

THE ECOSYSTEM OF EVIDENCE

Navigating the future
of the ecosystem of evidence

Artificial intelligence and digital transformation
in research and healthcare

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Taormina, 21st – 24th October 2026

#EBHC2026

Linking Context, Culture, and Behavior:

A Meta-Framework for Embedding Audit and Feedback to Sustain Knowledge Translation

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GIMBE EVIDENCE FOR HEALTH

International Society for Evidence-Based Health Care

Background

Study 1:
Design and evaluation of an education program to promote KT in PT

Participants: 1 organization, 18 therapists

- **Intervention:** EBP education; Target behaviors to align with CPG
- **Foundations:**
  - Social Cognitive Theory (Bandura)
  - Adult Learning Theory (Knowles)
  - Knowledge to Action Cycle (Graham)
  - Promoting Action on Research Implementation in Health Services (Kitson)
  - 5-step EBP model (Dawes)

Tilson, J. K., & Mickan, S. (2014). *BMC Medical Education, 14*, 125.

Background

Study 1:
Design and evaluation of an education program to promote KT in PT

Participants: 1 organization, 18 therapists

- **Outcomes:**
  - Improved self-efficacy, self-reported behavior change
  - 1 of 6 behaviors showed meaningful change in adherence
  - Believed work would would improve patient outcomes
  - Felt motivated and engaged; improved self-efficacy

Tilson, J. K., & Mickan, S. (2014). *BMC Med Ed, 14*, 125.
Tilson, J. K., et al (2014). *BMC Med Ed, 14*, 126.
Tilson, J. K, et al. (2016). *BMC Med Ed, 16*, 144.

Background

Study 2:
Design and evaluation of a KT intervention to drive PT behavior change to align with CPG recommendations

Sample/Participants: 5 Organizations, 43 therapists, 12 patients

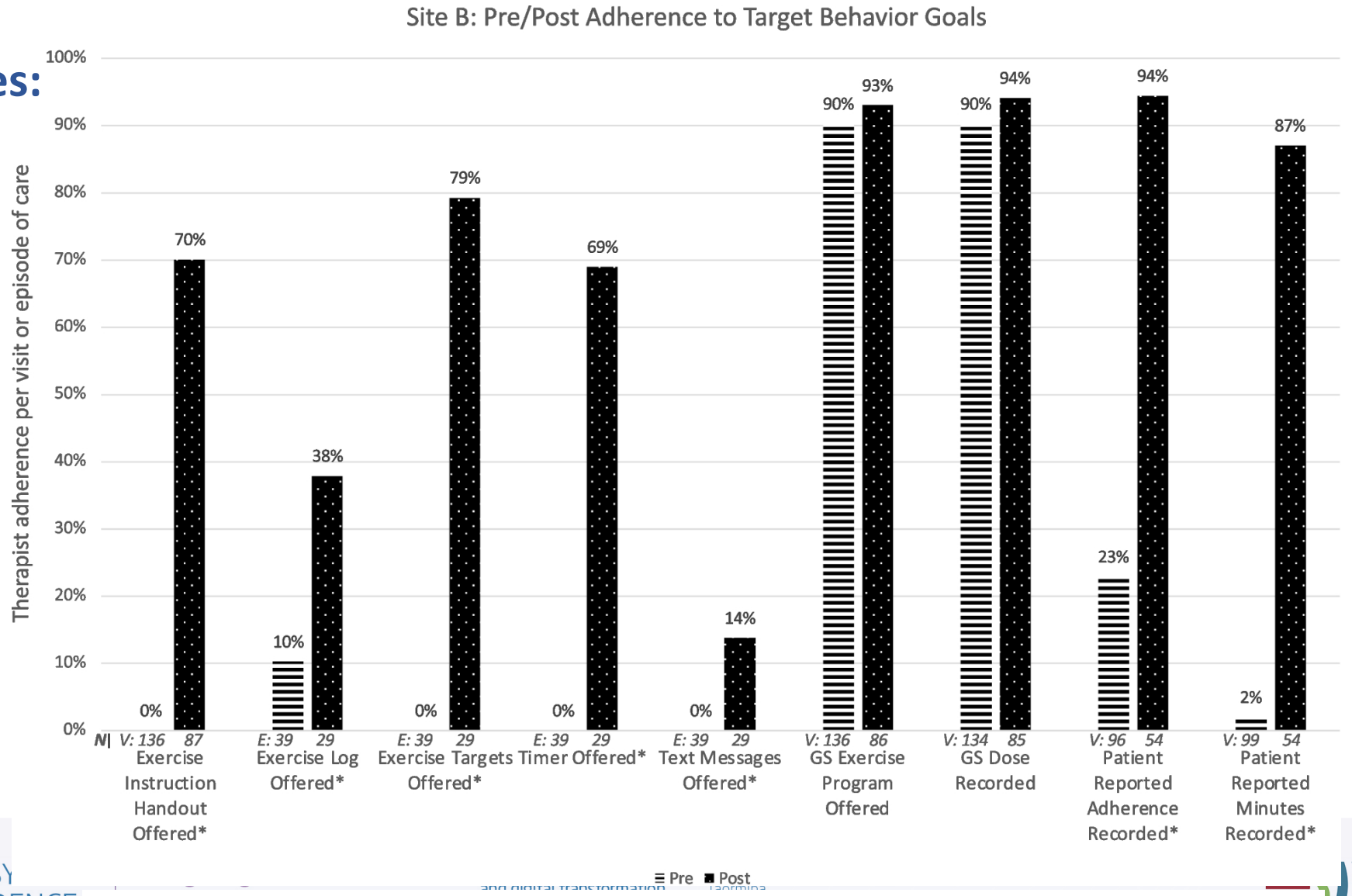
- **Intervention:** Audit and Feedback, Communities of Practice, Knowledge Brokers, Reminders
- **Foundations:**
  - Social Cognitive Theory (Bandura)
  - Adult Learning Theory (Knowles)
  - Consolidated Framework for Implementation Research (Damschroder)
  - Knowledge to Action Cycle (Graham)
  - Capability, Opportunity, Motivation, Behavior (COM-B) Model (Michie)

