Mixed Methods Approaches for Prevention Research

(2) Name, affiliation, email, fax and phone number for all presenters, with primary contact listed first

Chairs/Organizers and Speakers:

Kathy Etz, PhD, National Institute on Drug Abuse, Helen I. Meissner, ScM, PhD, Director, Tobacco Regulatory Science Program, Office of Disease Prevention, Office of the Director, National Institutes of Health, William Elwood, PhD, Office of Behavioral and Social Science Research, Office of the Director, National Institutes of Health

Presenters: Vicki Plano Clark, PhD, University of Cincinnati, Laura Schmidt, PhD, Professor in Residence School UCSF School of Medicine Department Institute for Health Policy Studies, Katherine Smith, PhD, Johns Hopkins School of Public Health, William Crano, PhD, Claremont Graduate School

Purpose of the Workshop

Mixed methods research involves the intentional collection and integration of both qualitative and quantitative data and capitalizes on the strengths of each to enhance the breadth and depth of understanding in research. This approach is increasingly important for addressing complex problems, such as those posed within prevention research, as often neither a qualitative nor quantitative approach alone is sufficient to fully understand the processes involved and/or outcomes of this research area. Mixed methods research is a tool that can help to inform each phase of prevention research, including the assessment and development of measures, the development of intervention content, efficacy and effectiveness testing, and assessing implementation and dissemination strategies.

The goal of this workshop is to illustrate the utility of mixed methods approaches to improve prevention research, providing information in a manner that showcases how participants can use this approach in their work. Specifically, the workshop will:

- Provide an overview of mixed methods research, highlighting some of the specific mixed methods approaches that are commonly used
- Provide a rationale for using mixed methods for prevention research and identify the types of studies for which these methods are most appropriate
- Provide examples of mixed methods designs and approaches in prevention studies
- Demonstrate effective integration of mixed methods in grant writing and analytic plans

The four speakers have used mixed methods research in varying ways, using mixed methods approaches to address major public health issues. The workshop will end with a panel comprised of the presenters and NIH staff focused on writing competitive mixed methods grant applications.

Additional details will be provided.