ISBNPA

RISE.
RESEARCH IN IMPLEMENTATION SCIENCE TO ENHANCE EQUITY

Dare to Share: "Messy" Implementation Data Brainstorming Session

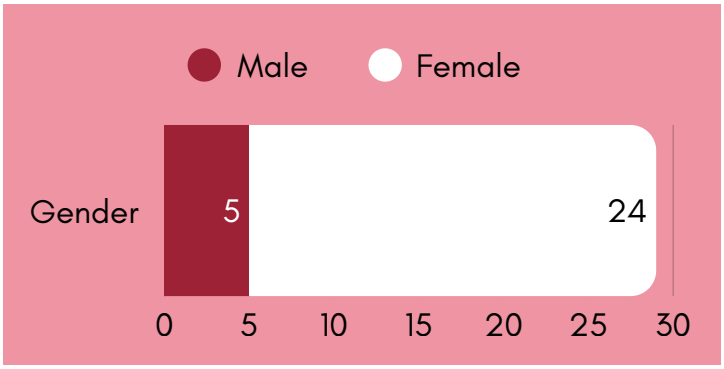
At the 2026 International Society of Behavioral Nutrition and Physical Activity Meeting, we met with researchers and experts in the field to gain a comprehensive understanding of how to interpret, analyze, and synthesize qualitative implementation data to guide recommendations and practices. We have gathered several researchers from across the globe, all experts in the field, to develop methods and recommendations for effectively interpreting and applying qualitative data in public health implementation efforts. Moving forward, we want to build guidelines for working with this data alongside our colleagues. Take a look at who's in the group on pages 2 and 3!



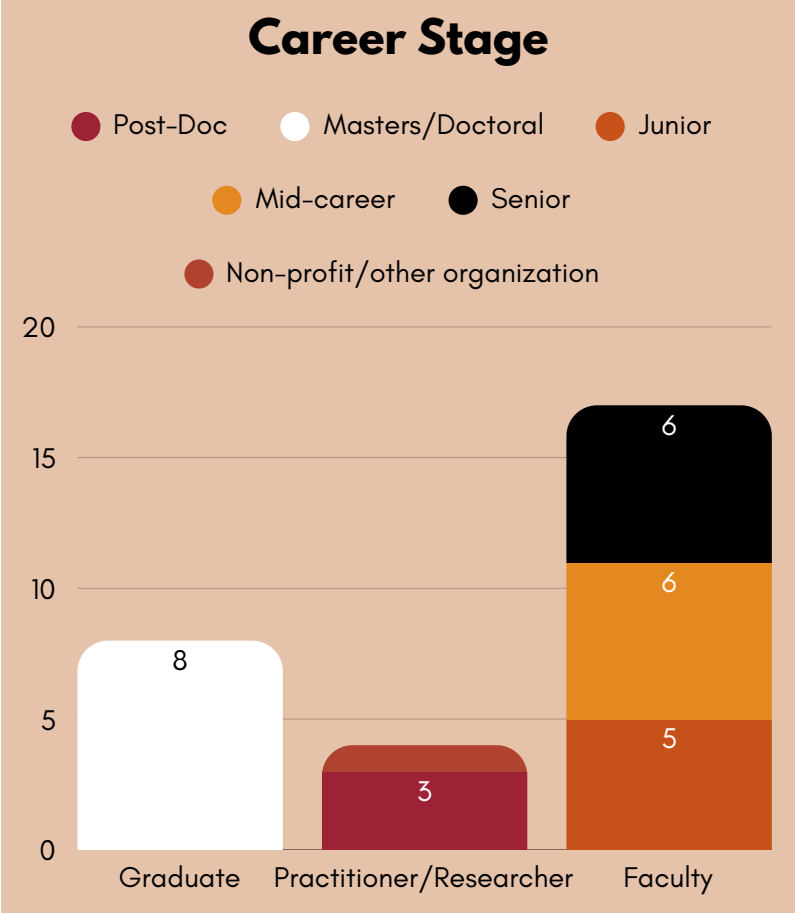
Demographics

On this page, you will find the characteristics of those who attended the in-person brainstorming session at ISBNPA 2026 and completed the demographics survey.