Tilson, J. K., et al. (2022). *BMC Health Serv Res, 22*(1). **Tilson, J. K,** et al. (2025). *J Neurol Phys Ther, 49(1).*

Background

Change in Adherence: 14% - 85%

- **Outcomes:**

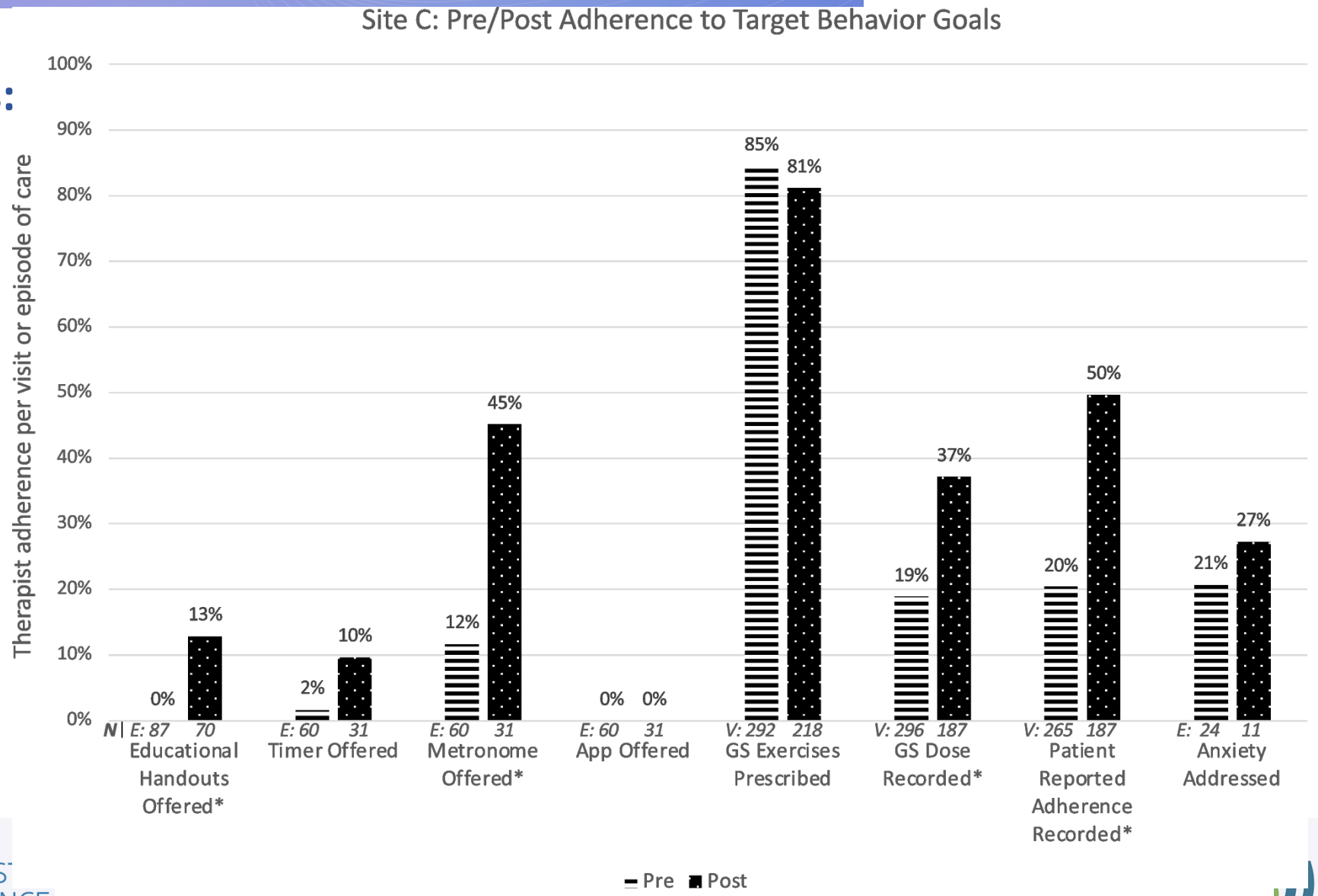


Tilson, J. K., et al. (2022). *BMC Health Serv Res, 22*(1), 1462.

