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
Happy People Coalition Logic Model

**What is the problem?**

School performance
Youth Delinquency
Mental Health

**Why?**

These types of problems...
Any Underage Drinking
Underage Problem and Heavy Drinking
Underage Marijuana Use

**But why here?**

...specifically in our community...
Community Disorganization/Community Connectedness
Alcohol & Marijuana Availability: Social Access
Alcohol & Marijuana Laws: Enforcement; Youth Perception of lack of enforcement
School Bonding Favorable Attitudes Perception of Harm
Risk & Protective Factors:
• Poor Family Management
• Favorable Parental Attitudes towards Drug Use
• Intentions to Use

**What are we doing about it?**

...can be addressed thru these strategies...
Community engagement/Coalition development: Happy People Coalition
Public Awareness: Media Advocacy for more improved enforcement
Environmental Strategies:
• Enforcement Roundtable
• Party Patrol
School-based P/I Services:
Student Assistance Program - Happy Town Middle School
Direct Services:
• Guiding Good Choices
• Life Skills Training

**So what? How will we know?**

...and we will use these tools to measure our impact...
Community engagement/Coalition development:
Annual Coalition Survey Sustainability Documentation
Public Awareness:
Process measures Community Survey
Environmental Strategies:
Process measures Community Survey; HYS
Prevention/Intervention Services:
Assigned Program pre/post and process measures; HYS

**Evaluation Plan**

State Assessment
Local Assessment
Reporting/Eval
## Action Plan

### Happy People Coalition

**July 1 2017 – June 30th 2018**

**Goal 1:** Decrease family management problems

**Objective 1.1:** Increase family management skills (communication skills) in at least half of the parents with children in grades 4-8

**Strategy:** Education

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

• What comes to your mind when you think about program implementation?

• What are some of the sayings around implementation?
Implementation Process

- Mobilize Support
- Carry out intervention
- Monitor, evaluate and adjust
- Evaluate process and outcomes
- Action Plan
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
- Linking Strategies to Objectives (May 24 Webinar PowerPoint slides)

http://www.theathenaforum.org/training/cpwi_trainings
## Little a Brainstorm Activity

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

• 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
Thank You!