



# Knowledge translation in developing and implementing the CHERISH intervention to prevent childhood obesity

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CHERISH  
Choosing Healthy Eating for Infant Health





## Interdisciplinary Capacity Enhancement (ICE)



**OÉ Gaillimh**  
NUI Galway

**Co-applicants:** Prof Molly Byrne, Dr Caroline Heary, Dr Edel Doherty

**Collaborators:** Dr Colette Kelly, Dr Jenny McSharry

**Postdoctoral researchers/ICE fellows:** Dr Michelle Queally, Dr Elaine Toomey

**PhD SPHERE Scholar:** Marita Hennessy



Dr Tony Heffernan



**CHErISH**

Choosing Healthy Eating for Infant Health



The University of Dublin



**Co-Applicant:**  
Prof Catherine Hayes



**UCC**

University College Cork, Ireland  
Coláiste na hOllscoile Corcaigh

**Principal Investigator:** Prof Patricia Kearney

**Co-applicants:** Dr Janas Harrington, Dr Sheena McHugh

**Postdoctoral researcher/ICE fellow:** Dr Kate O'Neill

Dr Caragh Flannery

**Knowledge broker:** Dr Susan Calnan



Ms. Anne Pardy



Dr Phil Jennings

# Choosing Healthy Eating for Infant Health (CHERISH) Study



- Childhood obesity
- Role of Infant Feeding
- Healthcare professionals



# CHERISH study overview



## Parent-level intervention

- Brief intervention to support parent/caregivers to improve infant feeding behaviours
- Routine 2, 4, 6, 12, 13 mo. vaccination visits
- Consistent, brief, verbal infant feeding messages
- Supporting materials and trustworthy online resources



# CHERISH study overview



## Recruitment poster for practice waiting room

**Mallow Primary Healthcare Centre**

Do you have a baby aged 0 – 6 weeks?  
Would you like more support around how to feed your baby?

You are invited to take part in the Cherish study which aims to provide more support for infant feeding

Taking part involves completing short questionnaires when your baby is 2 months old, and again at 6 and 13 months.

The Cherish support information and resources will be delivered by your GP or practice Nurse at your baby's usual vaccination visits – no need for you to do anything extra.

Taking part in the study is completely your decision and will not affect your current or future care. You can stop at any point. Your information will be kept confidential.

If you are interested in taking part or would like more info, please contact us!

Version 1: Phone: 087-2691637 Website: [www.cherishstudy.com](http://www.cherishstudy.com)  
21.11.18 Email: [cherishstudy@ucc.ie](mailto:cherishstudy@ucc.ie) Twitter: @cherishstudy

Logos: UCC, HSE, HRB

**2 months**  
Your baby gives you signals when they are hungry or full. Like sucking their hands to their mouth when hungry or turning away when not hungry.

**4 months**  
Your baby should be introduced to cereals by 20 weeks as you should not follow 17 weeks. Look for your baby's signs of readiness, like good head control or watching you eat.

**6 months**  
Introduce new foods one at a time to allow your baby get used to the looks and textures. Feeding your child to eat and helping them learn new tastes can be fun!

**12 months**  
Your child is getting better at letting you know when they are hungry or full if your child signals that they are full you should not try and get them to finish the meal.

**18 months**  
Getting together as a family is enjoyable and good for your child. Meals should be eaten without distractions such as television and mobile phones.

For more trusted information from experts about baby and toddler health, health services and support, visit [mychild.ie](http://mychild.ie)

## Fridge Magnet

## Information leaflet



Bib

Website: [www.mychild.ie](http://www.mychild.ie)

For more trusted information from experts about baby and toddler health, health services and support, visit [mychild.ie](http://mychild.ie)

**Feeding Your Baby: The First Year**  
A Guide for Parents

**2 months**  
Your baby should be introduced to cereals by 20 weeks as you should not follow 17 weeks. Look for your baby's signs of readiness, like good head control or watching you eat.

**6 months**  
Introduce new foods one at a time to allow your baby get used to the looks and textures. Feeding your child to eat and helping them learn new tastes can be fun!

**12 months**  
Your child is getting better at letting you know when they are hungry or full if your child signals that they are full you should not try and get them to finish the meal.

