



PRC

Prevention Research Centers



Using Evidence-Based Practices: A Webinar for Public Health Practitioners & Community Partners

Webinar
January 12, 2017

 **THE UNIVERSITY
OF IOWA**
College of Public Health

*A Prevention Research Center
Designated by the Centers for
Disease Control and Prevention*

Prevention Research Centers

- Network supported by Centers for Disease Control and Prevention
- Academic & community collaborations
- Focused on applied public health work



Introductions



Paul Gilbert, PhD, ScM
Assistant Professor, Community & Behavioral Health
Training Director, Prevention Research Center

Research interests include

- Health equity/alcohol-related disparities
- Immigration and health
- Mixed-methods study designs
- Participatory action research

Introductions



Barbara Baquero, PhD, MPH
Assistant Professor, Community & Behavioral Health
Deputy Director, Prevention Research Center

Research interests include

- Design, implementation, and evaluation of community-based participatory health interventions
- Obesity and chronic disease prevention and control interventions
- Social, cultural, and behavioral factors related to health outcomes
- Reducing and eliminating health disparities for Latino immigrants in the United States
- Health disparities

Introductions



Natoshia Askelson, PhD, MPH
Assistant Professor, Community & Behavioral Health
Communication and Dissemination Director,
Prevention Research Center

Research interests include

- Intersection of health policy and behavior change
- Family and child health
- Health communication
- Evaluation

Learning Objectives

1. Explain the concepts underlying evidence-based public health
2. Describe how to select evidence-based interventions and programs for local use
3. Analyze potential barriers to successful implementation of evidence-based interventions and programs

Audience Summary

- 54% work in local health departments
- 85% have used an EBI in their work
- 52% very or mostly confident they know where to find EBIs
- 48% are very or mostly confident they can select and adapt an EBI

BACKGROUND & PRINCIPLES OF EVIDENCE-BASED PUBLIC HEALTH

Background & Principles

What is “evidence-based public health?”

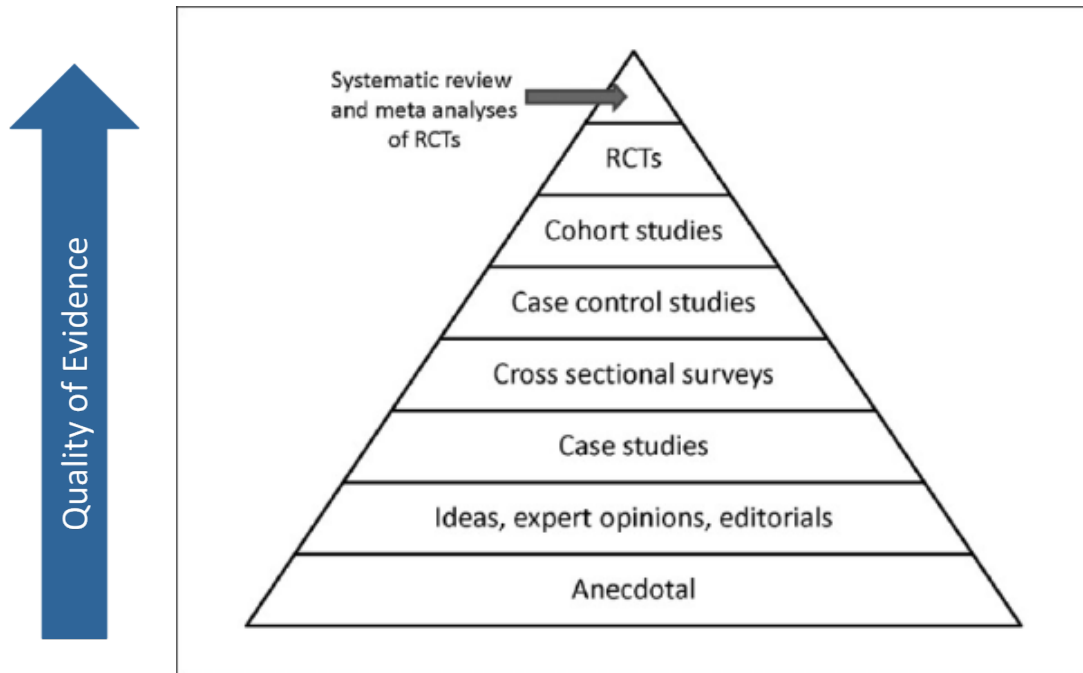
Why the emphasis?

