



## Adolescent Pregnancy Prevention Program

# Successfully Sharing Your Program: Packaging and Dissemination

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Leslie Clark, PhD, Children's Hospital of Los Angeles

Sharon Rodine, Healthy Teens Oklahoma

# Webinar Logistics

- You are muted.
- Check your computer audio volume and enable speaker (if trouble hearing).
- If comfortable, share video.
- Use Chat Box.

# Presenters

- Karin Coyle, PhD, ETR
- Lisa Unti, MPH, ETR

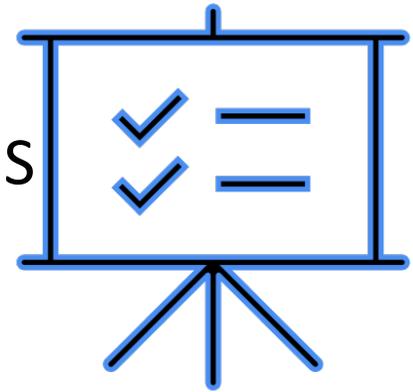
## Spotlight from the Field Presenters

- Sharon Rodine, Healthy Teens Oklahoma Consultant
  - (Round 1 PREIS Grantee, packaged Power Through Choices)
- Leslie Clark, PhD, Children's Hospital of Los Angeles
  - (Round 1 and 2 PREIS Grantee, packaged Project AIM and AIM for Teen Moms)

# Objectives

By the end of this webinar, participants will be able to do the following:

- Describe broad steps for disseminating an innovative program and pros and cons of different scaling models.
- Explain FYSB guidance for finalizing, packaging, and disseminating the findings and promising program materials emerging from PREIS projects.
- Identify existing APP resources that support dissemination, including publication in a peer reviewed journal.
- Reflect on key considerations for packaging and disseminating programs.
- Identify key aspects of a packaging and dissemination plan and the tools and resources to include therein.



# Agenda

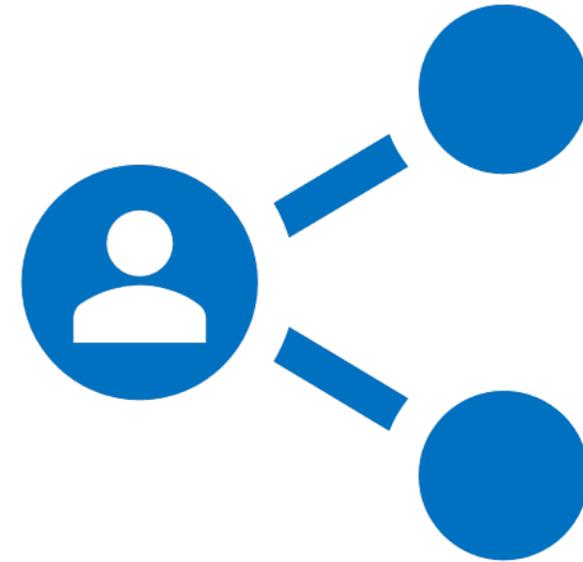
- Where are we going?
  - Introduction to frameworks for disseminating a program
  - FYSB guidance for packaging and dissemination
  - Considerations for packaging and dissemination
  - Approaches to scaling
  - Spotlight from the field
  - Self-reflection and share
  - Q & A
  - Resources and technical assistance
  - Closing