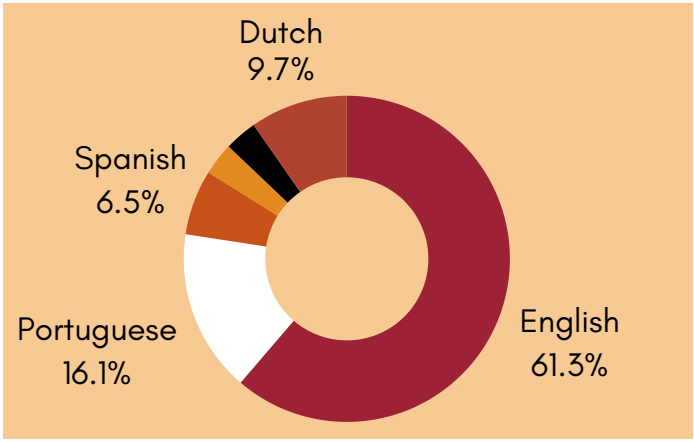
Gender



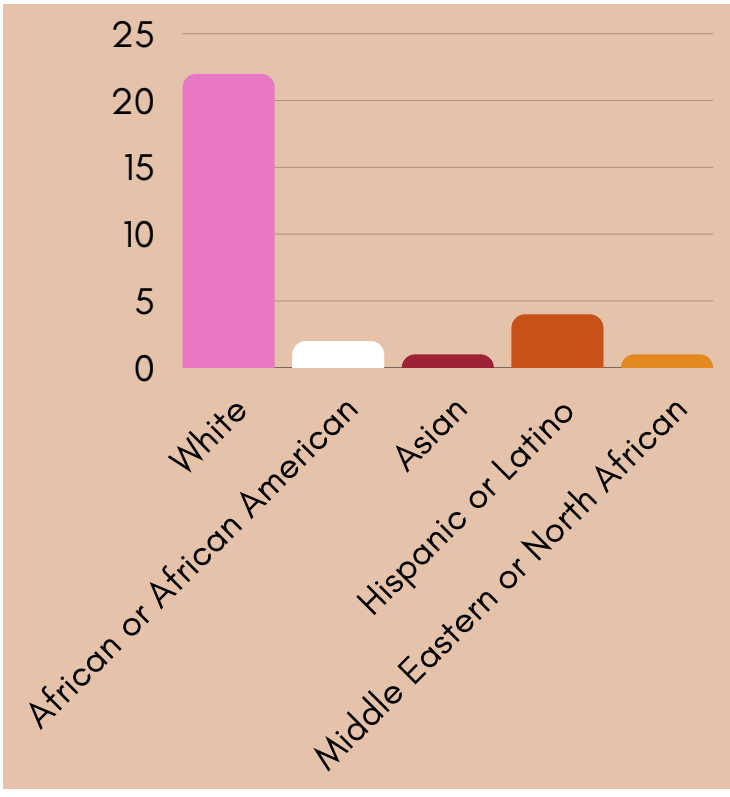
Career Stage



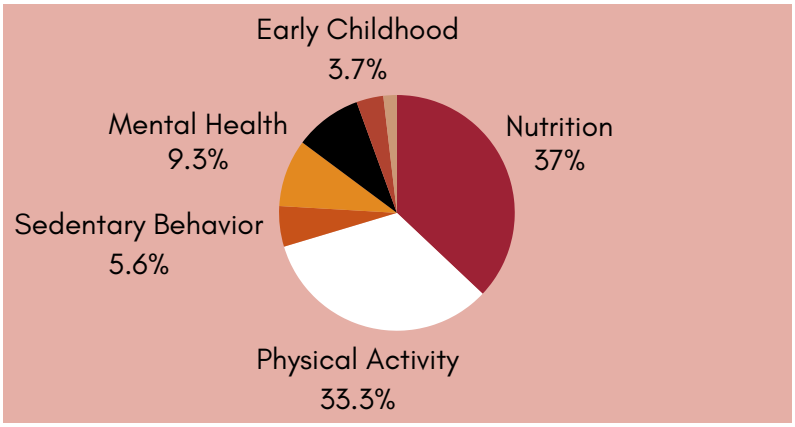
Language



Race/Ethnicity

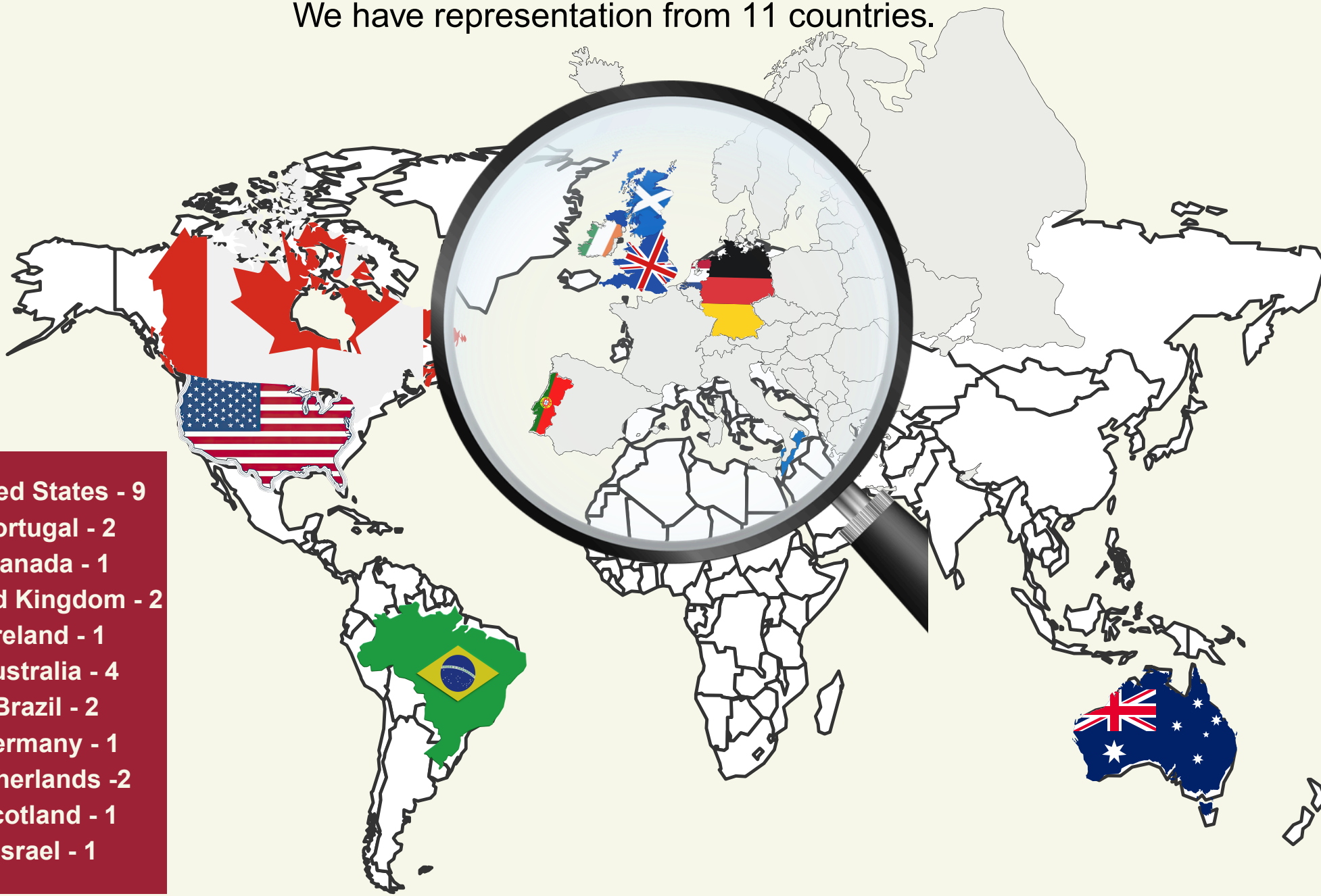


Areas of Study



Global Representation

This map highlights the countries in which our in-person session attendees are from.
We have representation from 11 countries.



United States - 9
Portugal - 2
Canada - 1
United Kingdom - 2
Ireland - 1
Australia - 4
Brazil - 2
Germany - 1
Netherlands -2
Scotland - 1
Israel - 1

Dare 2 Share Theme Tables

This table captures major themes in working with qualitative implementation data across the four focus groups.

