

**IOWA****IOWA****PRC**  
PREVENTION  
RESEARCH CENTERS

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# Putting Public Health Evidence in Action

## **Introduce Evidence-Based Practice and Community Engagement**

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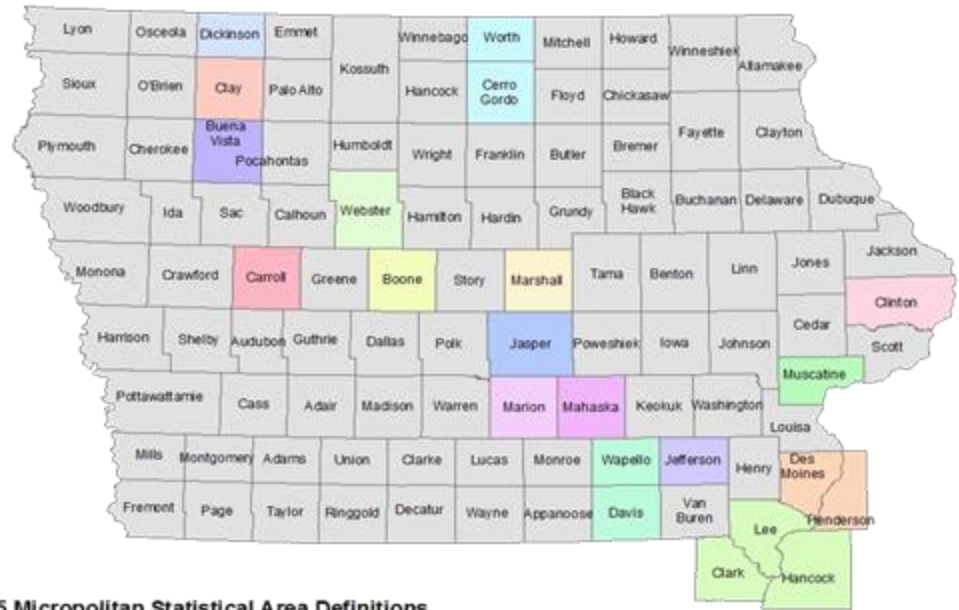
# Acknowledgements

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- This training is adapted from a training created by The Cancer Prevention and Control Research Network with funding from the Centers for Disease Control and Prevention and the National Cancer Institute.
- The training content builds on the following:
  - National Cancer Institute's Using What Works  
[http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm)
  - Getting to Outcomes  
<https://www.rand.org/health/projects/getting-to-outcomes.html>
  - Brownson et al. (2017). Evidence-Based Public Health. 3rd ed. New York, NY: Oxford University Press.
  - Institute for Healthcare Improvement's Collaborative Model for Achieving Breakthrough Improvement. [www.ihl.org](http://www.ihl.org)
  - The Centers for Disease Control and Prevention's Principles of Community Engagement

# Purpose and Audience

Purpose: Promote the implementation of evidence-based interventions with **local public health leaders and community based organization staff of micropolitan communities** and provide helpful tips and tricks to implementing these interventions in micropolitan communities.



July 2015 Micropolitan Statistical Area Definitions

Boone, IA	Clinton, IA	Fort Madison-Keokuk, IA-IL-MO	Muscatine, IA	Ottumwa, IA	Spirit Lake, IA
Burlington, IA-IL	Fairfield, IA	Marshalltown, IA	Newton, IA	Pella, IA	Storm Lake, IA
Carroll, IA	Fort Dodge, IA	Mason City, IA	Oskaloosa, IA	Spencer, IA	

# Overview of the 6 Modules

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- Module 1: Engaging partners
- Module 2: Understanding the problem and setting goals
- Module 3: Identifying evidence-based interventions (EBIs)
- Module 4: Adapting EBIs
- Module 5: Implementing EBIs
- Module 6: Evaluating EBIs