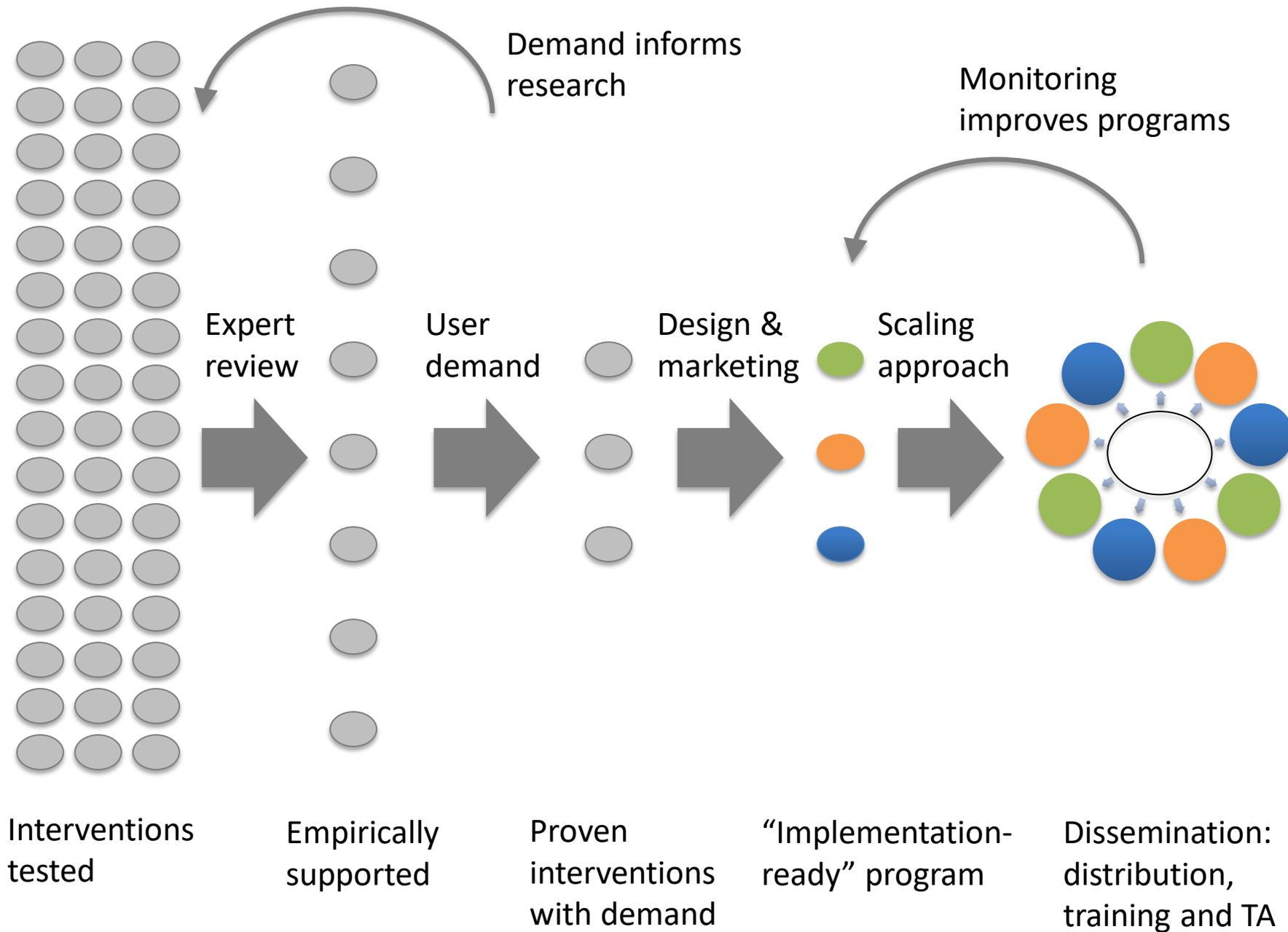
# Experiences from the Field

## Chat Box:

*What is one hope you have for disseminating your program?*



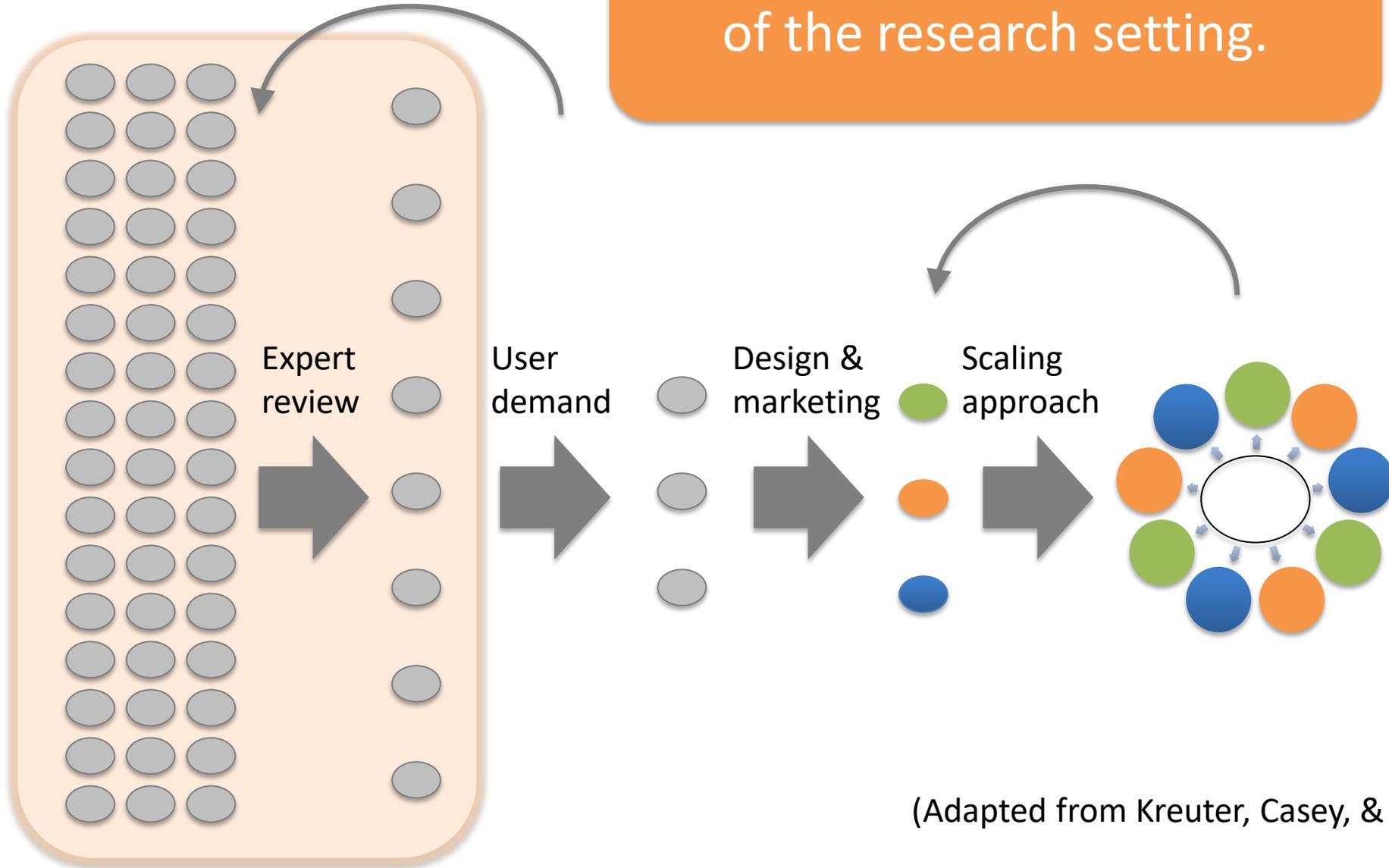
# Introductions to Frameworks for Disseminating a Program