Background

Change in Adherence: 0% - 33%

- **Outcomes:**



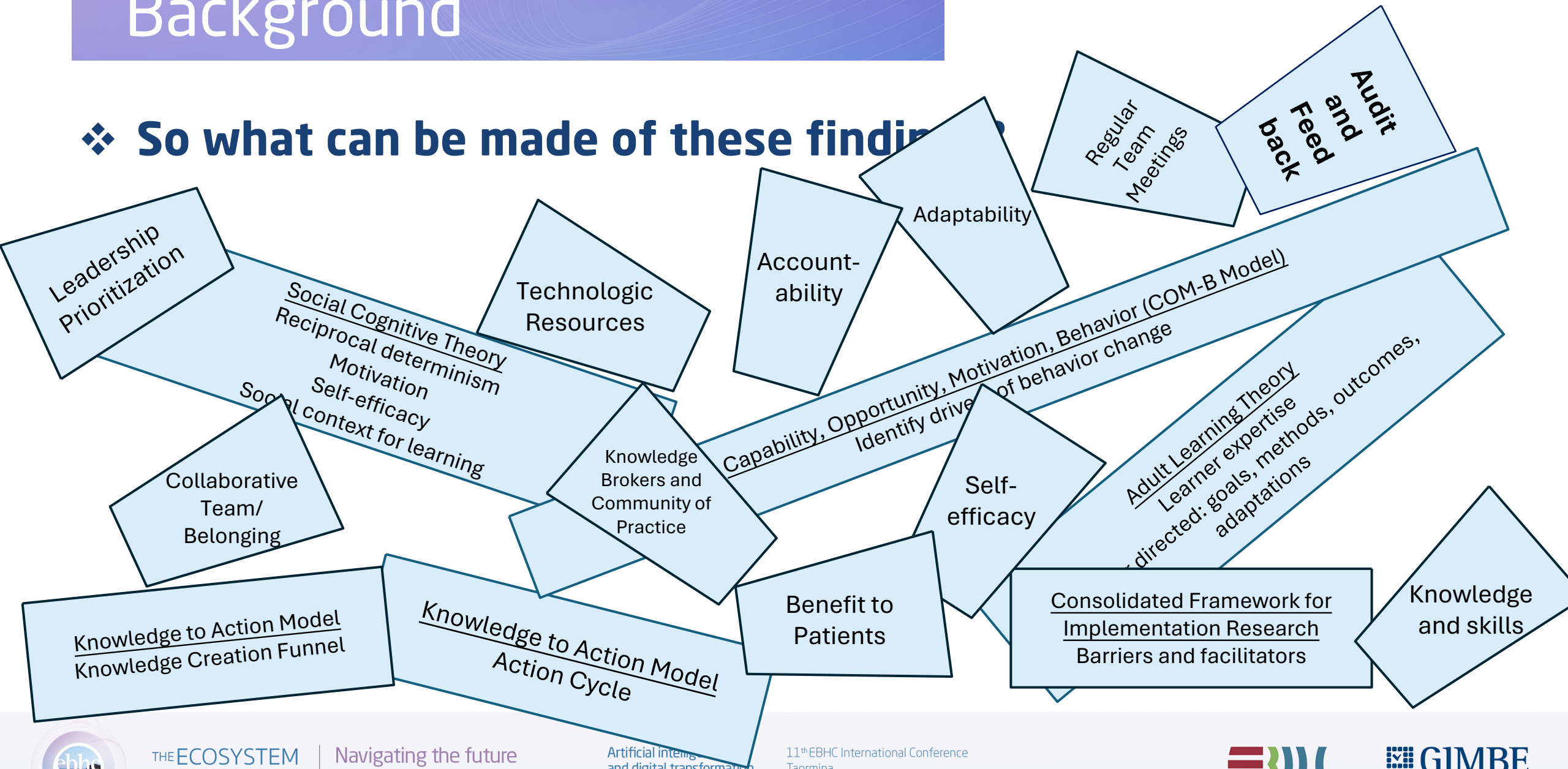
Tilson, J. K., et al. (2022). *BMC Health Serv Res, 22*(1), 1462.

Background

- **Themes**
  1. Feedback and Accountability
  2. Teamwork and Belonging
  3. Complexity and Adaptability
  4. Leadership and Prioritization

Background

- **So what can be made of these findin**



Aims

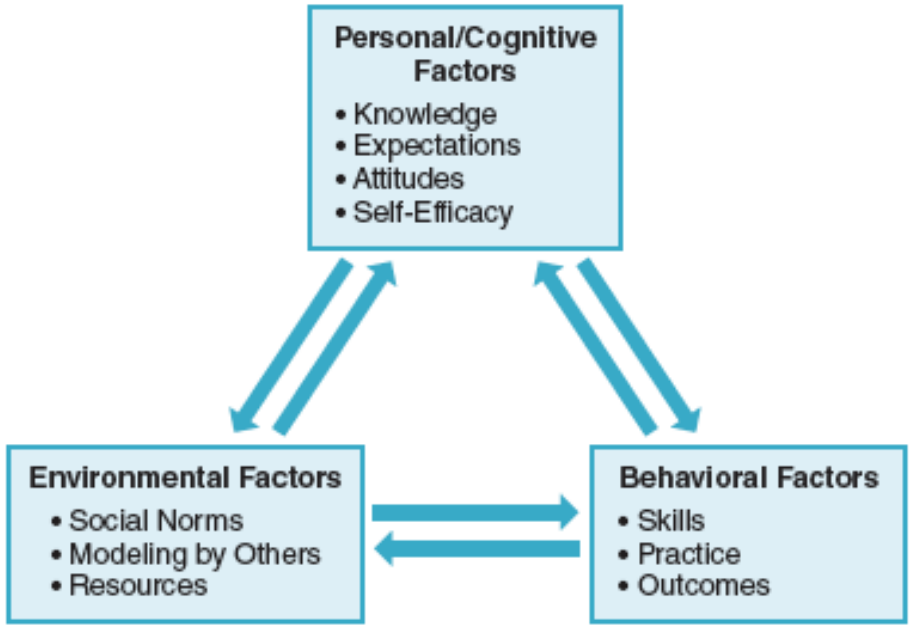
Develop a meta-framework for knowledge translation that integrates consideration for context, culture, and behavior change:

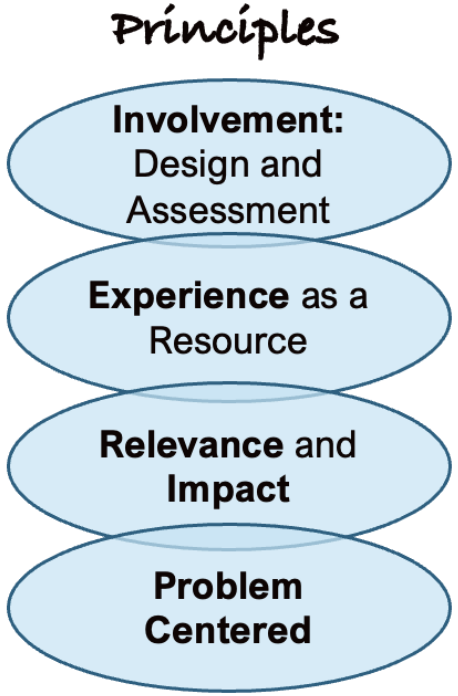
- Logical relationships between theories, models, and frameworks
- Integrates cultural lessons: organization, team, and individual
- Illustrates the impact of audit and feedback in the right setting

Results

CONTEXT: Foundational Theories for Learning and Behavior

- Bandura 1977
- Bandura 1986a
- Bandura 1986b
- Bandura 1989
- Bandura 1997





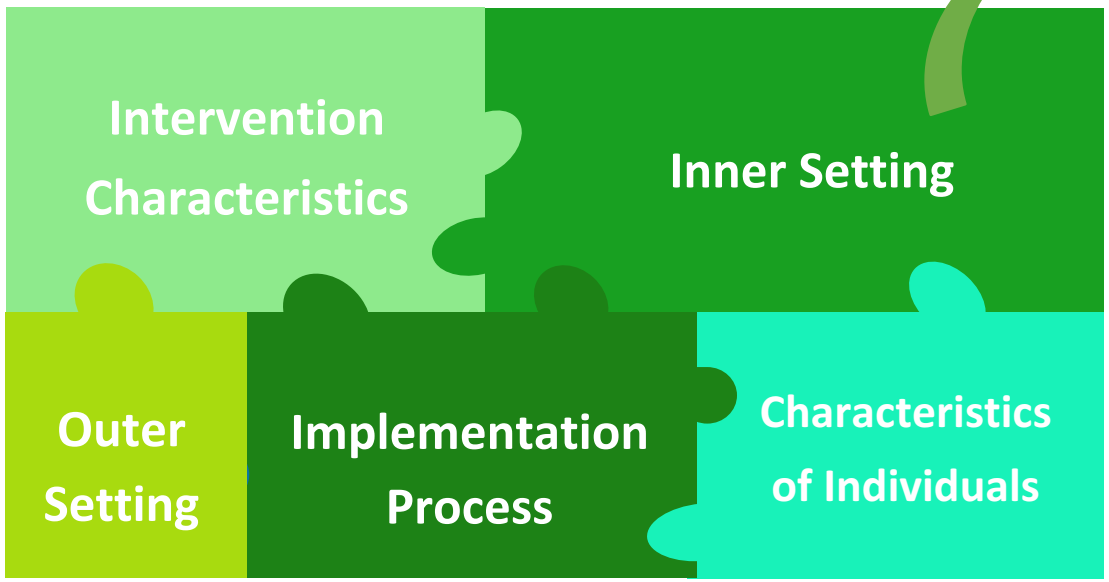
- Knowles 1980
- Knowles 1984

Foundational Theories for Learning and Behavior

Social Cognitive Theory	Adult Learning Theory
Reciprocal determinism Motivation Self-efficacy Social context for learning	Learner expertise Learner directed: goals, methods, outcomes, adaptations