Evidence-Based Public Health

A program, policy, or intervention that:

- Has been rigorously developed; and
- Has been evaluated scientifically.

Hierarchy of Evidence



Increasing Emphasis

Evidence-based public health:

- Avoids duplicating efforts
- Holds promise of desired outcomes
- Justifies allocation of resources
- Increasingly mandated by funders
- Bridges academic and practice worlds

WHERE TO FIND EVIDENCE-BASED PROGRAMS

Audience Poll

Where have you looked for EBIs?

- The Community Guide
- Research-Tested Intervention Programs (RTIPS)
- Cancer Control: PLANET
- Some other source
- I have never looked for an EBI



Evidence-based interventions

- There are different types of evidence-based approaches
 - Packaged programs
 - Strategies
 - Policies

Evidence-base intervention resources typically include:

- Search engines to quickly sort by topic, setting, population and intervention type
- Information about core elements, cost, and evaluation tools
- Actual intervention materials

“The Community Guide”

- <http://www.thecommunityguide.org/>
- Sponsor: Taskforce for Preventive Services, Centers for Disease Control and Prevention
- Health topics: Multiple
- Resources available: Recommendations from systematic reviews

“The Community Guide”

- **Recommended-** systematic review, strong and sufficient evidence
- **Recommended against-** evidence it is harmful or not effective
- **Insufficient evidence-** additional research is needed

Welcome to The Community Guide's new website. Comments and suggestions on the site's look and feel are welcome: communityguide@cdc.gov.

[Login or Register](#)



[Topics](#)

[Task Force](#)

[Publications & Resources](#)

[About](#)

[myGuide](#)

Search The Community Guide



Search

Your online guide of what works to promote healthy communities

[About the Guide](#) >

Insufficient Evidence Guides

How to interpret and use Task Force findings of insufficient evidence is now available for the following users:

- [Public health practitioners](#)
- [Public health funders](#)
- [Public health researchers](#)

New Publications Available
Excessive Alcohol Use 

How Can We Help You? 



Welcome to The Community Guide's new website. Comments and suggestions on the site's look and feel are welcome: communityguide@cdc.gov.

[Login or Register](#)



Topics

Task Force

Publications & Resources

About

myGuide

Search The Community Guide



Search

Your online guide

[About the Guide >](#)

Adolescent Health

Asthma

Birth Defects

Cancer

Cardiovascular Disease

Diabetes

Emergency Preparedness

Excessive Alcohol Consumption

Health Communication

Health Equity

HIV/AIDS, STIs and Pregnancy

Mental Health

Motor Vehicle Injury

Nutrition

Obesity

Oral Health

Physical Activity

Tobacco

Vaccination

Violence

Worksite Health

Insufficient Evidence

How to interpret and use findings of insufficient evidence is now available for the following users:

- Public health practitioners
- Public health funders
- Public health researchers

New Publications Available
Excessive Alcohol Use



How Can We Help You?





Vaccination



Diseases that can be prevented by vaccines remain major causes of illness and death for people of all ages in the United States.

- In the U.S., an estimated 800,000 to 1.4 million persons have chronic Hepatitis B virus infection (CDC) [\[link\]](#).
- Flu seasons are unpredictable and can be severe. Between 1976 and 2007, estimates of flu-associated deaths range from a low of about 3,000 to a high of about 49,000 people (CDC) [\[link\]](#).

Task Force Findings

Vaccination Programs: Home Visits to Increase Vaccination Rates
Recommended | Completed February 2016



Vaccination Programs: Requirements for Child Care, School, and College Attendance
Recommended | Completed February 2016



Vaccination Programs: Client-Held Paper Immunization Records
Insufficient Evidence | Completed February 2016



Vaccination Programs: Monetary Sanction Policies
Insufficient Evidence | Completed September 2015



Vaccination Programs: Community-Wide Education When Used Alone
Insufficient Evidence | Completed September 2015





<http://cancercontrolplanet.cancer.gov/>

- Sponsor: NCI, CDC, AHRQ, SAMHSA
- Health topics: Multiple cancers & behaviors
- Resources available: Access to data, resources for evaluation, evidence-based programs, cancer plans and budgets and links to potential collaborators



Research-tested
Intervention Programs (RTIPs)



<http://rtips.cancer.gov/rtips>

- Sponsor: NCI and SAMHSA
- Health topics: Multiple
- Resources available: Evidence-based programs

Search

Select program attributes (if you like) and then click the button at the bottom of the page to get a list of relevant programs. Multiple selections within a category expand your criteria; selections in different categories narrow them.