(Adapted from Kreuter, Casey, & Bernhardt, 2012)

# Assumption #1

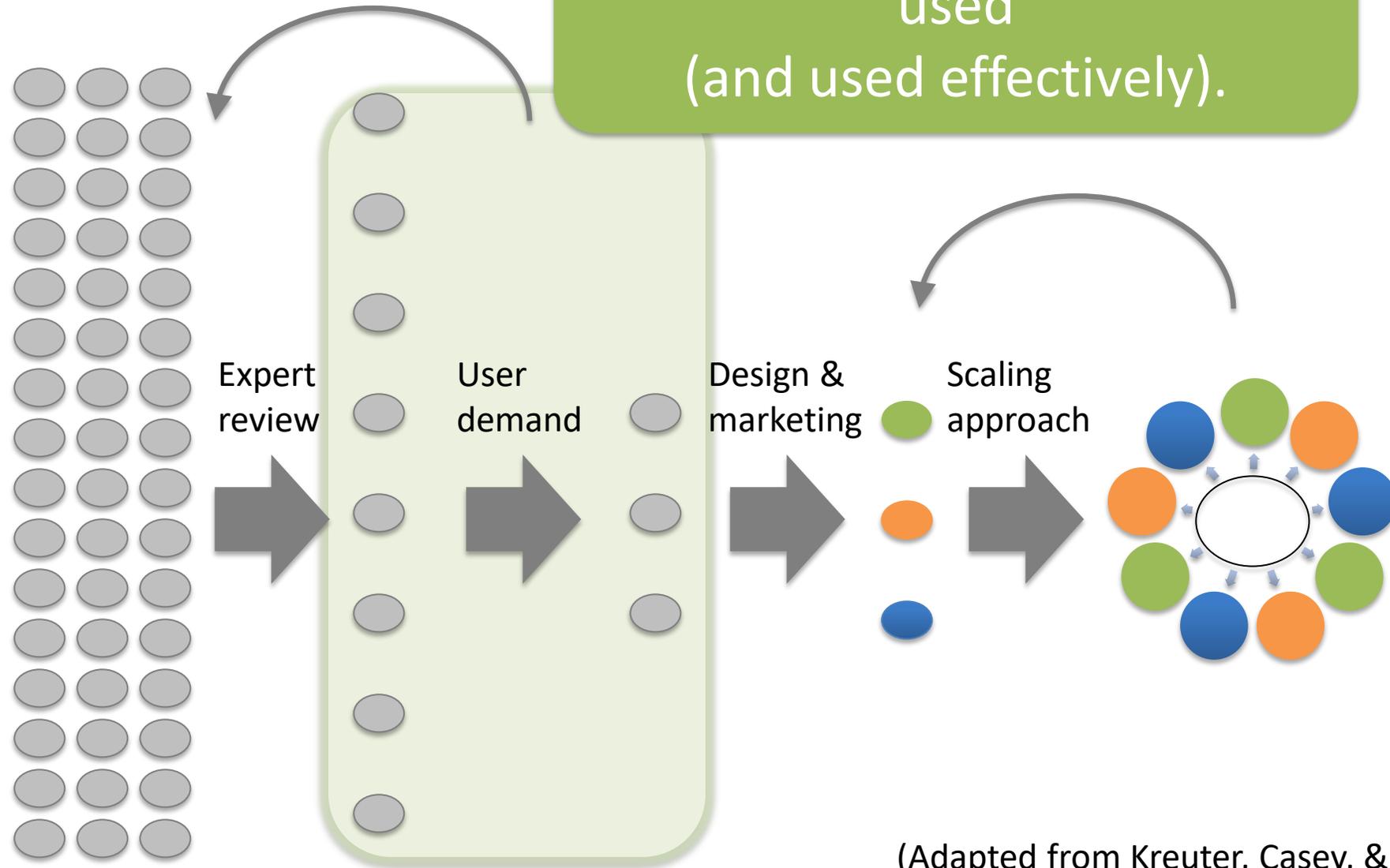
Not all programs make it out of the research setting.



(Adapted from Kreuter, Casey, & Bernhardt, 2012)