Theme	Definition	Example
Successes	Instances where qualitative data was analyzed and incorporated into implementation decision making.	“We're using the ‘It Fits’ toolkit. It fits toolkit was developed out of a European project some time ago, and it's about adapting programs that work to new contexts and tailoring mitigation strategies. So, it's publicly available, [it is] a very good resource, but as part of that, every step goes back to the stakeholders, and then they have to work on it....We don't produce the next step. They produce the next steps. So that’s what they mitigate, they tailor; we only lead them with the questions, so that's how it informs.”
Challenges	Challenges faced in collecting, analyzing, reporting, utilizing, or adapting the data or data collection process to inform interventions.	“I'm evaluating data from the early childhood health behavior program that's been scaled up, but those staff that are implementing the program are maternal, child, and health nurses. So, their first priority hasn't been recollecting data to report back to us as researchers. They're already overworked and a lot of them are actually collecting data outside of their work hours as measure of as goodwill and because they fully believe in the program. But from a researcher's perspective, when we're looking at the evaluation data, there are a lot of gaps. It's not systematic. We don't have insights on why changes have occurred. Some of it's been a bit concerning because they've changed the modes of delivery or they haven't delivered the full program or they've widened their eligibility criteria.” “Initially we didn't collect it as messy data. We felt like it was very structured. Now that we have it, we're not sure what this is actually telling us.” “But connecting those and getting a clear path of like, why is that happening? We thought the interviews would explain the

		quantitative data. It's not really doing that. It's both very interesting, but it's not really ...so that's a bit complicated.”
Perceptions from the Scientific Community	Views from public health research organizations or professionals on how qualitative data is accepted in science.	“I think the coolest thing is you'll be able to have really good dense and in depth picture of what's happening with implementation by using messy data sources that we don't always have. In the US, we have like a six item screener for food insecurity that's covered, but we don't have guidelines or like ways to sort of validate conversations with people, nor should we really, but sometimes it's that data that doesn't get prioritized when we come to publish and when we come to presenting conferences. For instance, do they value that as opposed to like P-values and everything else?” “I think it's just like for me, as someone who does a lot of this deep implementation data, I feel like I have to always pair it with the outcomes or the validated scale or other kind of things that are clearly defined as outcomes in a protocol, otherwise it's like, "Oh, it's just interviews. Okay." So it's more just the perception from people in our field that don't value this theory, all of them” “I don't feel like it gets valued enough in the scientific world, especially like I'll call out our own journal. They don't do a lot of great publications, like this messy data and I want to sort of change that.”
Recommendations	What has worked for researchers to analyze, disseminate, and utilize implementation process data	“That's where you need your adaptation framework from the beginning to capture all the things that change depending on what type of trial. But if it's something that you can adapt while you go, what changes, why, who made the change, for what reasons, those types of things” “Yes, actually that's the kind of material that I am trying to organize, like a guide to teach the protocols of evaluation and guides for the program training and organizing the data like in the Excel system and now I am in that

		point. So the next step maybe it's organize the problem questions that I can try to put in the papers. Maybe it's a hard way to me as well to think the questions, the problems to write because I have a lot of data" "So there are lots of websites and tools and guides. For example, [there is] a whole guide if you wanted to run a randomized trial in implementation science, there's a guide there of what is the research question, what design can you use? It's drawing on existing literature, but there are websites where you can do it a little bit more interactively kind of is your question this. So, there's fields within fields, within fields with implementation science"
Protocol Building/Plans for Analysis	How researchers have created protocols for using process data	"The messy data that I have are the email chain, the Zoom transcripts, and I've been collecting all the information from all the different people who have been, because we have discussions, trying to reconfigure the team and that's something that I'm hoping the dietician graduate student leading this will be able to analyze at some point using AI because we're not trained in all these different types of science and we can build on that to try to extract from the information that is just in our own process, but there's a balance between the rigid is what the patient outcome, but the fundamental side is going to have to be delivering more, if that makes any sense." "The interview is the participant's data. Yes. The field notes are like as you're beginning, depending on the analysis that you're doing, as you begin to read and familiarize yourself with the data, it's your already analyzing subjectivity of what the participant has said."
Data Collection Process	Data collection practices that have contributed to analyses of	"There's also the ongoing learning that is occurring just from having those workshops or those meetings or those sense making sessions that is our leaders and our policy

	process data and/or adapting interventions	makers, their feedback to me is we really love these conversations. We take so much away from it. So, there's a utilization like life, but I'm not capturing that either. So, things changed even if I'm only in phase one or whatever phase I'm in. They're acting on just having that conversation and it's really rich. So, when it comes to implementation, this is where I kind of wonder where the position is because implementation across those cycles just has kept happening in the work that we've been doing.”
Significance for Adaptations	How process data will impact implementation.	“If I analyze my quantitative data, the implementation strategies that that might point to that would be useful to get educators to use responsive feeding are actually not useful strategies in practice because I've seen all these things just from being there that would indicate, well, those strategies are not going to work. And unless you've got that really strong relationship with the people that you're working with, they're unlikely to say, "Oh no, actually that's not going to work."”