Topics

- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Diet/Nutrition
- HPV Vaccination
- Informed Decision Making
- Obesity
- Physical Activity
- Public Health Genomics
- Sun Safety
- Survivorship/Supportive Care
- Tobacco Control

Age

- Children (0-10 years)
- Adolescents (11-18 years)
- Young Adults (19-39 years)
- Adults (40-65 years)
- Older Adults (65+ years)

Setting

- Community
- Religious establishments
- Rural
- Suburban
- Urban/Inner City
- School-based
- Clinical
- Workplace
- Home-based
- Day care / Preschool

Race/Ethnicity

(of of the study population)

- Alaskan Native
- American Indian
- Asian
- Black, not of Hispanic or Latino origin
- Hispanic or Latino
- Pacific Islander
- White, not of Hispanic or Latino origin

Materials

- Available on RTIPs
- Partially available on RTIPs
- Available from third party only

Origination

- Australia
- Canada
- United Kingdom
- United States

Gender

- Male
- Female

Note:

- Not selecting any search criteria will return all 172 programs
- Selecting all search criteria will not return all programs.

Last Modified: 05/12/2010

Content on this page is maintained by the Division of Cancer Control and Population Sciences at the National Cancer Institute.

[Home](#) |
 [About This Site](#) |
 [Contact Us](#) |
 [Frequently Asked Questions](#) |
 [Policies](#) |
 [Disclaimer](#) |
 [Accessibility](#) |
 [FOIA](#) |
 [Program Use Agreement](#) |
 [Site Map](#)

[U.S. Department of Health and Human Services](#) |
 [National Institutes of Health](#) |
 [National Cancer Institute](#) |
 [USA.gov](#)

Words of Wisdom

- Understand what the criteria were for inclusion
- Understand what 'it' is
- Look to see if any permissions or cost are involved

ASSESSING & ADAPTING EVIDENCE-BASED PROGRAMS

Assessing and Adapting EBIs means...

- Making changes or modifications to fit to the characteristics of **the population and local context**
- Making **additions, deletions and substitutions** of elements of the intervention
- Finding a **balance** between **fitting** the intervention to your local context and maintaining the **integrity** of the intervention

Steps for Assessment & Adaptation

1. Assess fit to consider adaptation
2. Assess the acceptability and importance of adaptation
3. Make final decision of what to adapt
4. Make the adaptation
5. Pretest and pilot test

Adaptation Planning Tool*



Adaptation Categories	Your Community	EBA	Fit outcome; adaptation ideas	Recommendation			Importance	Decision
			Yes, No, Partially; Notes	No	Maybe	Yes	Hi, Med, Lo; Notes	
Program Outcomes and Objectives								
Health outcome/goal	Goal:	Outcome:						
Behavior Sub-behaviors	Objectives:	Outcomes:						
Environment	Actors, facilities:	Actors, facilities:						
Determinants & Methods								
Determinants, Related Objectives; Methods	Determinant & related objectives, Methods:	Determinants addressed; methods used:						
Delivery mechanisms								
Channel, vehicle	Availability, preferences:	Channel/ vehicle used:						

1. Assess fit for Adaptation

Adaptation Categories	Your Community	EBA	Fit outcome; adaptation ideas	Recommendation			Importance	Decision
			Yes, No, Partially; Notes	No	Maybe	Yes	Hi, Med, Lo; Notes	
Program Outcomes and Objectives								
Health outcome/goal	Goal:	Outcome:						
Behavior Sub-behaviors	Objectives:	Outcomes:						
Environment	Actors, facilities:	Actors, facilities:						
Determinants & Methods								
Determinants, Related Objectives; Methods	Determinant & related objectives, Methods:	Determinants addressed; methods used:						
Delivery mechanisms								
Channel, vehicle	Availability, preferences:	Channel/ vehicle used:						