# Assumption #2

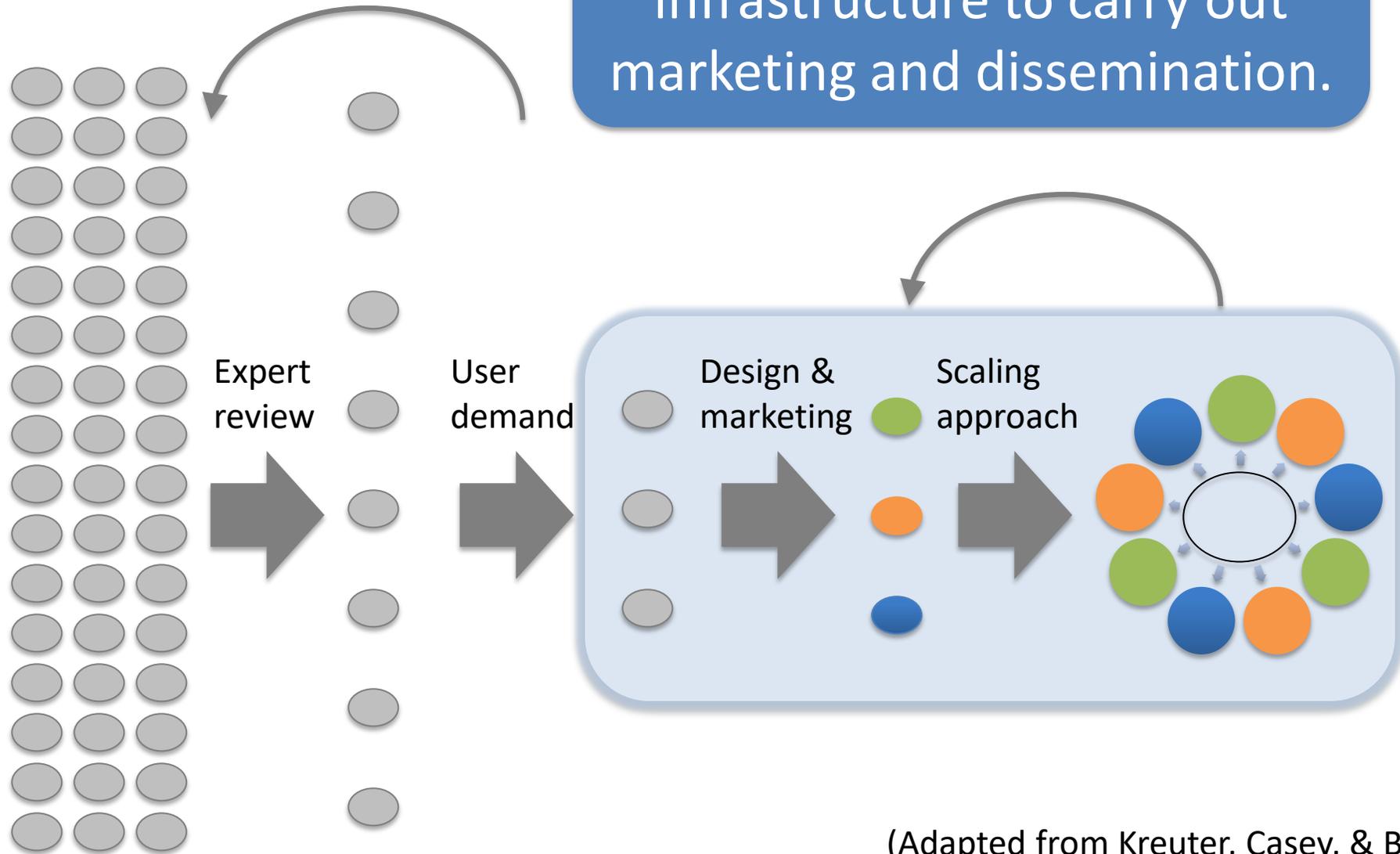
Not all programs are widely used (and used effectively).



(Adapted from Kreuter, Casey, & Bernhardt, 2012)

# Assumption #3

There is a general lack of infrastructure to carry out marketing and dissemination.



(Adapted from Kreuter, Casey, & Bernhardt, 2012)

