

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

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# Putting Public Health Evidence in Action

## **Finding and Selecting Evidence-Based Interventions**

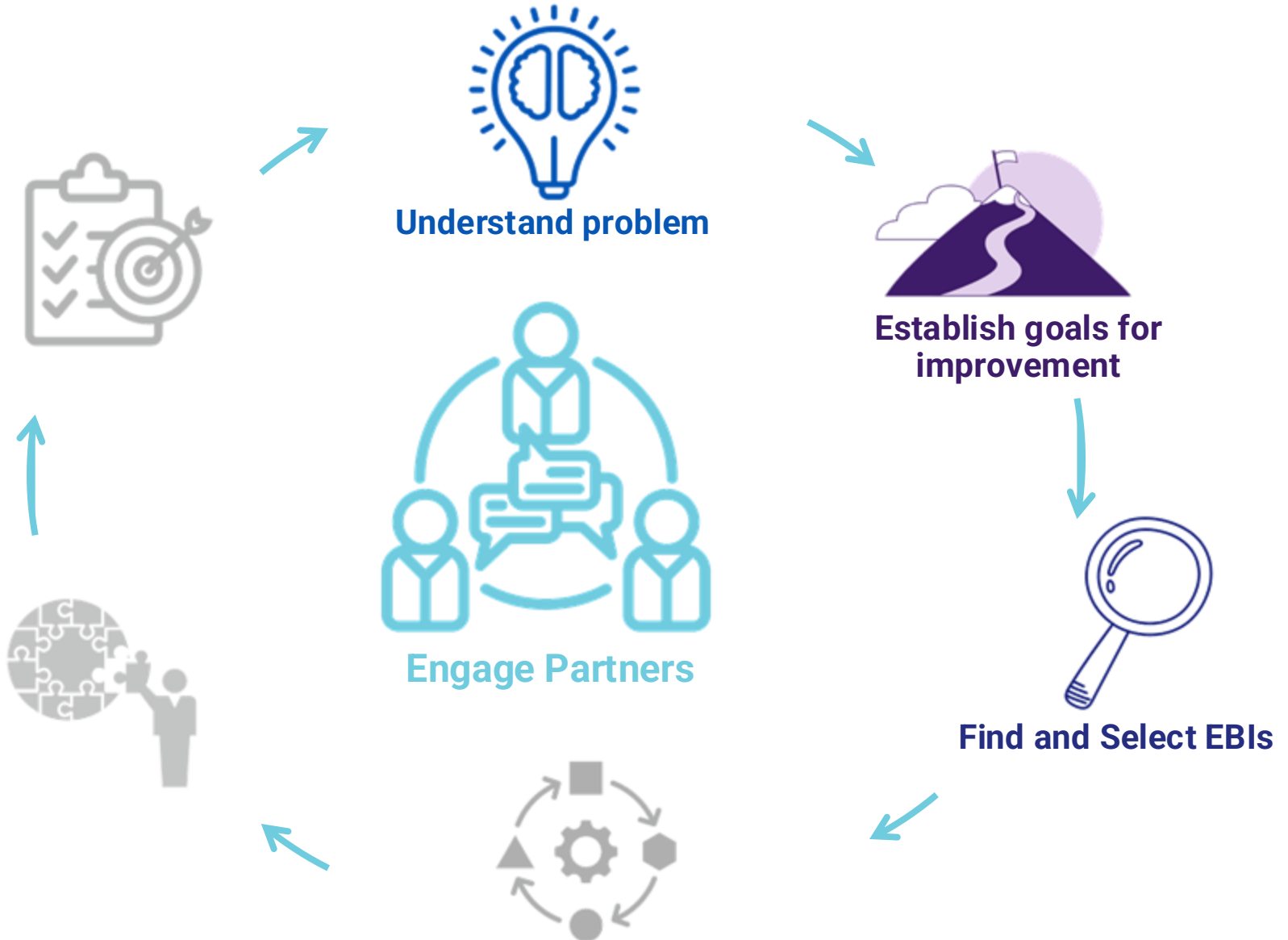
This training is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of financial assistance awards (cooperative agreement numbers U48 DP006400, U48 DP006377, and U48 DP006389). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

# 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

# Framework for the Training



# Objectives for Module 3

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- Find evidence-based interventions (EBIs)
- Assess potential for implementation of EBIs in the real-world
- Describe basic principles for selecting one or more EBIs that fit your objectives, setting, and population