Results

CONTEXT: Procedural Model & Determinant Framework



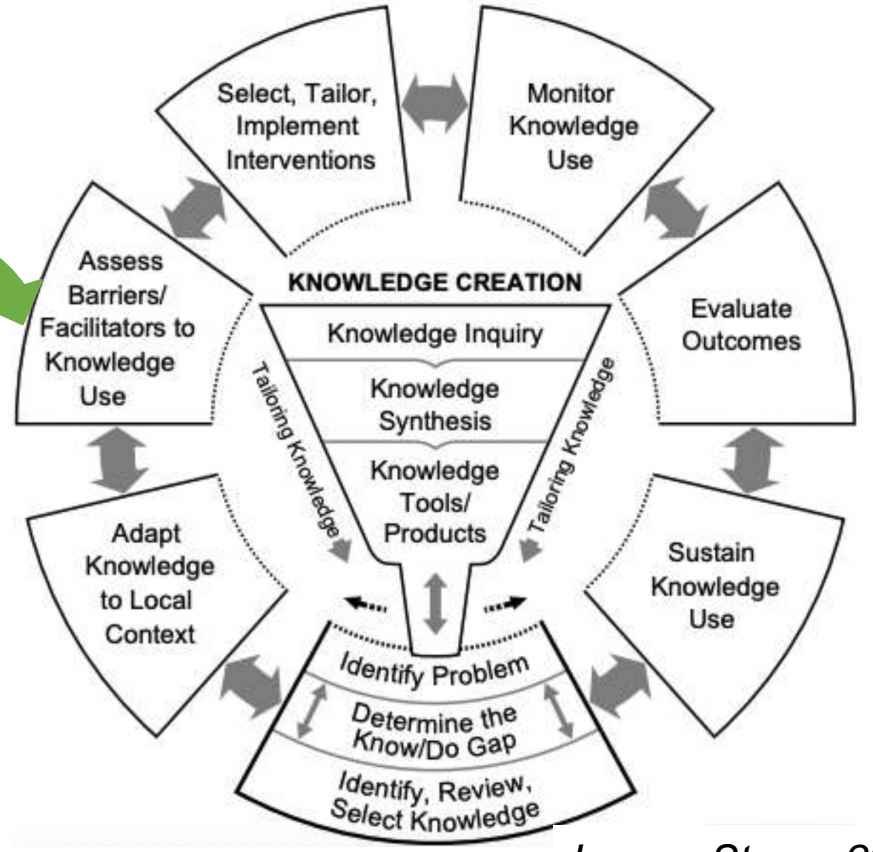


Image: Straus 2013

- Damschroder 2009
- Graham 2006

Procedural Model and Determinant Framework

Knowledge to Action Model
Knowledge Creation Funnel

Knowledge to Action Model
Action Cycle

nsolidated Framework for
plementation Research
arriers and facilitators

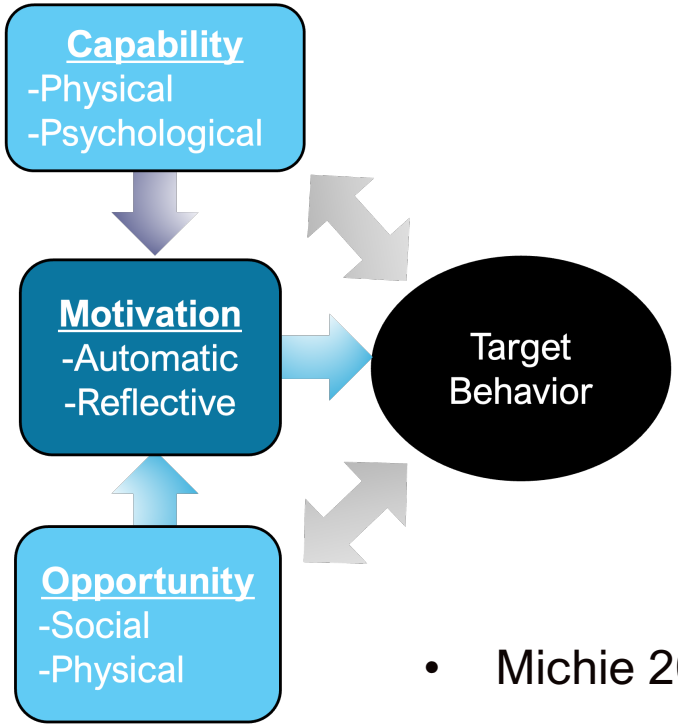
Foundational Theories for Learning and Behavior

Social Cognitive Theory
Reciprocal determinism
Motivation
Self-efficacy
Social context for learning

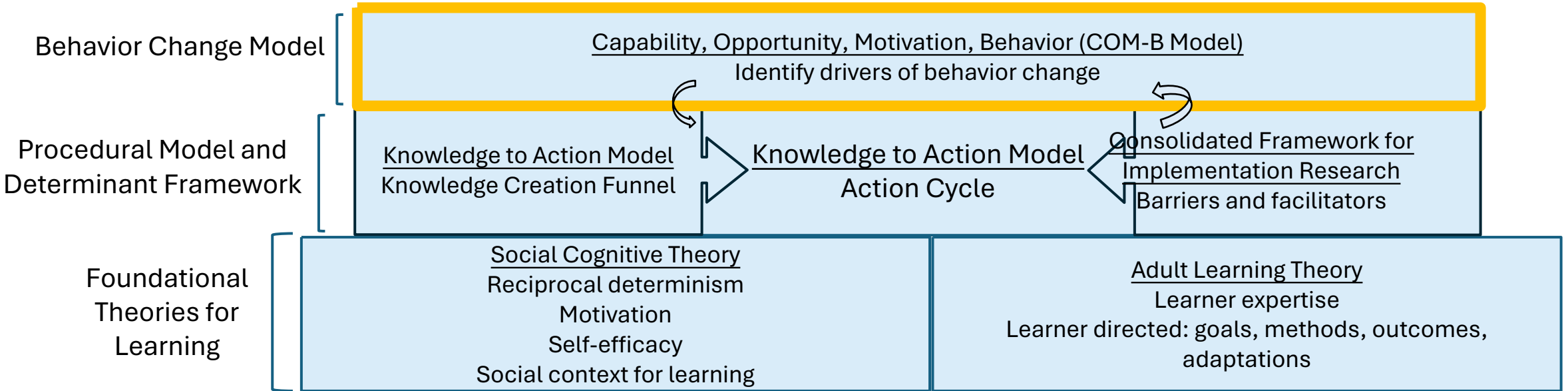
Adult Learning Theory
Learner expertise
Learner directed: goals, methods, outcomes, adaptations

