

Strategic Prevention Framework Webinar Series

Action Plan, Program Implementation and Community Partnerships

May 4, 2017

Division of Behavioral Health and Recovery Prevention Training Team



Objectives

- Discuss importance of quality implementation
- Provide examples and tasks involved in quality implementation of action plan
- Discuss importance of sustainability in implementation phase
- Discuss the importance of cultural competency in implementation
- Tips for writing the implementation section of your strategic plan

Washington State Department of the Washington State **Local Conditions Intervening Behavioral Evaluation Plan** Long-Term **Variables** Health Consequences **Problems Contributing** (Risk/Protective **Implementation** (Consumption) **Factors** Factors) (2-5 years) (10-15 years) (6 months - 2 years) (5-10 years) Outcomes So what? How will But why here? What are we doing Why here? What is the problem? Why? we know? about it? ... specifically in our ...with these common community... ...can be addressed factors... ...and we will use thru these strategies... these tools to measure Engaging parents and Community our impact... youth with providers Community Disorganization/ in local decisions. engagement/Coalition Community Community development: Low enforcement in **Connectedness** engagement/Coalition Happy People Coalition These types of public locations. development: These problems... problems... Alcohol & Marijuana **Annual Coalition Survey** Inconsistent **Public Awareness: Availability:** Social Sustainability consequences for Media Advocacy for **School performance Any Underage** Access Documentation offenders. more improved **Drinking** Alcohol & Marijuana enforcement **Youth Delinquency** Limited communication **Public Awareness:** Laws: Enforcement; b/t enforcement and Underage Process measures Youth Perception of lack **Environmental Problem and Heavy** judiciary. **Community Survey Mental Health** of enforcement **Strategies:** Drinking Kids who are not Enforcement **School Bonding Environmental** performing at school Roundtable **Underage Marijuana** tend to be those with Strategies: Favorable Attitudes Party Patrol Use substance use issues. **Process measures Perception of Harm** Community Survey; HYS School-based P/I Lack of consistent and Risk & Protective Services: clear consequences at **Factors:** Prevention/ Student Assistance home. Intervention Services: Program - Happy Town Poor Family pre/post Youth think they Middle School Management would be viewed as •Favorable Parental "cool" if they drink. **Direct Services: Direct Services:** Attitudes towards Drug **Assigned Program** Youth exposure to •Guiding Good Choices Use pre/post and process favorable alcohol Life Skills Training measures; HYS Intentions to Use messages from their State Assessment peers. Reporting/Eval Local Assessment



Action Plan

Happy People Coalition

July 1 2017 – June 30th 2018

Goal 1: Decrease family management public s

Objective 1.1: Increase family male, very skill (communication skills) in at least half of the parents with children in grades 4-8

Strategy: Education

Activity/Program	Funding Source	Brief Description	How	When	Who	Lead Organization	Responsible Party (jes)
Guiding Good Choices (GGC)	SABG	This class will teach family expectations setting, managing family conflict, and strengthen family bonds.	3 groups – 2 hour sessions @ 1 per week for 5 weeks	September 4 th – October 2 nd January 8 th – February 5 th March 5 th – April 2nd	21 local parents from the grade school and middle school (grades 4-8).	Family Support Services (local organization).	John Doe, Program Manager

Discussion

- What comes to your mind when you think about program implementation?
- What are some of the sayings around implementation?



Implementation Process



Gather Community Support

- Be sure that the community supports the intervention
- Increase community awareness of prevention activities
- Provide community and program facilitators with training

Discussion

 What are some ways that you have had to gain community buy in to implement a program?

How did you get buy in?
 Provide some examples.

Ensure Cultural Competency and Reducing Health Disparities



- Target population/reach
- Language and communication accommodations
- CLAS standards
- Cultural relevancy
- Meal preparation and cultural and dietary considerations
- Recruitment of focused population

Big A, Little a

- Break down each program into several steps for coalition members to take ownership and manage.
- Ask coalition members to handle smaller tasks
- Take good notes to solidify little a tasks
- Follow up with volunteers for little a tasks

Planning and Implementation with Rhonda Ramsey Molina of CADCA +

- Big A Little A Action Agendas for Coalitions Video clip

http://www.theathenaforum.org/training/cpwi trainings



Little a Brainstorm Activity

Guiding Good Choices – Fall Implementation	Who?	By When?
Train Facilitators	XYX Agency	June 2017
Get Supplies		
Printed materials	School	
Decide on dinner menu and purchase food	School	
List of principals and pastors reviving invite for families		
location, childcare, food, identify focus audience, advertising/promotion	Daddy Daycare	
reminder calls the day of event thank you cards or		