# FYSB Guidance

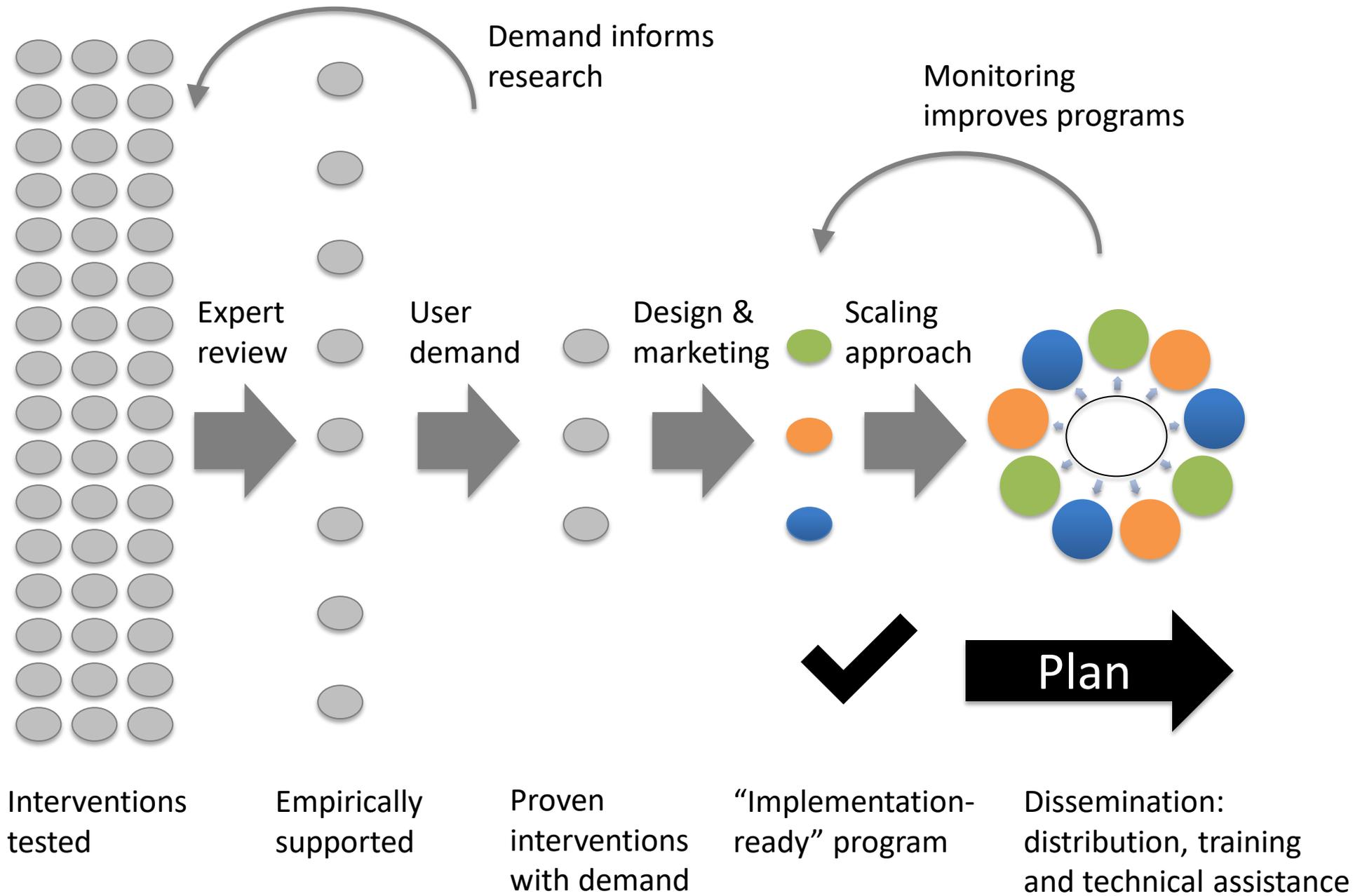


# Packaging and Dissemination Goals

- By the end of the 5-year cycle, programs should be:
  1. Packaged
  2. Implementation-ready
  3. Available for replication
- Evaluation results should be disseminated via presentations and peer-reviewed journal articles.

# Implementation Ready

- Evidence of effectiveness
- Core components: content, pedagogy, implementation
- Logic model and theory
- Information on how the program was implemented
- Facilitator guide
- Curriculum
- Training materials (Training of Educators/Training of Trainers)
- Guidance on allowable adaptations
- Tools for monitoring fidelity
- Evaluation instruments (optional)



(Adapted from Kreuter, Casey & Bernhardt, 2012)

# Considerations for Packaging and Dissemination

# Considerations

- Nature and Strength of Evidence
- Gap in Research & Availability of Interventions for Particular Populations
- Intellectual Property/Ownership Rights
- Options for Packaging (e.g., print, digital, blend)
  - Supplemental materials
  - Consider implications for future (e.g., plans for timing/frequency of updates) and users

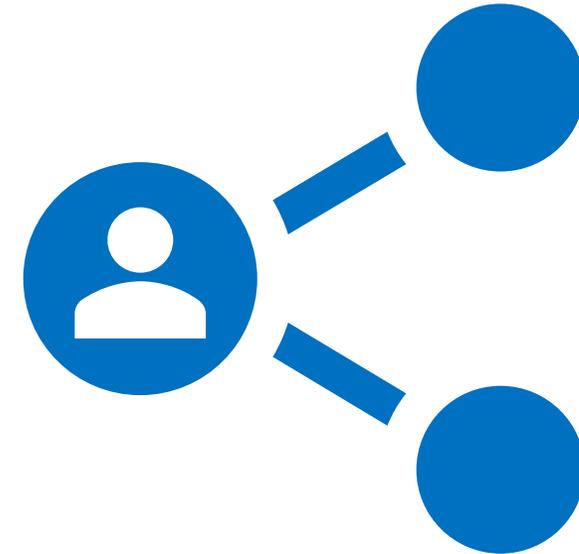
# Considerations, Continued

- Core Components
  - Defining
  - Messaging/evidence
- Adaptation and Implementation Guidance
  - Framework for guidance
  - Readiness factors
  - Guidance for use/non-use
  - Virtual guidance

# Experiences from the Field

## Chat Box:

*How have you identified the core components of your program?*

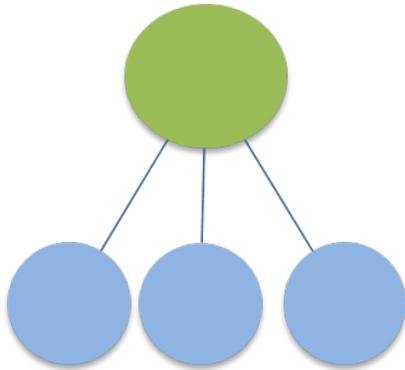


# Considerations, Continued

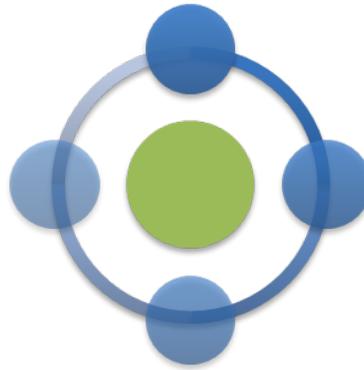
- Capacity to Disseminate and Support Users
  - Marketing/Promoting
  - Carrying Inventory
  - Training, TA, Coaching
  - Addressing User Questions
  - Monitoring for Quality Implementation