Results

CONTEXT: Behavior Change Model



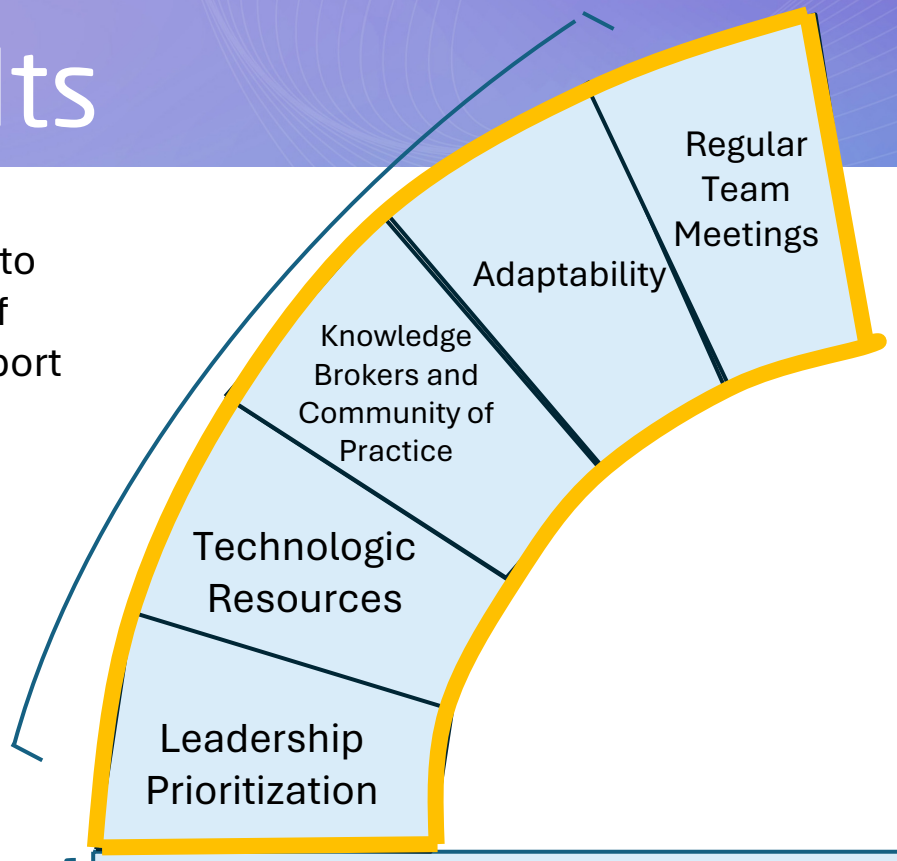
- Michie 2011



Results

CULTURE: Organizational Cultu

Elements Needed to Build a Culture of Organizational Support for KT



Behavior Change Model

Capability, Opportunity, Motivation, Behavior (COM-B Model)
Identify drivers of behavior change

Procedural Model and Determinant Framework

Knowledge to Action Model
Knowledge Creation Funnel

Knowledge to Action Model
Action Cycle

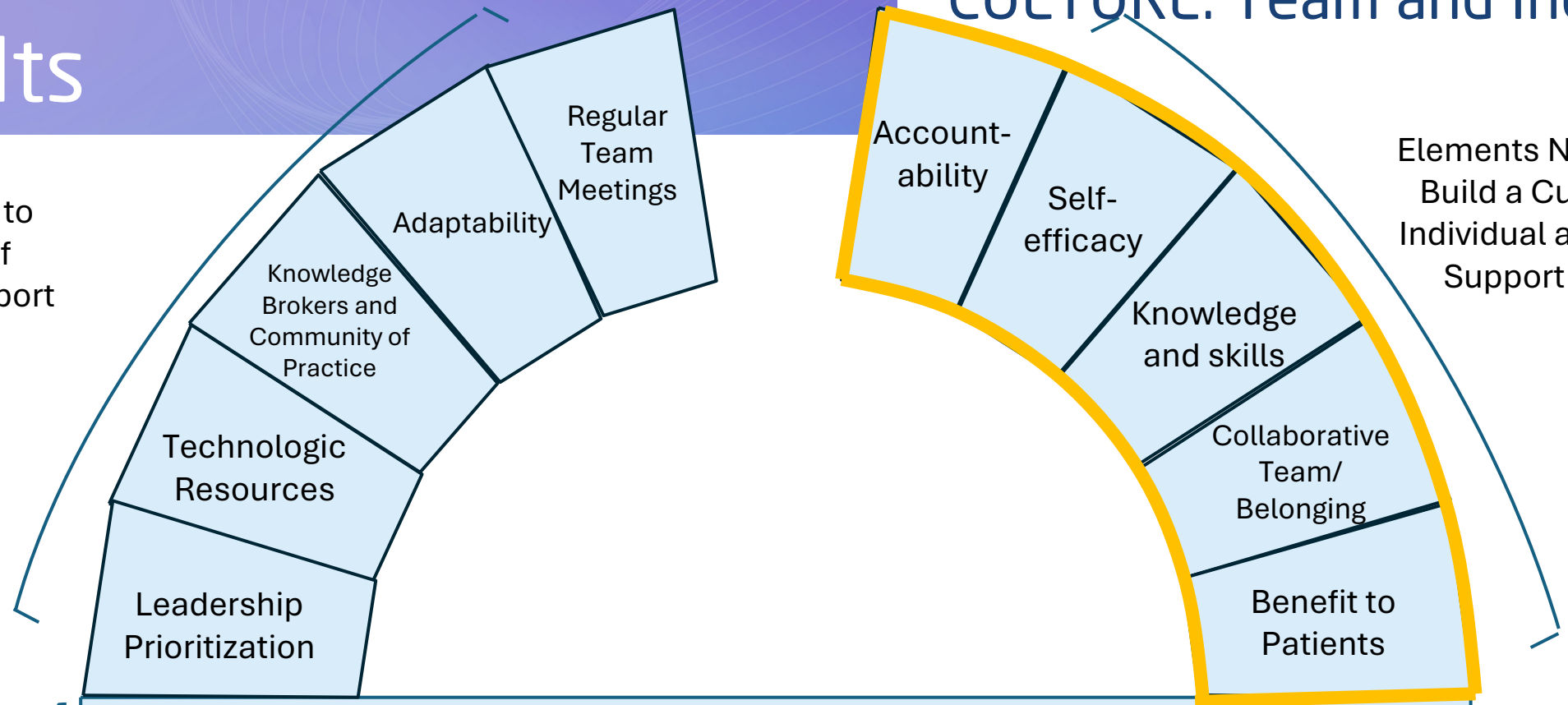
Consolidated Framework for Implementation Research
Barriers and facilitators