# Where do you go to find EBIs?

- [Community Guide](#)
- [National Council on Aging \(NCOA\)](#)
- [California Clearinghouse for Child Welfare](#)
- [County Health Rankings](#)
- [SAMHSA Evidence-Based Practices Resource Center](#)
- [Evidence-Based Cancer Control Programs \(EBCCP\)](#)
- [Healthy People 2030](#)
- [Pathway to Practice \(P2P\) Resource Center](#)
- [Rural Health Information Hub](#)
- [National Association of County and City Health Officials \(NACCHO\)](#)
- [CDC Technical Packages for Violence Prevention](#)
- Journal articles (via PubMed, Google Scholar)
- My colleagues
- Other



Webpage for  
EBI databases



Webpage for  
EBI databases  
by health topic

# Evaluating websites with partners

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1

What type(s) of EBI does the website have?

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2

Who created the website? Could there be bias?

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3

How current is the information on the website?

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4

What implementation materials/guidance is provided on the website?

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# 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

# Hierarchy of Evidence





# Systematic review recommendations

## Strengths

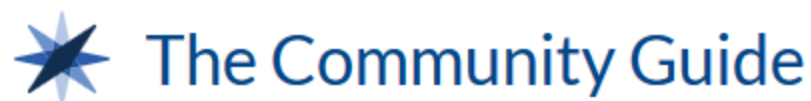
Reported strategies that are considered effective are found to work in multiple studies

## Limitations

Very limited guidance on how to practically deliver the strategies in the real-world

# Where to find systematic review recommendations

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**County Health  
Rankings & Roadmaps**

Building a Culture of Health, County by County

 **Healthy People 2030**

 **ODPHP** | Office of Disease Prevention  
and Health Promotion

# Active Ottumwa Example

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Motivational and  
Support Strategies



Informational  
Strategies



Environmental  
Strategies

# Packaged interventions

## Strengths

May have detailed guidance and materials to support EBI implementation

## Limitations

Not many interventions may have this detailed guidance especially for a specific setting or population. May come with potential licensing restrictions and additional costs

# Where to find packaged interventions



**EBI** = Packaged intervention

EBIs to increase physical activity rates:



# Activity: Scavenger Hunt

Use your computer to complete the “Scavenger Hunt” activity

After you complete the scavenger hunt (questions only), check your answers (answers).



## Evidence Scavenger Hunt

Finding evidence-based interventions (EBIs) using The Community Guide and Healthy People 2030

**Part 1 Directions:** Go to the home page ([www.thecommunityguide.org](http://www.thecommunityguide.org)) to answer the following questions:

1. Click the **topics** menu in the top ribbon of the site and select “physical activity”. Identify three interventions that the Community Guide recommends to increase physical activity and note whether they were recommended based on strong or sufficient evidence. Also note the date that they were last reviewed.

Name of strategy	Label if it has strong or sufficient evidence	Date this strategy was last reviewed

2. Why was the “Stand-Alone Mass Media Campaigns” intervention labeled as having insufficient evidence?

3. What considerations for implementation does the Community Guide give for “Individually-Adapted Health Behavior Change Programs”?

**Part 2 Directions:** The Evidence-Based Cancer Control Programs (EBCCP) is a “searchable database of evidence-based cancer control programs” for practitioners. On the site, you can see a list of evidence-based programs that can be filtered based on program area, population focus, delivery location, community types, age, sex, race/ethnicity, and material available. Go to this site to see the program listings: <https://ebccp.cancercontrol.cancer.gov/searchResults.do>.

# Reflection: Scavenger Hunt

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What type of EBIs were on the Community Guide?

What type of EBIs were on the Evidence-based Cancer Control Program (EBCCP) website?

What differences did you find in the types of information available on the two websites?



# The number of EBIs may seem overwhelming

“Honestly, the frustration right now for me is you’ve got Robert Wood Johnson, Policy Link, CDC, Convergence Partnership. You name it and everyday somebody is coming out with something.”

(Leeman et al., 2014)

So how do we choose what programs to use or are right for us?

# Information-Based Decision Making

Process of making decisions with the best available information, combined with experience in the field and context of a community.



