Putting Public Health Evidence in Action

Implementing Evidence-Based Interventions

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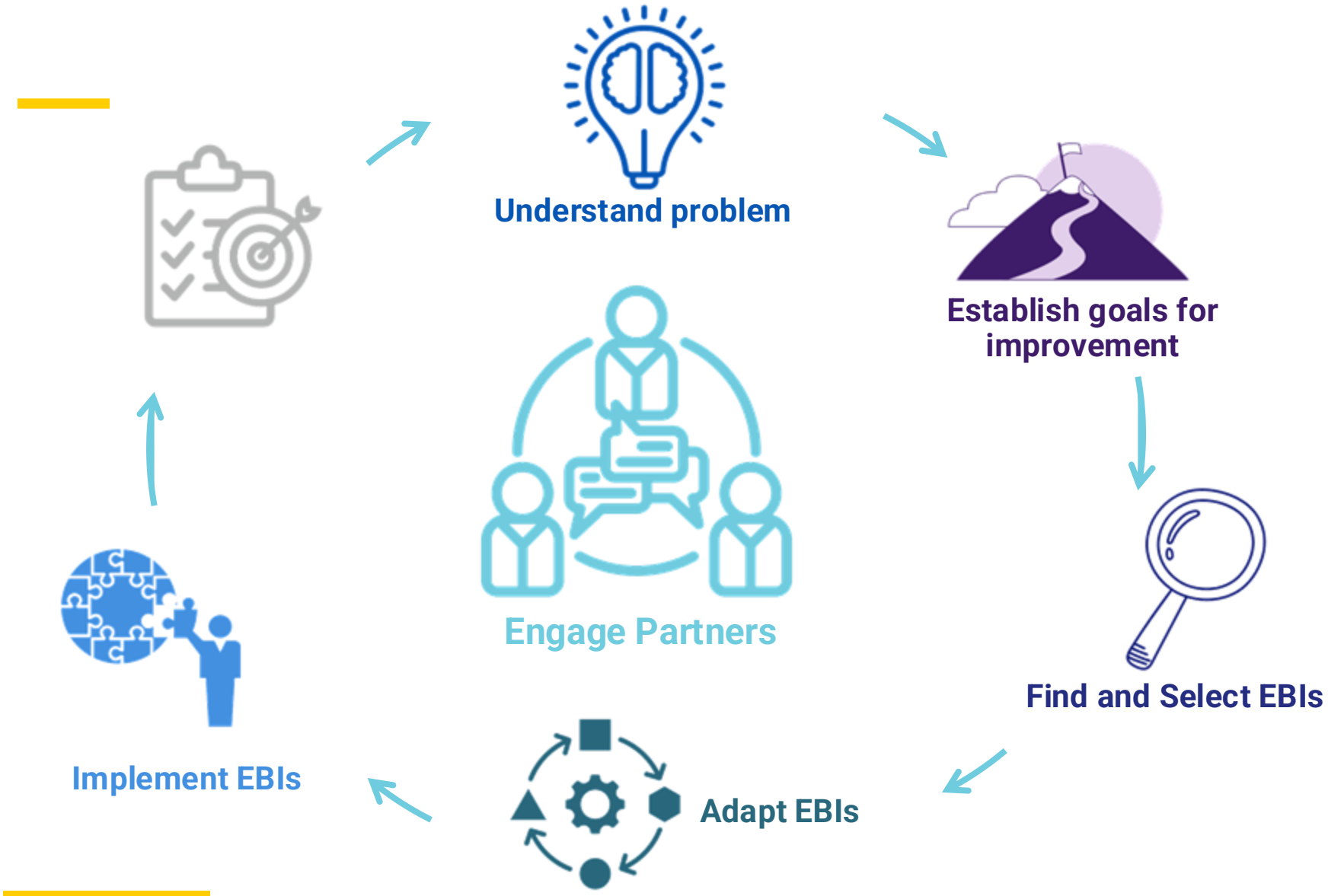
Acknowledgements

- 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
  - 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.ihi.org
  - The Centers for Disease Control and Prevention's Principles of Community Engagement