Foundational Theories for Learning

Social Cognitive Theory
Reciprocal determinism
Motivation
Self-efficacy
Social context for learning

Adult Learning Theory
Learner expertise
Learner directed: goals, methods, outcomes, adaptations

Results



Behavior Change Model

Capability, Opportunity, Motivation, Behavior (COM-B Model)
Identify drivers of behavior change

Procedural Model and Determinant Framework

Knowledge to Action Model
Knowledge Creation Funnel

Knowledge to Action Model
Action Cycle

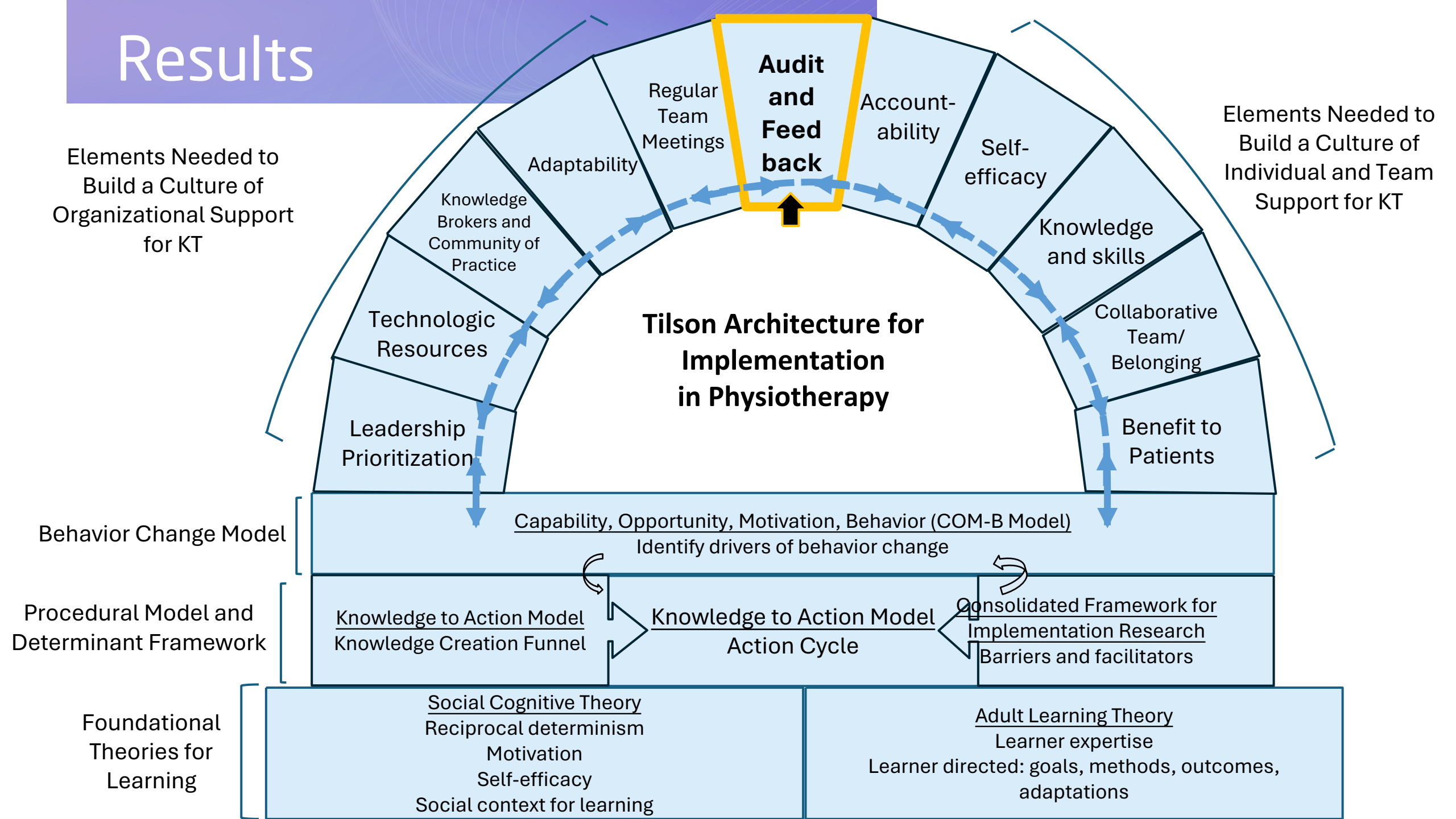
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Foundational Theories for Learning