Gather  
information on  
evidence

Interpret  
information

Apply what you  
learned

<https://vetoviolence.cdc.gov/apps/evidence/resourcesIntro.aspx#&panel1-7>

# Gathering Information

Gather information  
on evidence

Seek out best research

Get contextual information

Get your community leaders  
involved



<https://vetoviolence.cdc.gov/apps/evidence/resourcesIntro.aspx#&panel1-7>

# Applying Information-Based Decision Making

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## Start with your SMART Goal

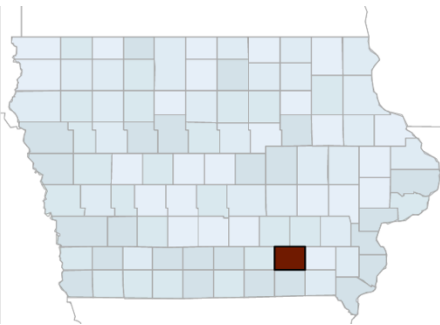
Increase the number of community residents obtaining the recommended leisure time physical activity levels (30 minutes/5 days a week) by 10% by May of 2018.

# Apply Information-Based Decision Making

Gather information  
on evidence

 The Community Guide

 SparkMap



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# Interpret Information

Interpret  
information

A. Consider strength of  
evidence



<https://vetoviolence.cdc.gov/apps/evidence/resourcesIntro.aspx#&panel1-7>

# Using RE-AIM to Guide your Decision

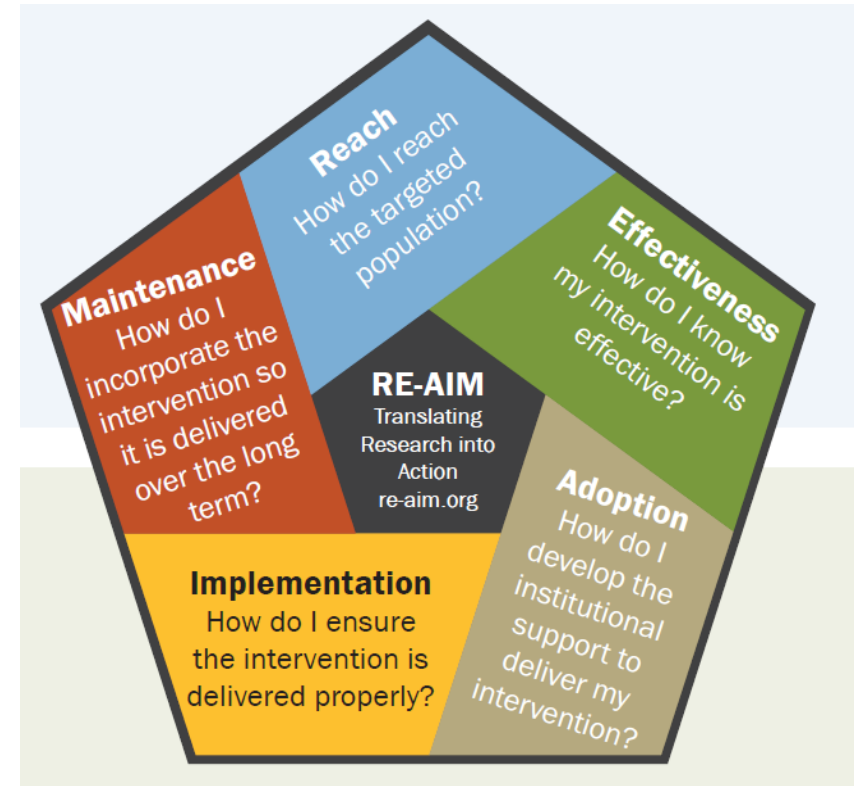
Reach intended people

Effectively change behaviors

Be adopted by people  
leading the program

Be implemented as designed

And be maintained over time



Re-aim.org

# To assess **REACH**, ask yourself

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In prior studies of the intervention, did the EBI reach the intended population (i.e., number of people who participated)?

Was the intervention's reach equitable? Did it reach those at greatest risk?

Do local leaders think this intervention will reach the intended population?



# To assess **ADOPTION**, ask



Will organizations and practitioners be willing to adopt this program or strategy?

What organizations would be willing to adopt this program or what type of person would be willing to adopt the program (i.e., professionals, volunteers)?

How receptive will these organizations and individuals will be to adopting this program?

# To assess **IMPLEMENTATION** ask

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Can this program be implemented in your community as it was designed?

Are the needed resources available and ready to use to implement this program?

Do partners think that implementation is possible for organizations?