# Objectives for Module 1

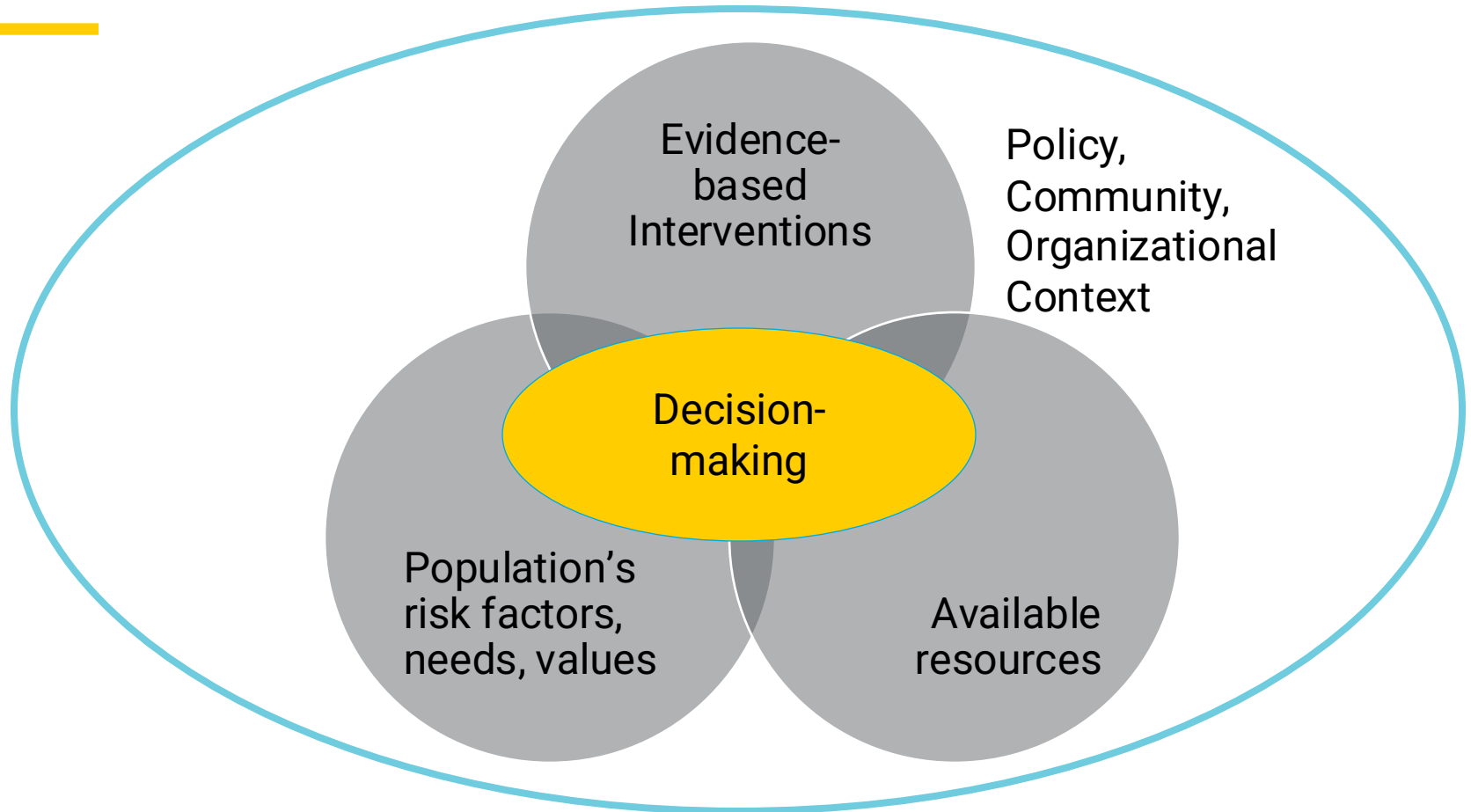
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Define evidence-based practice

Describe the framework for evidence-based practice that will guide the training series

Introduce community and leader engagement as a foundation to evidence-based practice

# What is Evidence-Based Practice?



# What are Evidence-based Interventions (EBIs)?

Programs, practices, principles, procedures, policies, pills, and products that have been found to be effective in one or more well-designed research studies

(Brown et al., 2017).