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Results

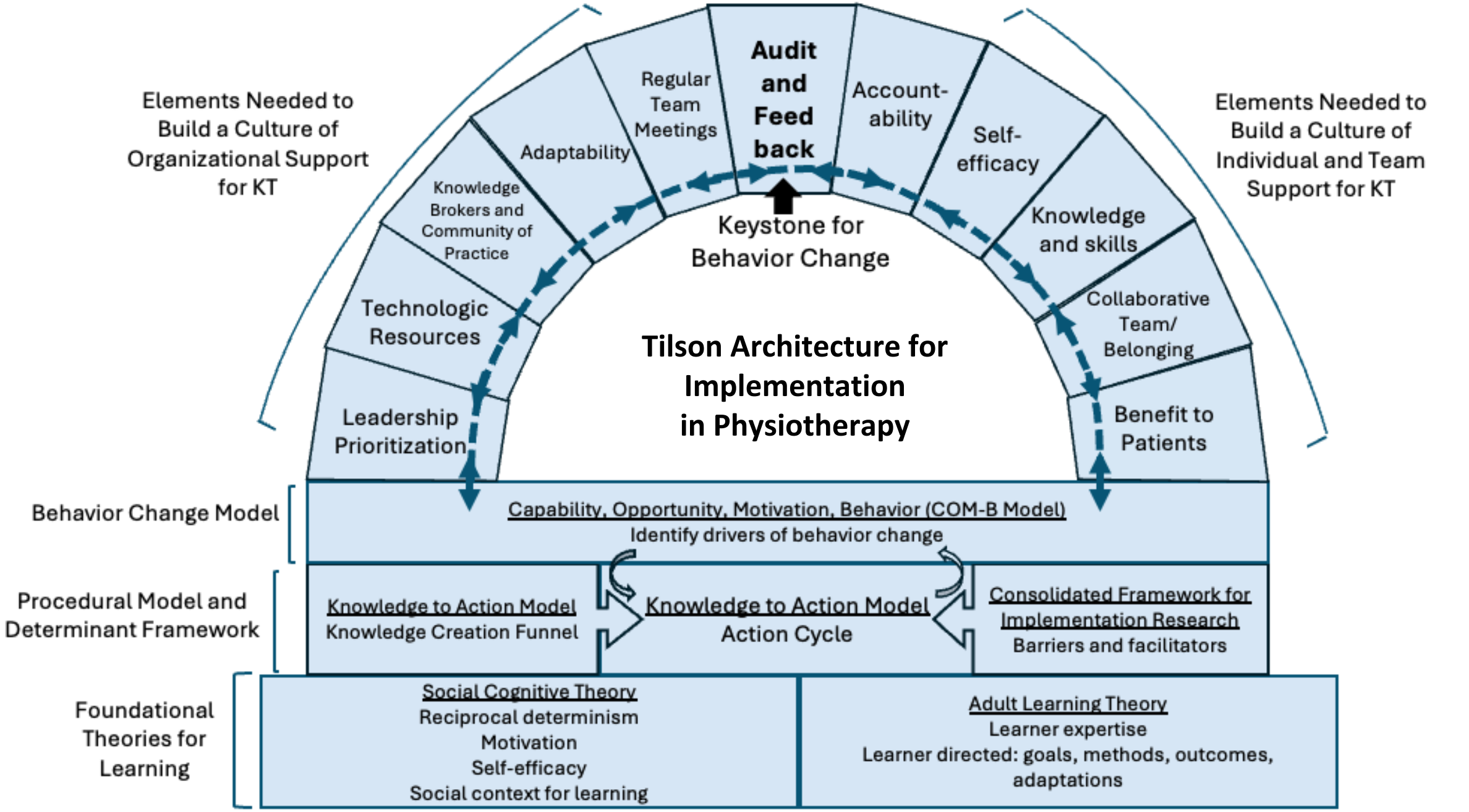

Elements Needed to Build a Culture of Organizational Support for KT
Elements Needed to Build a Culture of Individual and Team Support for KT
Audit and Feed back
Regular Team Meetings
Account-ability
Adaptability
Self-efficacy
Knowledge Brokers and Community of Practice
Knowledge and skills
Technologic Resources
Collaborative Team/ Belonging
Tilson Architecture for Implementation in Physiotherapy
Leadership Prioritization
Benefit to Patients
Behavior Change Model
Capability, Opportunity, Motivation, Behavior (COM-B Model)
Identify drivers of behavior change
Procedural Model and Determinant Framework
Knowledge to Action Model
Knowledge Creation Funnel
Knowledge to Action Model
Action Cycle
Consolidated Framework for Implementation Research
Barriers and facilitators
Foundational Theories for Learning
Social Cognitive Theory
Reciprocal determinism
Motivation
Self-efficacy
Social context for learning
Adult Learning Theory
Learner expertise
Learner directed: goals, methods, outcomes, adaptations

Limits

- Meta-framework heavily influenced by one author's work
- Requires validation
- Audit and feedback can be resource intensive

Conclusions

- The Tilson Architecture is a meta-framework for implementing evidence in physiotherapy.
- Integrates widely recognized theories, models, and frameworks
- New findings for organizational, team, and individual culture
- Audit and feedback serves as the keystone strategy supporting behavior change
- Likely to work in contexts other than physiotherapy – needs assessment



Modified from Tilson J. *Knowledge Translation in Physiotherapy Practice: Improving Education, Lowering Barriers, and Promoting Behaviour Change.* Doctoral thesis. Kingston University; 2025.

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THANK YOU!

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