Framework for the Training



Objectives for Module 5

Describe steps to successful implementation

Assess a setting's readiness to implement an EBI

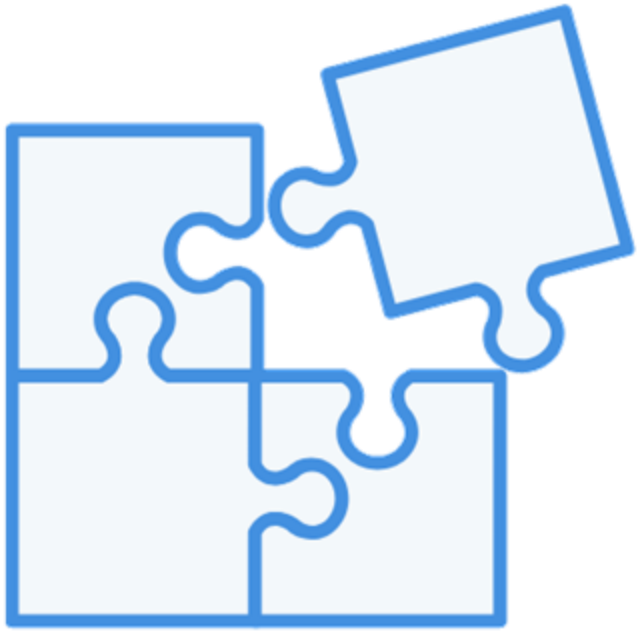
Develop an implementation plan

Conduct a Plan-Do-Study-Act cycle

Use communication strategies to engage key partners

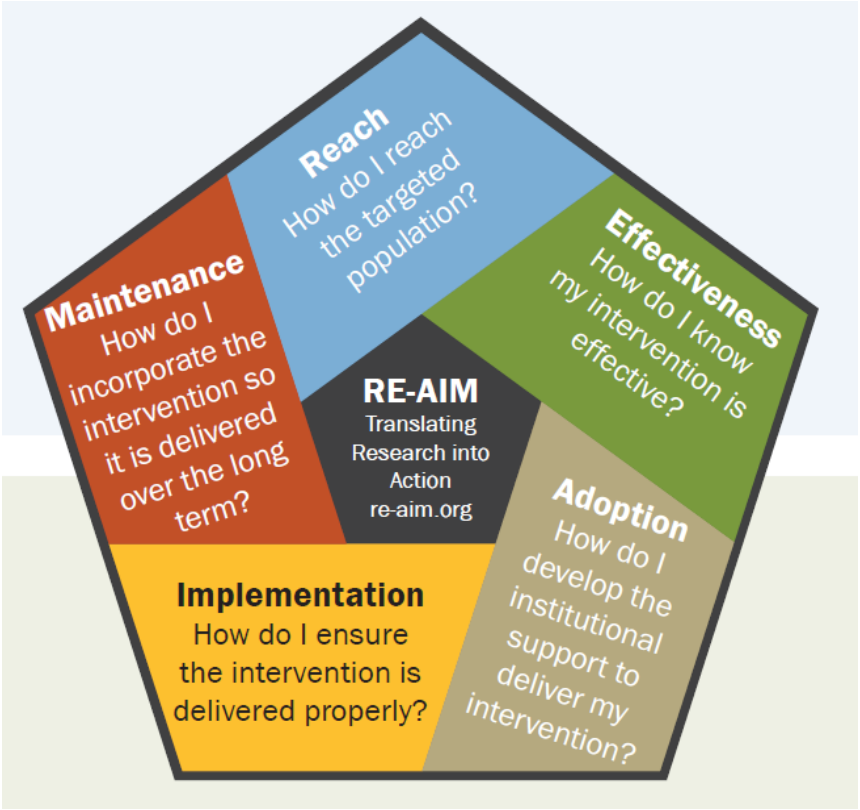
Definition of implementation

Implementation is a specified set of activities designed to become a part of an intervention into a routine practice and sustain them over time.



Adapted from National Implementation Research Network (nirn.fpg.unc.edu)

Why implementation is important



Effective Intervention

+

Successful Implementation

=

Positive Outcomes

Steps for Effective Implementation

1. Establish an implementation team

2. Create an implementation plan

3. Continue conducting Plan Do Study Act (PDSA) cycles

4. Communicate with key partners

1. Establish an implementation team

Implementation teams are key to

- Planning how to implement
- Finding ways to overcome barriers
- Generating support for the EBI
- Monitoring and improving implementation over time

How to establish an implementation team

Decide who will bring the team together

Identify who will be on the team

Agree on when the team will meet

Record team progress and decisions

Team Charter Handout

IMPLEMENTATION TEAM CHARTER

Program Name:

PROJECT AIM AND OBJECTIVES

Measurable Objectives

TEAM PARTICIPATION
Team Members:

Team Lead: _____

Team Recorder: _____

Other team members: _____

Team Meeting schedule and location. _____

Members

Member Name	How communicate with member

SIGNATURE APPROVAL (OF ORGANIZATIONAL LEADERSHIP)

Printed Name	Signature	Date

IOWA

Assessing readiness

Org Readiness Checklist Handout

- Do you have leadership support?
- Who is going to deliver programming?
- Do you have needed space and materials?
- How are you going to get people to participate?