# Examples of EBIs

## Broad EBIs (Systematic Review Recommendations)

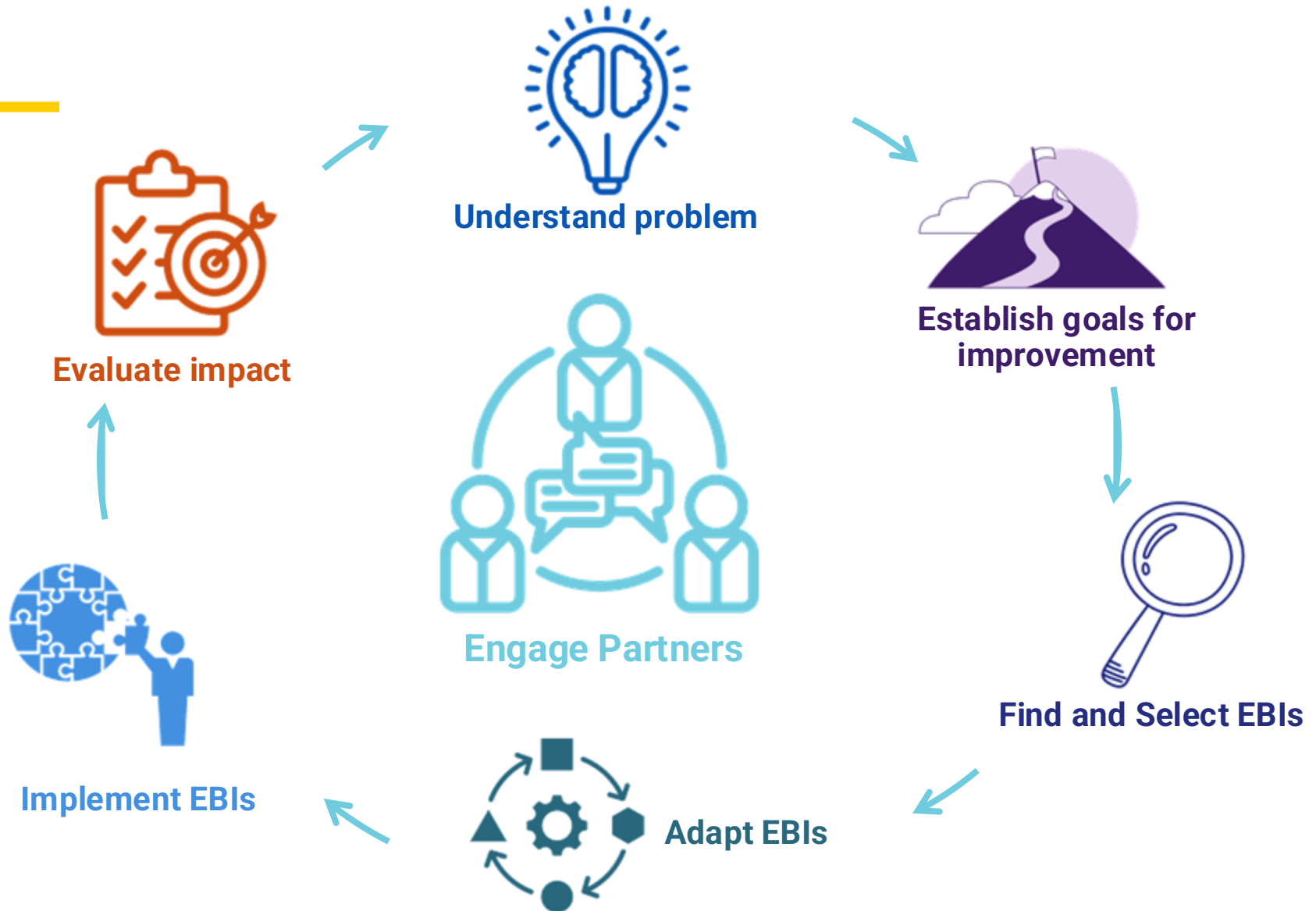
- Program Reminders (phone calls and reminder letters)
- Interventions engaging Community Health Workers and Patient Navigation Services
- Increasing screenings
- Policy changes (legislation, organizational, worksites)
- Built environmental changes (increasing sidewalks and bike lanes)
- Home visits

