's look at feasibility and importance among those particular ideas. Because, really, that's where action planning is going to start to take place. Where you're going to think about, what do we do? Do we do everything on this list? Do we do some of the things? Do we need to talk about expanding the list?

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So, if I just plot on the vertical feasibility and on the horizontal importance, that's where our dots show up. But let me do something else.

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And let me draw an average importance. So, among those items, the average importance is going to cut that right down the middle, so some things are going to be above average on importance, towards the top end of that number line. Some things are going to be below average on importance, towards the bottom end. MR. McLINDEN: the computer is messing me up.

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Let's likewise do that. And for feasibility, let's take the intersection of the two and draw a green space or a green zone. So these are things that are considered highly feasible and very important. So for example, we see number 39, there: Identify promising ways to increase screening for cervical cancer among hard to reach populations. All of you said that's both important and feasible. Number 102: Integrate cervical cancer screening for Older women into other screening programs. All of you said that's both important and feasible. That is something we've talked about today, so it's probably an area that's worth some further discussion, because as a group, the data suggest that you see that as both feasible and important. Unlike, for example, recommend and improve annual screening rates for women at high risk. So again, as an outsider looking in, I'd ask you to say, "If we had unlimited money, time, energy, we could do all of those things." If your resources are constrained, are the things in the green the areas where you want to focus? Because you're saying that they're both important and they're both feasible. Or is it something else? So again, this is a way to get the issue on the table, so that you can essentially have a data-based discussion about what you think the actions ought to be.

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And a few others. We also looked at -- and we're going to give you all of these in your homework packets, or as Mary referred to: as your party favors. You'll get all of this data for you to look at and dissect and think about tonight. But what we're really going to do is focus on more of the green zone. But I just want to show you what else we have available in terms of analysis. DR. KERNER: You thought you were getting a break. MR. McLINDEN: There will be some classroom time for the homework assignment after the 10:00 session tonight. That's what Jon told me a little while ago. So don't worry. We have time built in. But in any case, we've got this data broken down by regions of the country -- mid- Atlantic.

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We can again, also look if surveillance and monitoring is something we are continually seeing as an interesting area or a fruitful area to think about taking action in -- what is important, what is feasible. At this point, let me stop here and let me ask our assistants to pass out our materials, and let me explain to you what we we'll have. You previously looked at two clusters. We're going to ask you to do the same thing again. And you'll get the same two clusters so that you can still keep in mind some of the issues that you've already discussed. But what we're going to do is we're going to give you this picture. So with those tables that had surveillance and monitoring, you'll have that again. And what we'd like you to think about is, essentially, what does this mean to you, and what action should we take

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So review the statements, identify -- you'll see very clearly in the green zone what is high importance and high feasibility -- particularly, what are the potential actions So begin honing down some of the discussion you had about issues to what are the actions that we can take. And if they are outside of the green zone, I think you might want to think about, well, why is that. Are we ignoring the data, or are we seeing something else in that data or in our particular way of seeing the world that's a little bit different than the data suggests. And again, we will provide some time for you to think about this and then we are going to ask you to come back as a large group and tell us about what you've discovered and what the rest of you need to hear. DR. KERNER: Right. And we're not going to do that by table. This is really more about -- you've already done this sort of qualitatively. Now you're going to be looking at this data quantitatively, in terms of where the items are that are high feasibility and high importance. And as you think about that, we really want to move into your thinking about tomorrow. What are the action agendas What are the priorities for action You have to make choices. We have to make choices. We all do. We need your recommendations, your best thinking, about what those choices should be. It occurs to me that some of these folks might be a little tired, Dan. I can't imagine how I came to this conclusion. But what I am going to suggest that we do as a sort of spin-off of this, is just take your time, read them. I don't think we're going to do a report back tonight. Right now, just think about it, talk about it, and dinner's going to be served at 6:00, so you can take a break whenever you're done. But tomorrow, when you get into the regional groups, this will be -- and you will have -- by the way, what you're going to get tonight also, I believe, Cindy, is the packet of all the clusters. You're getting just your two clusters now, but before you go, you're going to have all of the clusters. So of course, rather than watching that HBO movie, you're going to want to read the clusters. But this will be the information you're going to use tomorrow as you start making recommendations. So enjoy the conversation. Yeah.