# Applying effectiveness and implementation criteria

<https://ebccp.cancercontrol.cancer.gov/index.do>



## Evidence-Based Cancer Control Programs (EBCCP)


[HOME](#) [SEARCH FOR PROGRAMS](#) [PROGRAM AREAS](#) [CASE STUDIES](#) [HELP & RESOURCES](#) [NEWSLETTER](#) [ABOUT](#)

Search All EBCCP



## Transforming Research into Community and Clinical Practice


The **EBCCP** (formerly RTIPs) website is a searchable database of evidence-based cancer control programs and is designed to provide program planners and public health practitioners easy and immediate access to program materials.

 Search Now



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Showing 1 to 10 of 41 programs (filtered from 203 total entries)

 Export to Excel

 Print

Program Title & Description	Program Area	Population Focus	Delivery Location	Community Type	Age	Sex
 <b>Aerobic Exercise Versus Spinal Flexibility + Aerobic Exercise for Sedentary &amp; Functionally Limited Adults</b>	Physical Activity	Sedentary Individuals	Other Settings		65+ years	Female, Male
 <b>Alberta Project Promoting active Living and healthy Eating (APPLE Schools)</b>	Physical Activity, Diet/Nutrition	School Children	School (K-College)		0-10 years	Female, Male
 <b>ALIVE!</b>	Diet/Nutrition, Physical Activity	Employees	Home, Workplace	Suburban, Urban/Inner City	19-39 years, 40-65 years	Female, Male
 <b>Bienestar</b>	Physical Activity, Diet/Nutrition	School Children	Home, School (K-College)	Urban/Inner City	0-10 years	Female, Male

Filters Active - 1

Clear All



Program Area



Diet/Nutrition  
Follow-up to Screening  
HPV Vaccination  
Informed Decision Making  
Obesity  
Physical Activity  
Prostate Cancer Screening



Population Focus



Delivery Location



Community Type



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# Increasing Park-Based Physical Activity Through Community Engagement

## PROGRAM SYNOPSIS

Designed to increase the level of physical activity and number of people using parks, this community-based intervention works with parks that have advisory boards to identify and implement new park programming and outreach interventions. The study showed an increase in the number of park users and in energy expenditure.

**Purpose:** Designed to increase the level of physical activity and number of people using parks. (2013)

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

**Sex:** Female, Male

**Race/Ethnicity:** American Indian, Asian, Black - not of Hispanic or Latino origin, Hispanic or Latino, White - not of Hispanic or Latino origin

**Program Focus:** Awareness building, Behavior Modification and Motivation

**Population Focus:** Non-park users, Park users

**Program Area:** Physical Activity


**Delivery Location:** Other Settings


**Community Type:** Urban/Inner City


## PROGRAM HIGHLIGHTS

[Program Materials](#)
[Program Developer](#)
[Featured Profile](#)

### ? EBCCP Scores

? Research Integrity  4.9

? Intervention Impact  2.0


? Dissemination  
Capability  3.5


(1.0 = low 5.0 = high)

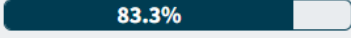
This program has been rated by external peer reviewers.

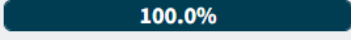
[Learn more about the ratings](#)

### ? RE-AIM Scores

? Reach  60.0%

? Effectiveness  66.7%

? Adoption  83.3%

? Implementation  100.0%

This program has been evaluated on criteria from the RE-AIM [link](#) framework, which helps translate research into action.

[Learn more about the ratings](#)

# Interpret Information

Interpret  
information


B. Talk about  
preferences and values



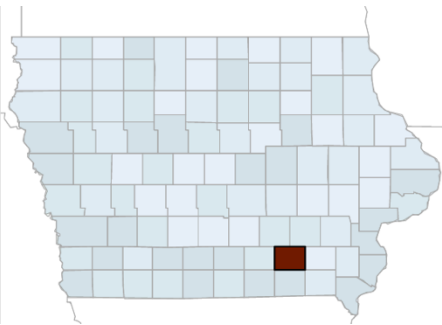
<https://vetoviolence.cdc.gov/apps/evidence/resourcesIntro.aspx#&panel1-7>

# Apply Information-Based Decision Making

Gather information  
on evidence


 The Community Guide

 SparkMap



Interpret  
information

 Recommended (strong evidence)  
February 2001

 Insufficient Evidence  
March 2010



Ottumwa CAB



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# Apply What You Learned from Evidence

