

## Appendix 2. Training workshop objectives and agenda



Canadian Chiropractic  
Guideline Initiative  
ADVANCING EXCELLENCE IN CHIROPRACTIC CARE

# CCGI OPINION LEADERS TRAINING DAY

## AGENDA

### 20-21 February 2015



**Location:**  
Canadian Memorial Chiropractic College (Executive Boardroom)  
6100 Leslie Street, Toronto,  
Ontario M2H 3J1 Canada  
Telephone 416 482 2340 • Toll free 1 800 463 2923  
Fax 416 646 1114

**Accommodation and cocktail reception:**  
Best Western Parkway Hotel Toronto North,  
600 Highway 7 E,  
Richmond Hill, Ontario, L4B 1B2, CA  
Telephone: 905/881-2600 • Fax: 905/882-3114

**TRAINING OBJECTIVES:**

- For Opinion Leaders to understand the Canadian Chiropractic Guideline Initiative (CCGI) and their role in it
- To purposefully increase awareness of the skills and strengths members bring to this role and to reflect on the tools and resources available and required to optimize the Opinion Leaders' role
- To create a sense of team among participants
- To co-create the tools and structures to support Opinion Leaders in enhancing awareness and use of CCGI tools and resources in the chiropractic community

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## FRIDAY 20 FEBRUARY 2015

7 PM Cocktail reception and introduction to training day for CCGI Opinion Leaders and all meeting attendees at Best Western Parkway Hotel.

## SATURDAY 21 FEBRUARY 2015

7.45 AM Shuttle bus leaves Best Western Parkway Hotel for CMCC

8:00-8:30 AM Participant registration and breakfast

8:30–8:40 AM Welcome and opening remarks

8:40-9:00 AM Overview of the agenda for the day and Introductions

9:00-9:10 AM

### **Overview of the CCGI (mission, strategies, tactics) and Role of OLs**

- Explore the evolution of the 'Canadian Chiropractic Guideline Initiative'
- Outline the implications for practitioners, patients and our profession
- Understand the importance of Evidence-Informed Practice and Clinical Practice Guidelines
- Challenges related to incorporating Clinical Practice Guidelines (barriers and enablers, end-goals)
- Role of Opinion Leaders (Diane G)

Outline key characteristics of successful Knowledge Translation initiatives with respect to Opinion Leaders (Pentland, 2011)

9:10-10:30 AM

### **Your Leadership Style, motivating values and Effective Communication**

Understand your Strength Deployment Inventory results – increase awareness of your own leadership style and that of others to increase communication effectiveness and engagement of others

#### ***Plenary session***

10:30-10:45 AM

### **NUTRITION BREAK**

10:45-11:00 AM

Your Leadership Style and Value System continued

11:00 – 12:00 PM

### **Engaging others in Knowledge Translation**

- Define key characteristics of successful Knowledge Translation initiatives with respect to Opinion Leaders (Pentland, 2011)
- Understanding how to surface diverse audience perspectives and use powerful questions that engage and create meaningful dialogue
- Recognize the different lenses through which stakeholders may engage in the CCGI (Green 2014; Tsui 2006)

- Identify key audiences
- Formulate methods and techniques for engaging peers as an Opinion Leader (Tsui 2006)

12:00 PM – 1:00 PM

### **LUNCH**

1:00 PM – 2:00 PM

### **Creating Coalitions and Spheres of Influence Deliberately**

- Identify your key audiences, their lenses of engagement and preferred method of engagement
- Select groups and organizations (formal and informal) within your “network” that may provide opportunities for Knowledge Translation)
- Identify audiences, events and occasions that serve as opportunities in the next 12 months to promote the CCGI
- Structures for support

2:00 PM – 3:15 PM

### **Toolbox and Resources**

Presentation of Toolbox/Resources and application

- **Aims:**
  - Discuss Knowledge to Action framework to illustrate KT is an iterative process
  - Identify key tools/resources to assist opinion leaders in their role and geared to target audiences (examples include: standard “elevator messages”, sound bites/short videos, useful articles, online network, repository of recent publications, effective communications, developing vs adapting key messages, etc.)
  - Share ways to apply the tools/resources and identify sources for more information when needed
  - Provide tips for optimal facilitation
- **Small group exercise:** in groups of 2-3 and based on 6-7 vignettes, attendees search CCGI website for specific CPG recommendations or resources to respond to requests from clinicians and decision makers. OLs copy and paste the link identified so results can be shared with other OLs. They prepare the 15 sec elevator speech and consider how to deliver it to specific target group. Vignettes: *EIP and LE/OA guideline; MVAs/insurance issues/whiplash; Neck Pain; LBP Start Back tool; OPTIMa Collaboration Systematic review page.*

3:15 PM – 3:30 PM

### **NUTRITION BREAK**

3:30 PM – 4:30 PM

### **Expectations of OLs (formally/informally, timely feedback from what the CCGI is providing and from activities in which they are involved)**

- Identify reasonable and important expectations of Opinion Leaders within their current role
- Sharing of CCGI expectations of role of opinion leaders: e.g., Identify their individual capacity to meet those expectations; level of commitment as an Opinion Leaders: ex “*In the next month, I will reach out to x clinicians*”; length of time they

anticipate being able to commit as an Opinion Leader – ex. “1 year than reassess”

- The **‘3-2-1 exercise’**: On a standardized sheet we collect at the end, OL are asked about 3 things they have learned, 2 questions, and 1 idea they have for next steps.
- Outlining **SMART goal**
- Present National Convention 2015 (workshop); CCGI related projects

4:30 PM – 4:45 PM

**CLOSING REMARKS**