Assessing readiness

Org Readiness Checklist Active Ottumwa

Do you have leadership support? Yes (CAB)

Who is going to deliver programming? PALs

Do you have needed space and materials? PAL Trainings materials and organizational support for space

How are you going to get people to participate? Need strategies

Gaps in readiness for Active Ottumwa Implementation

1. Recruit Physical Activity Leaders (PALs)

2. Develop a plan and materials for training (PALs)

3. Find locations to agree to host activities

4. Develop a plan for recruiting participants

Steps for Effective Implementation

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Identify the tasks to include in the implementation plan

Create implementation work plan (**see work plan handout**)

Implementation Work Plan

Directions: Enter in your objectives in the first column. For each row, enter related activities, person responsible, resources needed, due date, and indicators of completion or progress. Repeat this for each needed action.

IMPLEMENTATION WORK PLAN					
Objective	Actions	Person Responsible	Resources Needed	Due Date	Indicator(s) of Completion or Progress

Consider original program materials, your gaps in readiness, and planned adaptations

Make routine practice that is maintainable

Example Active Ottumwa Implementation Plan

Actions	Due date	Person Responsible
Pre-implementation		
Create system to recruit physical activity leaders (PALs)	January 2016	Project Manager
Develop PAL trainings	February 2016	Project Manager
Recruit PALs	February 2016	Project Coordinators
Create tracking log for participants and activities	March 2016	Project Manager
Train recruited PALs	April 2016	Project Manager
Implementation		
Send out calendar of events	May 2016	Project Coordinator
Lead scheduled PAL activities	May 2016	PALs

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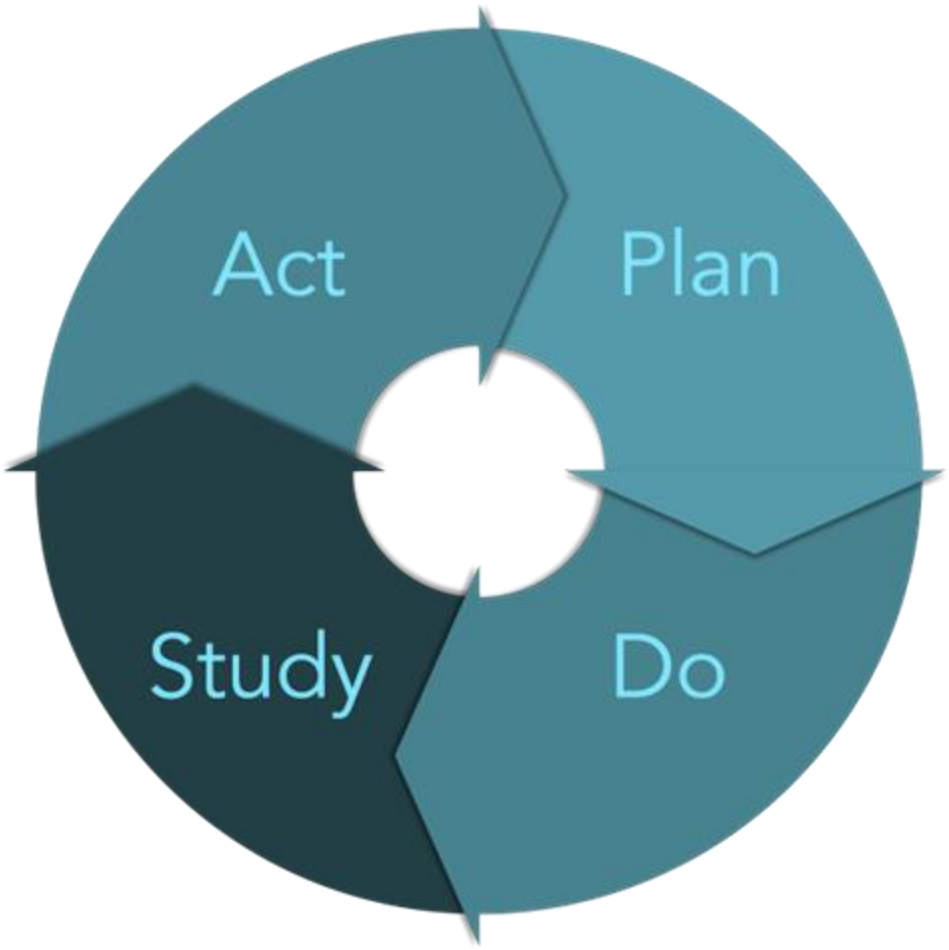

Conduct PDSA Cycles

Use the PDSA cycle to make changes early and inform adaptations made

Steps in PDSA Cycle	Example of solution to getting to work late
Plan a possible solution	Lay out your clothes the night before
Do the solution on a small scale	Try it for one week
Study whether it worked	Track arrival time at work on a calendar
Act by enacting the solution more widely	If it worked, make it your permanent practice.