2. Assess Acceptability and Importance

Adaptation Categories	Your Community	EBA	Fit outcome; adaptation ideas	Recommendation			Importance	Decision
			Yes, No, Partially; Notes	No	Maybe	Yes	Hi, Med, Lo; Notes	
Program Outcomes and Objectives								
Health outcome/goal	Goal:	Outcome:						
Behavior Sub-behaviors	Objectives:	Outcomes:						
Environment	Actors, facilities:	Actors, facilities:						
Determinants & Methods								
Determinants, Related Objectives; Methods	Determinant & related objectives, Methods:	Determinants addressed; methods used:						
Delivery mechanisms								
Channel, vehicle	Availability, preferences:	Channel/ vehicle used:						

2. Assess Acceptability and Importance

Should be avoided

- Mechanisms of change
- Health topic or behavior
- Reduction dose
- Add contradicting activities from original
- Delete wholes components

Should be careful

- Change sequence or length of activities
- Apply to different pop
- Who delivers the program
- Materials or setting

Should be safe to adapt

- Increase reach, receptivity and participation
- Customize stats or guidelines
- Changes names, pictures or wording



2. Assess Acceptability and Importance

- Determine what elements are core or **RED**
 - Consult with experts – use your analysis to:
 - Colleagues who have gone through this process
 - Funding agency or TA provided
 - Academics or research



2. Assess Acceptability and Importance

- **RED** adaptations that probably cannot be made (Core Elements)
 - **Methods used**
 - Mechanisms of change – theoretical foundations
 - **Content**
 - Health topic or behavior
 - Add an activity that contradicts from the original goals
 - Delete whole sections or major activities
 - Reduce duration or dose

3. Make Decision about what to Adapt

Adaptation Categories	Your Community	EBA	Fit outcome; adaptation ideas	Recommendation			Importance	Decision
			Yes, No, Partially; Notes	No	Maybe	Yes	Hi, Med, Lo; Notes	
Program Outcomes and Objectives								
Health outcome/goal	Goal:	Outcome:						
Behavior Sub-behaviors	Objectives:	Outcomes:						
Environment	Actors, facilities:	Actors, facilities:						
Determinants & Methods								
Determinants, Related Objectives; Methods	Determinant & related objectives, Methods:	Determinants addressed; methods used:						
Delivery mechanisms								
Channel, vehicle	Availability, preferences:	Channel/ vehicle used:						

3. Make Decision about What to Adapt

- Consult with community stakeholders to determine the adaptation to achieve fit
 - Reach
 - Acceptability
 - Feasibility (implementation)
 - Representatives of the priority audience or population
 - Representative from organizations

4. Make the Adaptation

More Complex Adaptations

- Weather or other environmental factors that should be considered
- Translate correctly to other languages
- Train who will deliver the program
- Cultural factors

Straightforward Adaptations

- Replace graphics, key stats about community
- Replace pictures and words
- Changes names, represent local context

5. Pretest and Piloting

- **Pretest**

- Trying out program elements (e.g., materials) with intended end users
- Adapted elements & Non-adapted elements

- **Pilot test**

- Tryout implementation to assess fit with community and organization/ coalition

Example of Adapting Everybody Active

Everybody Active helps organizations promote physical activity and healthy lifestyles by providing the tools and technical assistance necessary to train community volunteers to instruct group exercise and healthy lifestyle classes.

The goal is to make physical activity part of our culture and available for free or at little cost to the community. We provide organizations with:

The toolkit includes resources to help implement group exercise and healthy lifestyle classes at schools, recreation centers, and community centers.

Program Manual

Community Health Instructor Training Manual and Video

Community Health Instructor Facilitator Guide for Exercise & Healthy Lifestyle Classes

Posters and other materials for Healthy Lifestyle Classes

Participant Guide for Healthy Lifestyle Classes

Technical assistance to support organizations wishing to train community health instructors, and to obtain resources and collaborations to support their efforts.