Implementation of Evidence Based Strategies

- Focus on details from the planning process
 - Details such as target population and level of prevention (universal, selective, indicated) should have already been established.
- Connect with the developer
- Appropriately train facilitators
- Order appropriate supplies and curriculum
- Work with facilitators to be sure they have adequate time to prepare for sessions

Implementing with Fidelity

- Adhering to components to a program and the procedures for implementing
- Components of the program include
 - Number of sessions
 - Min and max of participants
 - Duration of the time spend with participants

Participant Needs

- Determine methods for recruitment
- Forms for participants
- Retaining participants
- Collecting needed data for evaluation and reporting



Adapting Evidence-Based Programs



- Selecting programs with the largest effect size
- Spend time working on increasing community capacity to deliver the program rather than adapting program
- Retain the core components
- Be consistent with evidence-based principles
- Add rather than subtract
- Consult with focus populations
- Consult with an evaluator

Implementation Considerations

Supplies and Logistics

- DVDs and manuals
- Video equipment
- Room/Space for group
- Child Care including approved facility, background checks, activity supplies (limited), snacks, licensed child care providers
- Food limited budget \$2.50 per person not to exceed \$1000 per year
- Addressing barriers to transportation
- Parent teacher manuals, activity supplies, handout materials, prizes (incentives)
- Determine allowable/unallowable expenses (especially pertaining to incentives, food, and travel)



Implementation Considerations

Personnel – Program Facilitators

- Provide training for facilitators
- Select qualified facilitator time spent coordinating facilitators
- Parent/Teacher recruitment recruitment
 material, advertisement, follow up for retention

Facilitator Support

Delivery of program

- Preparation
- Program delivery
- Follow up phone calls
- Home activities other paperwork release of information...

Group Leader Ongoing Learning

- Telephone consultations
- Co-leader prep and review
- Peer consultation

Monitoring Strategies

- Develop monitoring tool
- Document what works
- Identify needed improvements
- Provide feedback to those implementing programs and facilitators
- Make mid-program corrections as needed

Monitoring Fidelity

- Mentor/Trainer feedback and supervision
- Program evaluation
- Assuring fidelity of program delivery
- Attend program session
- Coach training
- Mentor training



Implementation Challenges

- Planned and implemented adaptations
- Cultural issues that arise
- Organizational capacity
- Community disagreements with programs picked
- Outcomes which were not expected



Implementing Media Strategies



- Determine available vendors
- Determine cost (initial assessment done in planning)
- Determine scope of media strategies and effective practices
 - Social Media
 - Print Media
 - Town Hall
 - Community Events
 - Billboards
 - Radio







- Engage the community in seeing benefits of programs
- Train additional partners and community members to increase program scope
- Increase knowledge of partners and community members of additional programs that may fulfill needs
- Target sectors to develop new partnerships and increase implementation
- Continue to recruit members to implement the plan and teach them about the SPF process

Understanding Opposition

- Determine their sphere of influence
- Determine why they may be opposed to action items
- Determine action items to take
 - Meeting with those opposing
 - File complaint
 - Educate decision makers
 - Demonstrate program outcomes
 - Writing letters to elected officials

Implementing Policy Development Strategies



- Develop workgroup
- Lobbying vs Advocacy
 - Meeting with legislators to provide education and share concerns
 - Provide education materials
 - Publish newsletters
 - Tracking activities
 - Producing research reports
 - Conducting public education campaigns

Program completion

- Debrief with program facilitators and coordinators
- Thank you cards
- Follow up with participates
- Past participants are future recruiters
 - Future facilitators

Writing your strategic plan

Structural Support for Implementation

- Key structures needed to support implementation
- How the programs operate
- Describe role of coalition staff, members, volunteers and partner agencies
- Coalitions process for recruiting and confirming partnerships
- Coalitions engagement in media

Budget

- Describe funding resources including DBHR resources, in-kind, private donations
- Complete budget

Cultural Competency In Implementation Sustainability in Implementation

Community Coalition Guide – pg. 43





Who to contact for more information?

- If you would like additional technical assistance please contact your Prevention System Manager or email PRItraining@dshs.wa.gov.
- Evaluation Please take a few moments to take our evaluation for this training.

https://www.surveymonkey.com/r/8ZHK9M8



hank You!