Example Active Ottumwa PDSA Cycle

Steps in PDSA Cycle	Pilot Test of Active Ottumwa PAL trainings
Plan what you will pilot	The 2 day PAL trainings
Do the solution on a small scale	Train one or two people in PAL training
Study whether it worked	Short eval survey for newly trained PALs
Act by enacting the solution more widely	Make improvements to the training based on responses

Steps for Effective Implementation

1. Establish an implementation team

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4. Communicate with key partners

Communicate with key partners

Communication is essential to keeping leaders engaged to prevent program drift

Who are the key program partners?

1. **Leadership** who will promote and support
2. **Practitioners** who will refer their community/clients
3. **Co-workers** who will assist with implementation and delivery
4. **Clients** who will participate
5. **Others**?

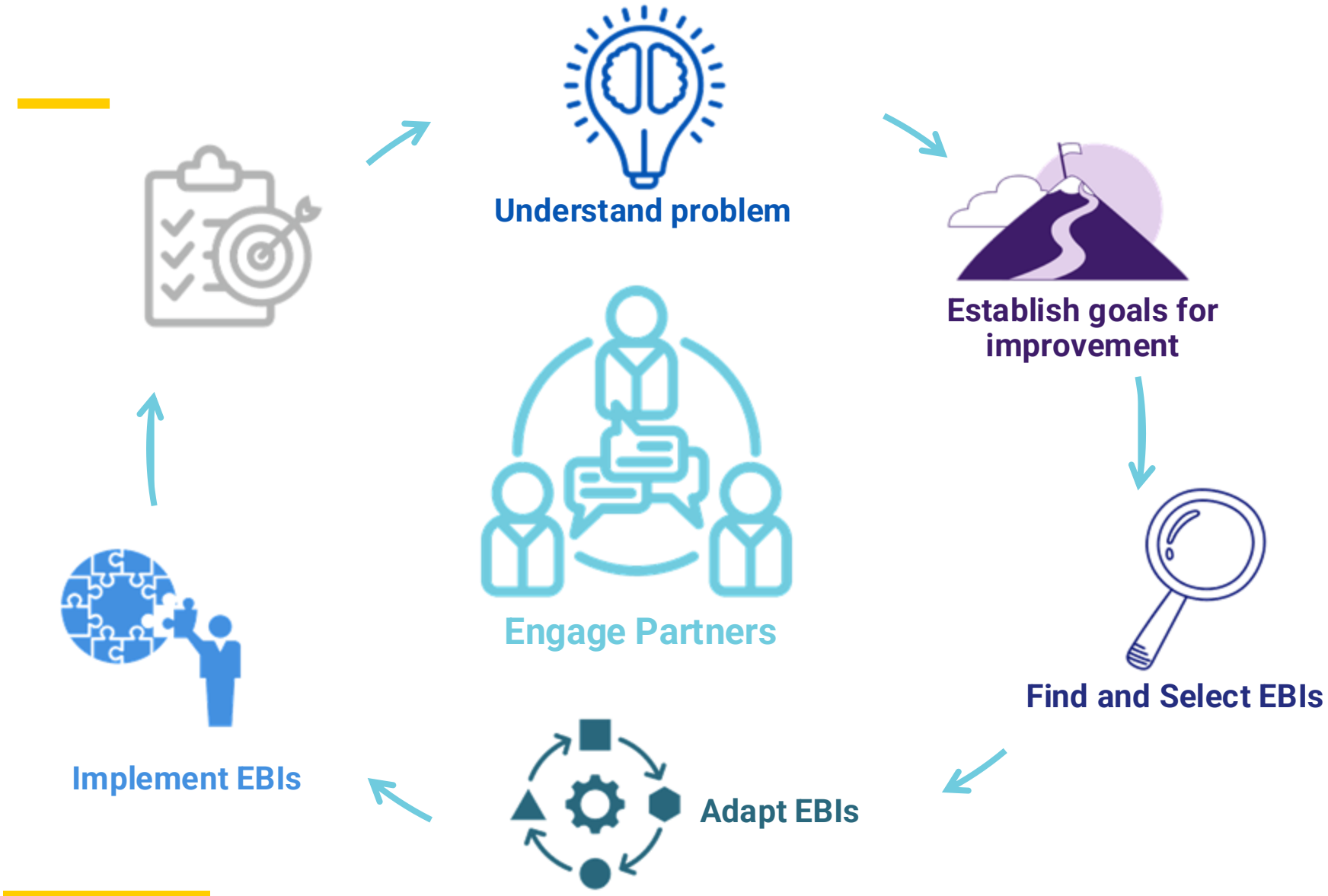
Ways to communicate with leaders:

Schedule a one-to-one meeting

Article in newsletter(s), on bulletin board, in a flyer

Staff and community meetings

Gain media coverage (e.g., newspaper, radio, TV)

Post to social media (e.g., Facebook, Twitter, Instagram)

Framework for the Training