## Packaged EBIs

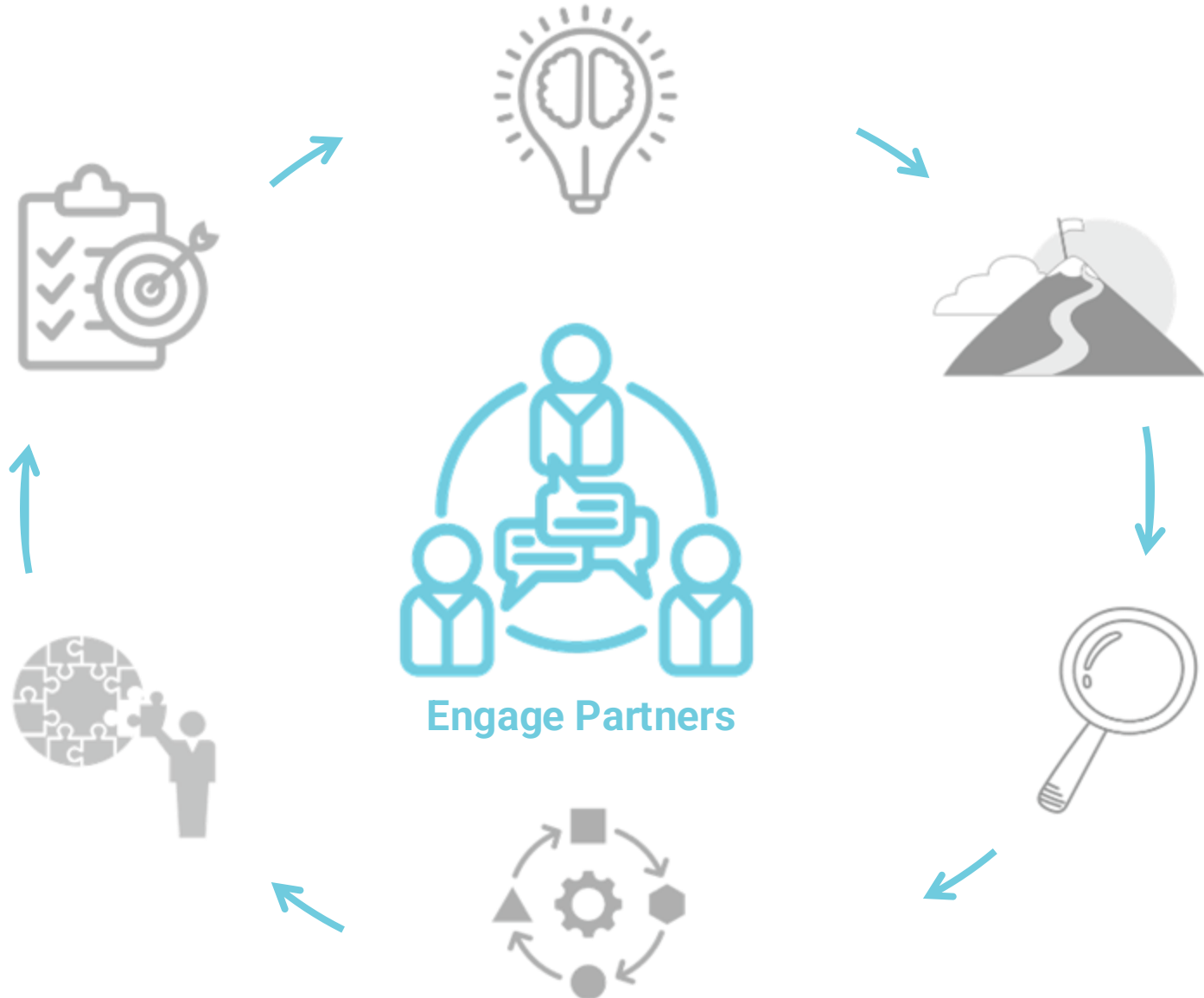
- TOP and Wise Guys
- Matter of Balance, Stepping On
- Walk with Ease, Enhance Fitness
- CAPABLE
- Fresh Conversations
- Powerful Tools for Caregivers
- Mental Health First Aid
- Diabetes Prevention Program (DPP)
- Flu-FIT



# Framework for the Training



# Framework for the Training



# Community

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Those who are affected by the health issues being addressed



Those who adopt and implement EBIs into practice to improve health

# Community Engagement



“...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”