# Approaches to Scaling

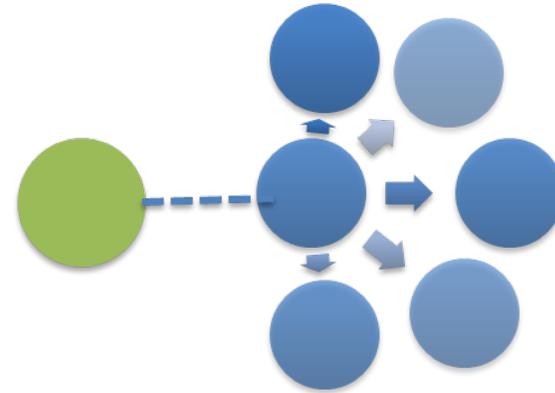
Branching | Affiliation | Dissemination



Creation of local sites through one large organization

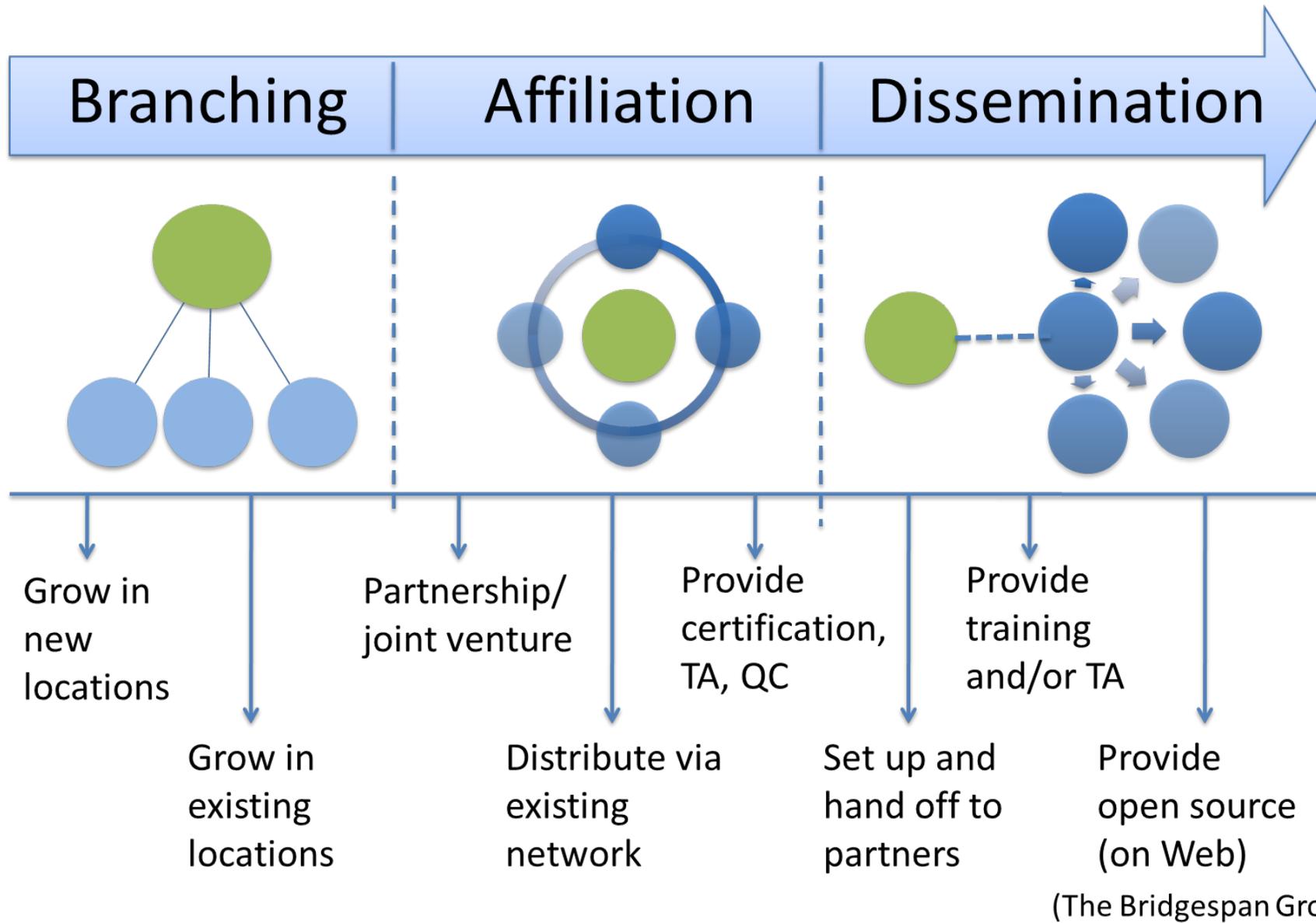


Formal relationship between two or more parties to be part of a network

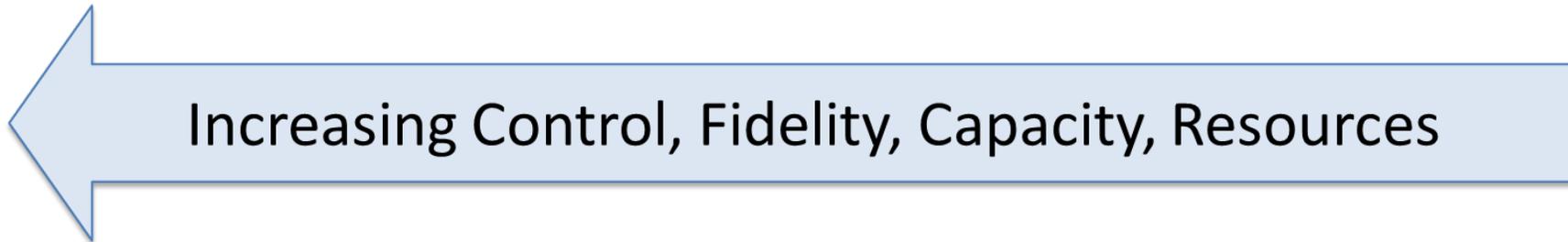
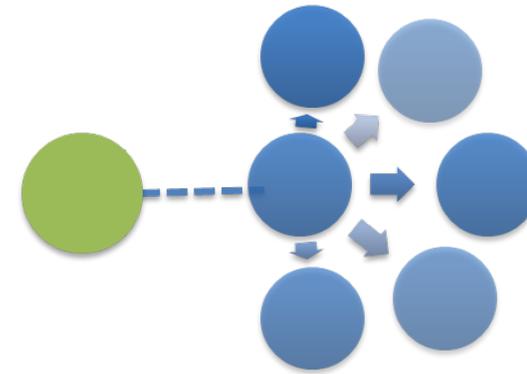
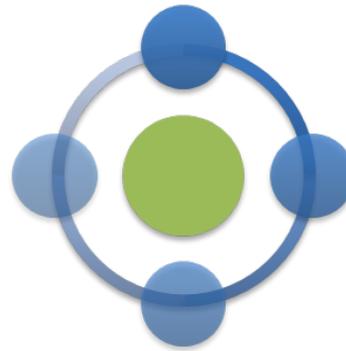
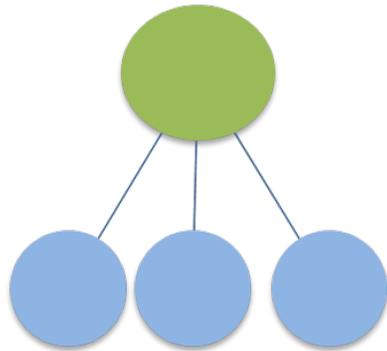
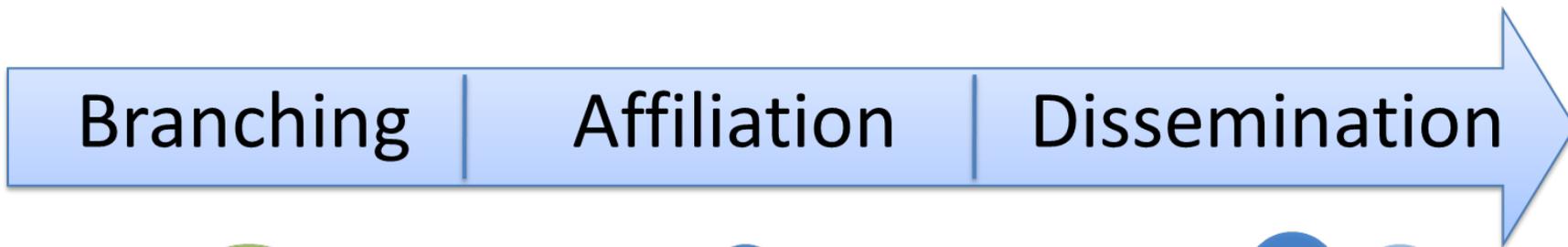


Providing information, instructions, and a model for communities to replicate

(Dees & Anderson, 2004)



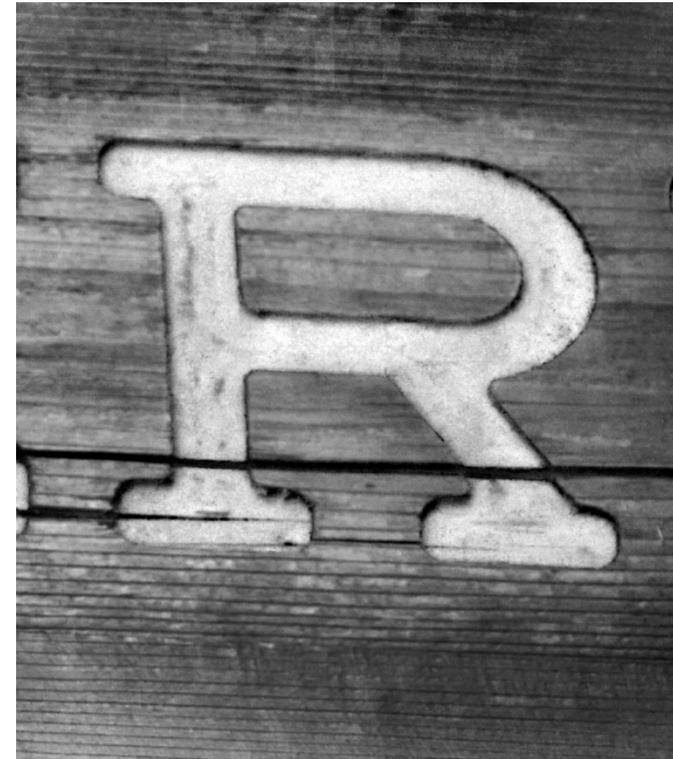
(The Bridgespan Group, 2013)



(Dees & Anderson, 2004)

# 5 R's to Determine Your Scaling Approach

- Readiness
- Receptivity
- Resources
- Risks
- Returns



(Dees & Anderson, 2004)

# Readiness

- Is the program ready to be spread?
  - Do you have evidence of impact?
  - Are the core components transferrable?
  - Does your organization make the investment of time, energy, and resources?



(Dees & Anderson, 2004)

# Receptivity

- Will the program be well received in target communities?
  - Is the program easily understood?
  - Does the program align with local values?
  - Is the program adaptable for local control?
  - Are users willing to invest time, energy, and resources?

(Dees & Anderson, 2004)

# Resources



What resources do you have available (grant funding)?