<http://www.ibachsd.org.unixweb-7.nethere.net/everybody-active-todos-activos/>

Adaptation Planning Tool* Example Everyone Active

Adaptation Categories	Your Community	EBA	Fit outcome; adaptation ideas	Recommendation			Importance Hi, Med, Lo; Notes	Decision
			Yes, No, Partially; Notes	No	Maybe	Yes		
Program Outcomes and Objectives								
Health outcome/goal	Goal: Prevent and control heart disease	Outcome: Promote physical activity and healthy lifestyles	Yes could be a good fit			X		
Behavior Sub-behaviors	Objectives: Increase PA activities community	Outcomes: Increase PA in community	Yes could be a good fit	X				
Environment	Actors, facilities: Churches and schools	Actors, facilities: Comm. organizations	Partially need adaptation			X		
Determinants & Methods								
Determinants, Related Objectives; Methods	Determinant & related objectives, Methods: Rural context, low funding	Determinants addressed; methods used: Urban context, federal funds			X			
Delivery mechanisms								
Channel, vehicle	Availability, preferences: Members of community Available times	Channel/ vehicle used: Community Health Workers Free or reduce			X			

Words of Wisdom

1. There is not a perfect match out there. We always need to adapt
 1. Identify the core elements of an EBI and keep them intact in adaptation
2. Collaborate from experts and community to get advice and feedback as you consider the changes
3. Consider including evaluation measures to determine the impact and integrity of the intervention.


Resources

The screenshot displays the website for the University of Iowa Prevention Research Centers (PRC). At the top, the University of Iowa logo and 'College of Public Health' are visible. The main navigation bar includes 'PRC Prevention Research Centers' and links for 'ABOUT', 'TOOLS AND RESOURCES', 'PROJECTS', 'ACTIVE OTTUMWA', and a search icon. The 'CAREERS IN PUBLIC HEALTH' section features a grid of five professional portraits of PRC students. Below this, the 'UPCOMING EVENTS' section contains text stating: 'THE UNIVERSITY OF IOWA PREVENTION RESEARCH CENTER OFFERS WORKSHOPS, SEMINARS AND EVENTS FOR THE COMMUNITY. DISCOVER WHAT WE HAVE TO OFFER YOU!'.

<https://www.public-health.uiowa.edu/prc/>



Resources



Evidence-Based Interventions

General Resources:

The Guide to Community Preventive Services: The Community Guide

- The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Their database is searchable by topic and they classify interventions as being either recommended, having insufficient evidence, or not recommended.
- Programs are chosen for inclusion based on these questions:
 - Which program and policy interventions have been proven effective?
 - Are there effective interventions that are right for my community?
 - What might effective interventions cost; what is the likely return on investment?
- <http://www.thecommunityguide.org/>

Research-tested Intervention Programs (RTIPs)

- 165 evidence-based intervention programs, searchable database related to cancer.
- <http://rtips.cancer.gov/rtips/index.do>

Teen Pregnancy Prevention Resource Center

- Database of adolescent pregnancy prevention program evidence-based interventions.
- http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/db/

CDC on HIV Resources:

- Complete listing or risk-reduction evidence based interventions
- <http://www.cdc.gov/hiv/research/interventionresearch/compendium/rr/complete.html>

Blueprints for Healthy Youth Development

- Searchable database of evidence-based programs on youth-related topics- bullying, violence, substance abuse, obesity, delinquency.
- <http://www.blueprintsprograms.com/>

Evidence-based Behavioral Practice

- Evidence-based programs related to depression, anxiety, and obesity.
- <http://www.ebbo.org/skillsBasedResources.html>

Substance Abuse and Mental Health Services Administration

- Programs related to substance abuse-prevention and treatment and mental health.
- <http://www.samhsa.gov/ebp-web-guide>

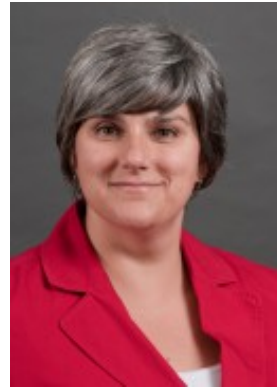
<https://www.public-health.uiowa.edu/prc/>

Follow-Up



paul-gilbert@uiowa.edu

319-384-1478



natoshia-askelson@uiowa.edu

319-335-6867



barbara-baquero@uiowa.edu

319-384-1480

Questions & Discussion