# Benefits of Community Engagement



**Vision and  
Goals**



**Design &  
Delivery**



**Ethics**



**Community  
Buy-In**



**Sustainability**

# Levels of Partner Engagement

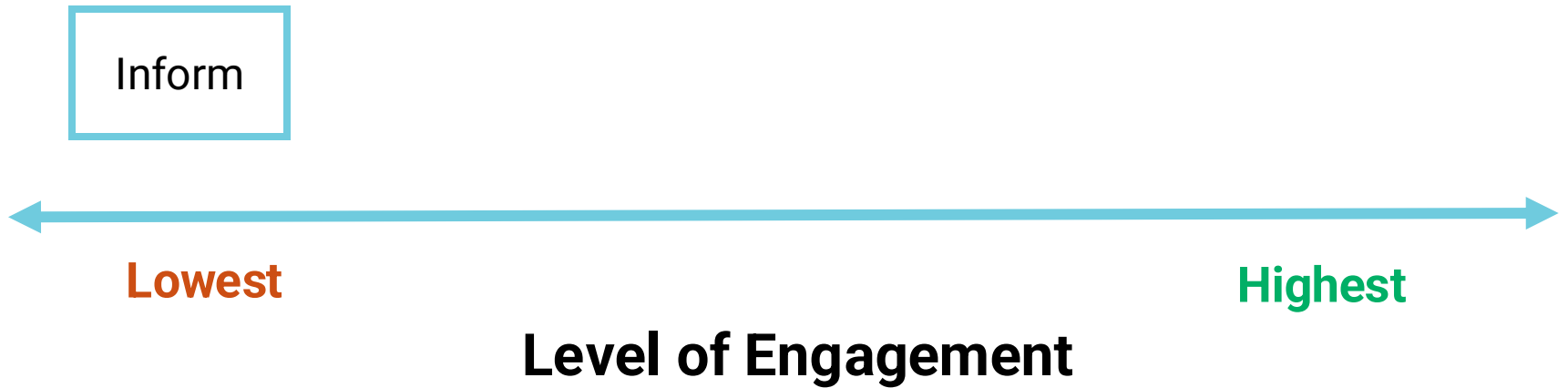


Partners can be engaged in many ways and at many different levels

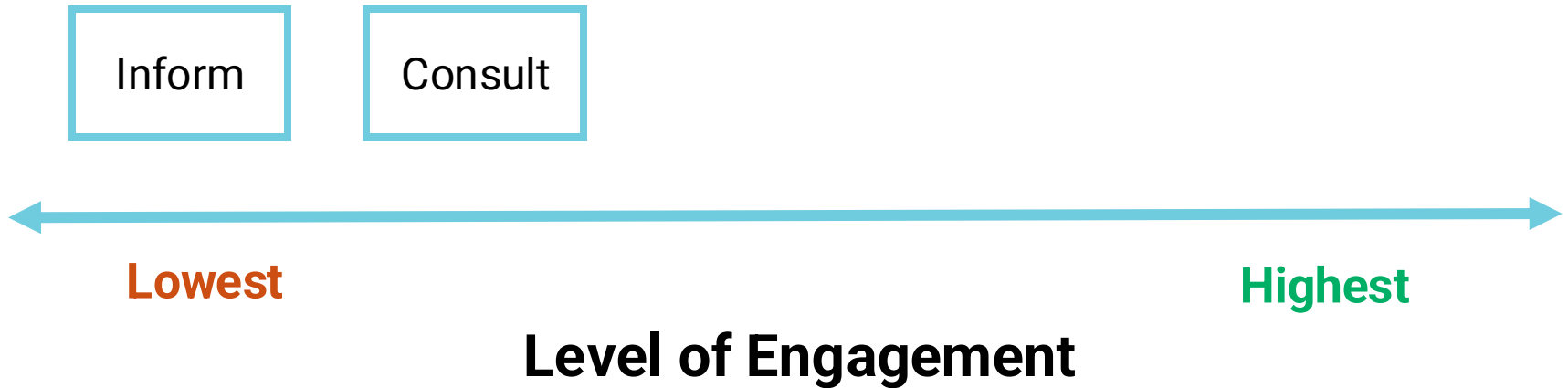
Some partners only have the capacity to be engaged a little