Apply what you  
learned

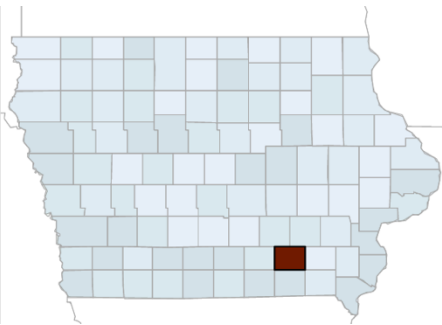
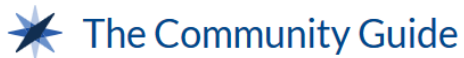
Find the program that  
fits best for you



<https://vetoviolence.cdc.gov/apps/evidence/resourcesIntro.aspx#&panel1-7>


# Apply Information-Based Decision Making

Gather information  
on evidence



Interpret  
information

 Recommended (strong evidence)  
February 2001

 Insufficient Evidence  
March 2010



Ottumwa CAB

Apply what you  
learned



ACTIVE OTTUMWA

**Menu of Activities**

EXECUTIVE SUMMARY

# Assess EBI Fit

## Fit Criteria

Health problem

Goal

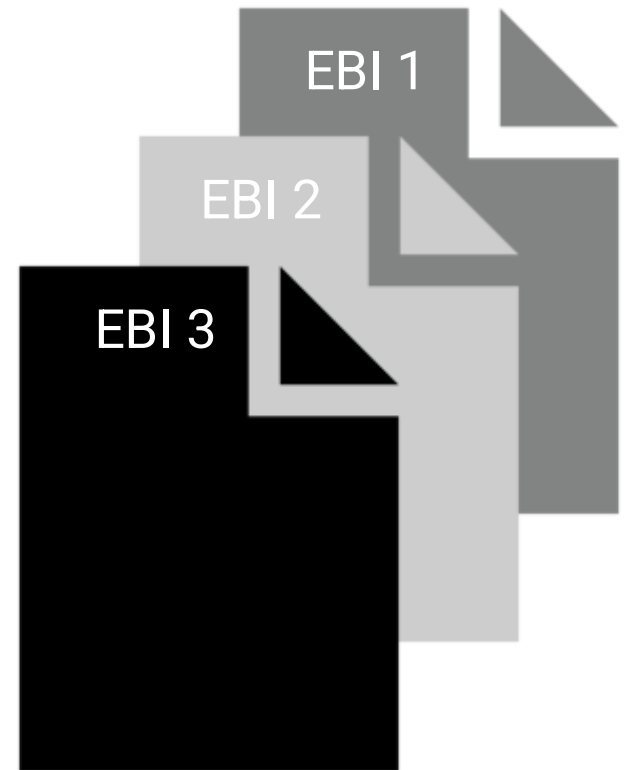
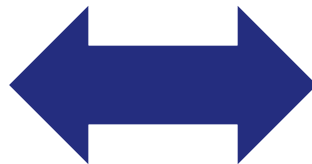
Priority population

Setting

Other contextual factors

Resources

Compare



# Assess Fit Comparison Tool for Selecting an EBI

Fit Criteria	Assessment /Finding Priorities	EBI 1	Does this fit your audience?			EBI 2	Does this fit your audience?		
			Yes	Some	No		Yes	Some	No
Health Problem									
Objectives									
Priority population									
Setting									
Multi-level contributing factors									
Resources									

# Assess fit Comparison Tool for Selecting an EBI



Fit Criteria	Assessment/Finding Priorities	EBI 1: ALIVE!	Does this fit your audience?			EBI 2: FAN	Does this fit your audience?		
			Yes	Some	No		Yes	Some	No
Health Problem	Low physical activity of adults	Physical activity and diet	Yes			Physical activity and fruit and vegetable consumption	Yes		
Objectives	Increase physical activity of adults	Promote healthy diet and physical activity	Yes			Increase physical activity and diet among adults	Yes		
Priority population	Ottumwa adults	Adults	Yes			Adults (Black and White)	Yes		
Setting	Ottumwa, Iowa	Home, Workplace	Some (tested in urban/inner city and suburban)			Religious establishments	Some		
Multi-level contributing factors	Micropolitan Access Expensive	Paid program Not rural setting tested	No			Free activities in churches	Some		
Resources	Trails and parks Rec centers	Assessment, Behavioral modules, tailored emails	No			Creates appropriate and fun activities and gets the message out through church channels	Some		

# Framework for the Training