## Information poster for consultation room

## Delivered in primary care

- Urban/rural population mix
- Approximately 450 infants delivered by women attending the practice per year
- State of the art electronic patient management systems
- Supportive research environment



# Knowledge translation in CHERISH



1. Integrated knowledge translation approach to intervention development
2. Ongoing knowledge translation activities throughout study
3. Knowledge translation beyond study context

# Integrated knowledge translation

- Collaborative/co-production model of research
- Researchers and knowledge users, who can implement the research, working together
- Meaningful partnership & involvement across research stages





# Integrated knowledge translation in CHERISH



- Important role of primary care partner
  - Dr Tony Heffernan, MPH
  - Co-developed study idea and funding application



- International steering committee



# Integrated knowledge translation in CHERISH

- Patient and Public Involvement
- Informal consultations during building evidence base
  - Public health policy stakeholders and practitioners



# Integrated knowledge translation in CHERISH



- A formal policy submission to the Oireachtas Joint Committee on Children and Youth Affairs: 'Tackling Childhood Obesity'
- Invited presentation to the Oireachtas Joint Committee



# Knowledge translation activities during study



- Talking to both researchers and healthcare practitioners about their knowledge, needs and practices
- Developing a strategy for the project based on this feedback



# Implementation strategy for HCPs

- Local opinion leaders
- Incentivised in-person training sessions
- Training and information handbook
- Trustworthy online resources
- Electronic delivery prompts
- Organisational awareness/support
- Knowledge exchange meetings between researchers & HCPs



# Knowledge translation beyond study context

- Awareness raising
  - Media coverage
  - RTÉ Brainstorm
  - Website

## How to improve early infant feeding practices

Updated / Thursday, 1 Aug 2019 15:30



"Healthy infant feeding is crucial to promote the health, well-being and proper growth and development of young children"

By Susan Calnan  
UCC

More from  
UCC  
University College Cork, Ireland



**ChERISH**

Choosing Healthy Eating For Infant Health



www.cherishstudy.com

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FOR PARENTS, CAREGIVERS AND MEMBERS OF THE PUBLIC | FOR RESEARCHERS, HEALTHCARE PROFESSIONALS AND POLICYMAKERS | PUBLIC PARENT ENGAGEMENT 2018



Welcome to the website for the ChERISH

Choosing Healthy Eating for Infant Health study

If you are the parent or caregiver of a child under 2 years of age, or a member of the public and would like more information about the study please click the link above, or [click here](#)

If you are a researcher, healthcare professional or policymaker and would like more

# Knowledge translation activities during study



- Capacity building
  - Training for a researcher on knowledge translation
  - Knowledge translation workshop for researchers and healthcare practitioners in the study



# Knowledge translation beyond study context



- Social media to publicise CHERIsH activities
  - E.g., Twitter
- Academic/research dissemination
  - E.g., journal publications, conference presentations or awards



British Journal of Health Psychology (2020), 25, 271–304  
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www.bjpp.sagepub.com

**A collaborative approach to developing sustainable behaviour change interventions for childhood obesity prevention: Development of the Choosing Healthy Eating for Infant Health (CHERIsH) intervention and implementation strategy**

Open access Protocol  
**BMJ Open** Choosing Healthy Eating for Infant Health (CHERIsH) study: protocol for a feasibility study

Karen Matvienko-Sikar,<sup>1</sup> Elaine Toomey,<sup>2</sup> Michelle Quaalty,<sup>3</sup> Caragh Flannery,<sup>1</sup> Kate O'Neill,<sup>1</sup> Ted G Dinan,<sup>1,2</sup> Edel Doherty,<sup>2</sup> James M Harrington,<sup>1</sup> Catherine Hayes,<sup>1</sup> Caroline Heary,<sup>2</sup> Maria Hennessey,<sup>2</sup> Colette Kelly,<sup>4</sup> Sheana M McHugh,<sup>1</sup> Jenny McSharry,<sup>2</sup> Catherine Stanton,<sup>5,3</sup> Tony Heffernan,<sup>10</sup> Molly Byrne,<sup>11</sup> Patricia M Kearney<sup>1</sup>



School of  
Public Health



# Knowledge translation beyond study context

- Information briefs
  - User-friendly updates and overviews of the study to stakeholders



**CHERIsH update**

Welcome to our final update and overview of the Choosing Healthy Eating for Infant Health (CHERIsH) study. The Health Research Board (HRB) funded CHERIsH study has been underway since 2016 and will finish at the end of 2020. A key impetus for the study is to help reduce the risk of childhood obesity and overweight by improving infant feeding practices among parents and primary caregivers.

**Research objectives**

The CHERIsH study has achieved all of its research objectives, as set out in the three work packages (WPs) planned for this study:

- WP1** – Establishing the evidence base for the burden of childhood obesity in Ireland and the role of early dietary interventions
- WP2** – Developing a pilot intervention to improve and support early infant feeding practices
- WP3** – Implementing and evaluating the pilot intervention

Details of the research outputs and resulting intervention from this study are included here.

## A busy year for CHERIsH

The year 2019 has been a busy one for CHERIsH. Key events included the launch of its feasibility study in March and further successful published studies by the CHERIsH research

# Knowledge translation in CHERIsH



- From project conception to dissemination
- Ongoing collaboration with multiple knowledge users
- Intervention development, implementation, and sharing of findings

Thank you



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