Engagement of partners is a spectrum

# Levels of Partner Engagement

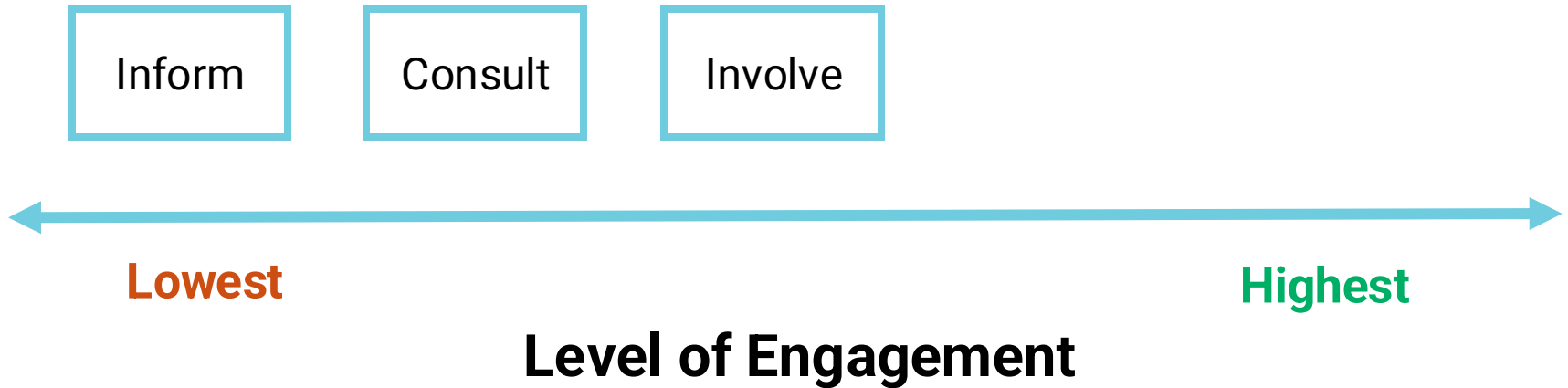


# Levels of Partner Engagement

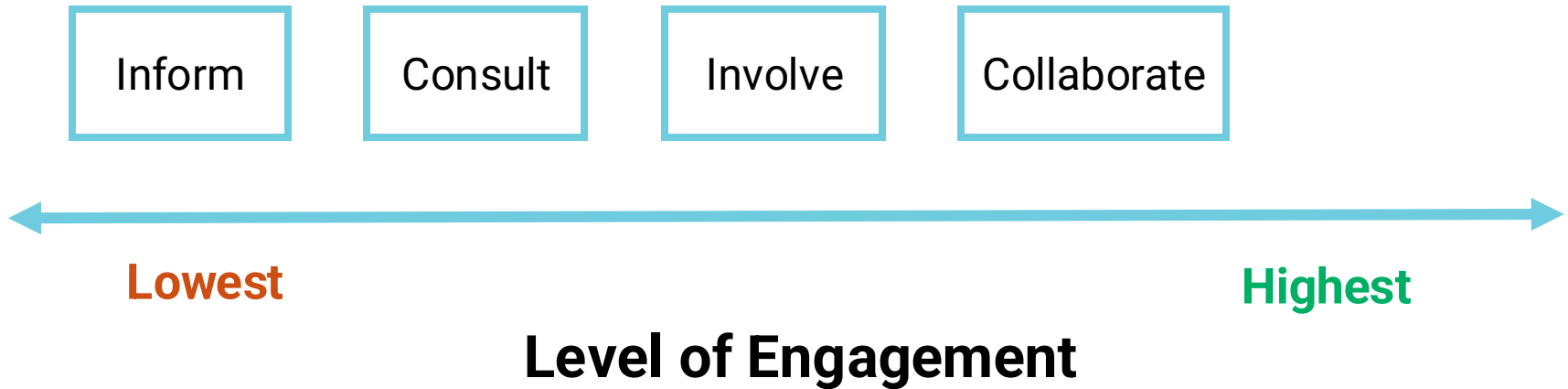




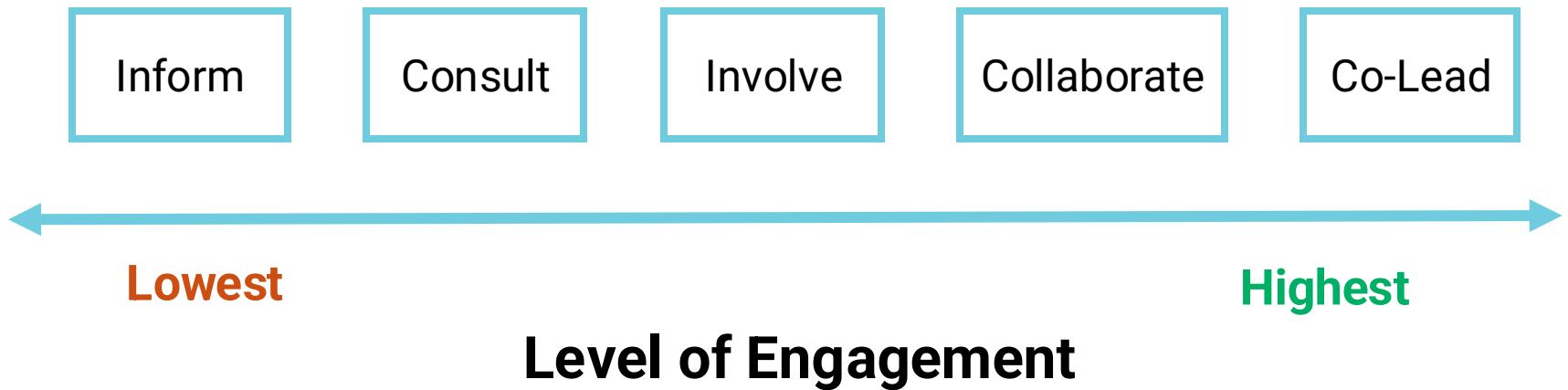
# Levels of Partner Engagement



# Levels of Partner Engagement



# Levels of Partner Engagement



# Principles Essential to Community-Engaged Health Promotion and Research

Adapted from



# Active Ottumwa



## Menu of Activities



Strategies for  
Physical Activity



Motivational and  
Support Strategies



Informational  
Strategies



Environmental  
Strategies

Increased  
Physical Activity  
levels of  
Community

Input from Community Advisory Board, Physical Activity Leaders, Active Ottumwa Ambassadors, and Community Members



Informational  
Strategies



Paid  
Advertising



Community  
Events



Website  
Exposure



Press  
Conferences and  
News Coverage



## Behavioral and Social Strategies



Physical  
