

HIV Testing Initiative in Family Practice: Multimodal education to address differing learning styles and stages

Authors: Ms. Jennie Barrows, Ms. Gurveen Grewal, Dr. Brenna Lynn, Dr. Marisa Collins
UBC Faculty of Medicine, Division of Continuing Professional Development

Problem

How to increase HIV testing by family physicians in Vancouver - following new recommendations from Vancouver Coastal Health, Providence Health, and the BC Centre for Excellence in HIV/AIDS. Challenge is knowledge translation of new information on a 'not uncontroversial' topic and a historically stigmatized condition.

Strategy

Discovery: Review of educational effectiveness literature; consultation with family physicians and key organizations; HIV test process-mapping and gap analysis; identification of perceived and unperceived learning needs. Multimodal educational strategy was designed to serve: a) different learning styles, and b) entry at the different stages of learning – awareness, agreement, adoption and adherence.

Interactive Workshops and In-Practice Support Program: Two different modalities and delivery environments guide through all stages, including integration phases and follow-up.

Webinars & Live Forum: Awareness and agreement focus, with novel presenter "discussion" and participant Q&A.

Internet/e-mail: Website hub as central location for resources supports all other programs. Electronically distributed awareness article points to website and other CME options.

Guided Linking Learning to Practice: High-standard example/case-scenario of College of Family Physicians of Canada self-directed exercise, offers accredited medium to move from any awareness focused modality to integration phases.

HIV Testing Report: Number of HIV tests performed, confidentially reported to consenting participants. Audit tool supports adherence. Anonymized data serves as quantitative measure of CME impact.

Lessons Learned

Although time consuming and resource intensive, a 'menu' of CME options addressing different stages of learning, styles and preferences has potential to increase participation and timely practice adoption of new recommendations for expanded HIV testing.

Key words: HIV testing, multimodal education, CME