Activity Groups



“Buddy”  
Systems



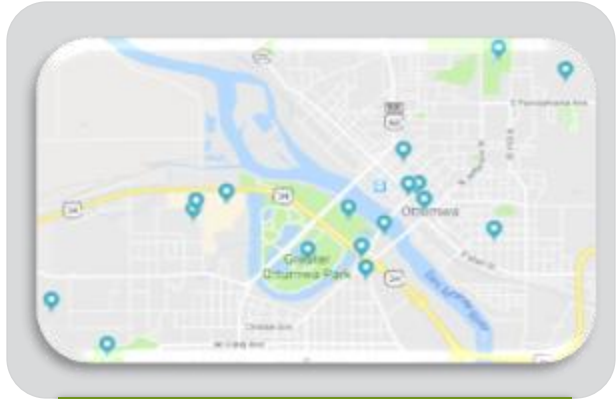
Goal Setting  
and Self  
Monitoring



Positive  
Reward and  
Self-talk



Physical Activity  
Contracts



# Environmental Strategies



# Joint Use Agreements



# Walking Trails



# Open Streets Events



# Park Installations and Renovations



# Bicycle Lanes



# Ottumwa Community Advisory Board

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Wapello County Public Health

ISU Extension

Sieda Community Action

River Hills Community Health Center

Ottumwa Community School District

U.S. Bank

YMCA of Ottumwa

Indian Hills Community College

Ottumwa Parks Department

United Way of Ottumwa



# Active Ottumwa Podcast

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## ACTIVE OTTUMWA PODCAST



10-part podcast series  
Housed on UI PRC-RH Website  
(and iTunes/Spotify)



# Principle

1

Be clear about the purposes or goals of the efforts and programs

Example:

- CAB co-developed mission, goals, and operating principles



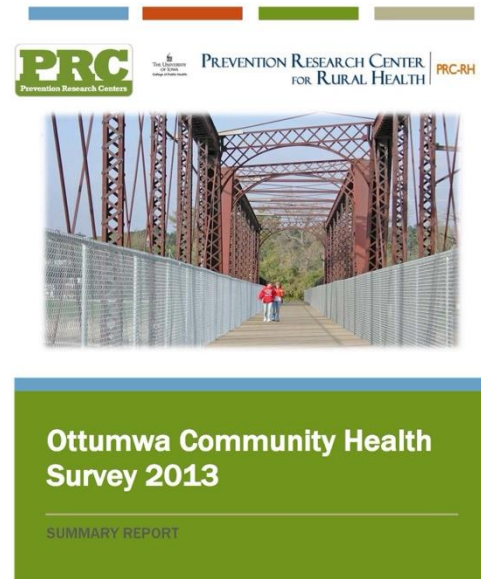
# Principle

## 2

Seek to better understand the context of the community

Example:

- CAB input throughout program decisions
- Community Survey
- Engage PALs in designing programming



CDC's Principles of Community Engagement

**IOWA**

# Principle

## 3

### Build trust to actively engage the community

Example:

- Longevity of the CAB
- Open and honest communication with partners and leaders



CDC's Principles of Community Engagement

# Principle

4

Do not assume you can force a community to act in its own self-interest

Example:

- Physical activity as focus
- Development of Menu of Activities
- PAL ownership of their activities



ACTIVE OTTUMWA

Menu of Activities

# Principle

5

## Incorporate diversity throughout program

Example:

- Diversity in CAB and PALs
- PAL Latinas program



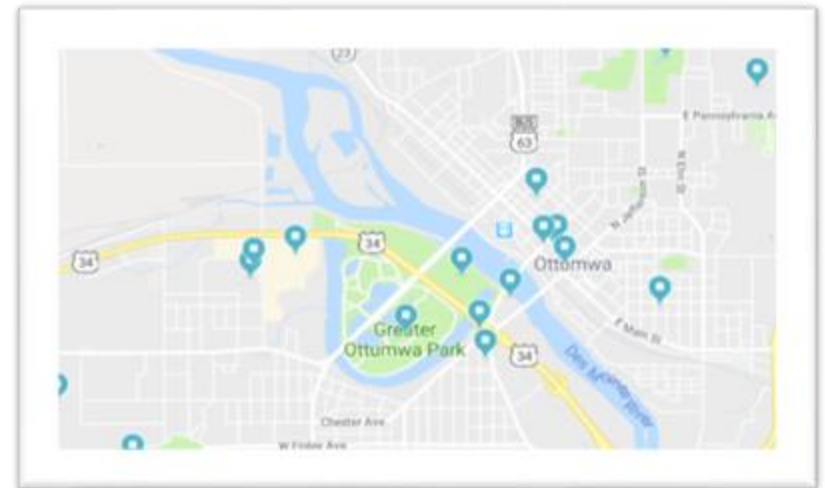
# Principle

## 6

Use community strengths to make decisions and act

Example:

- Recruiting PALs and Ambassadors
- Locations for activities
- Channels used for informing community of program





# Principle

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Long-term commitment by partners is needed

Example:

- CAB organizational involvement
- Active Iowa program material development
- COVID-19 outbreak in Ottumwa










# Tips on Long-term Community Engagement

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- Engage community partners in all decisions
- Manage member expectations
- Make group agreements and enhance buy-in
- Make time for members to get to know one another
- Compensate and support the community member's time and expertise
- Honor lived experiences
- Be aware of power differences
- Offer the community support outside of the project
- Regularly check in about capacity, time, and interest in project
- Divide roles and responsibilities fairly and with mutual agreement
- Work with partners and participants, not on behalf of them
- Make as easy as possible to participate (ex: hybrid options, go to partners, timing)
- Report back often

# Activity: Community Engagement

1. Be clear about goals	2. Know the community	3. Build trust	4. Community acts in own self-interest	5. Include diversity	6. Use community strengths	7. Long-term commitment
Active Ottumwa Example						
						
Activity Case Study: YMCA DEPLOY Project						

Read the **DEPLOY CASE STUDY** document and determine which community engagement principles were followed.

# Activity: Community Engagement - Discussion

1. Be clear about goals	2. Know the community	3. Build trust	4. Community acts in own self-interest	5. Include diversity	6. Use community strengths	7. Long-term commitment
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## Active Ottumwa Example

						
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## Activity Case Study: YMCA DEPLOY Project

						
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# Framework for the Training