What resources are needed (staffing, costs, infrastructure)?



What resources might be generated (product sales, network membership, licensing, training)?

(Dees & Anderson, 2004)

# Risks

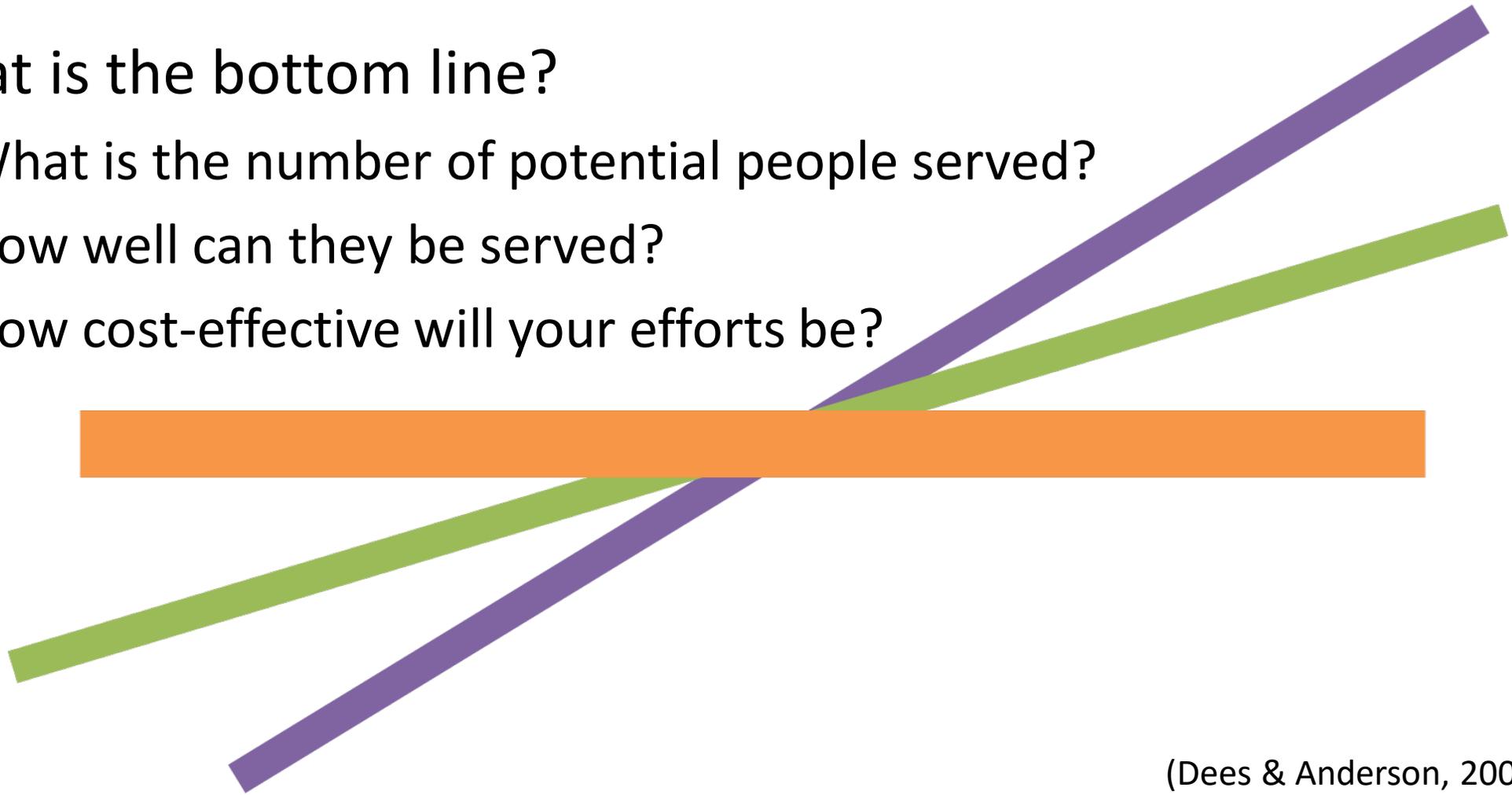
- What are the risks of incorrect implementation?
  - What are the risks for your clients?
  - What are the risks for your organization/brand?



(Dees & Anderson, 2004)

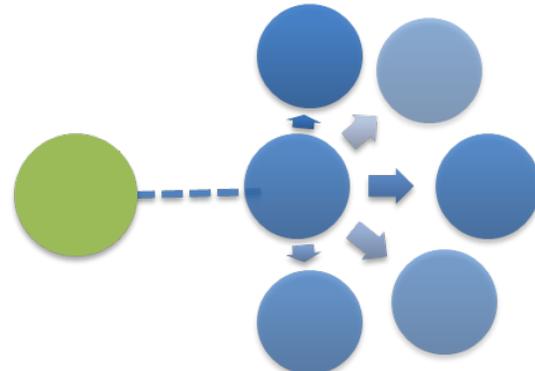
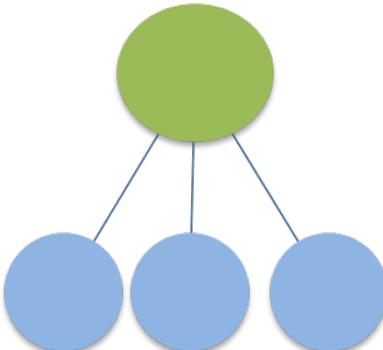
# Returns

- What is the bottom line?
  - What is the number of potential people served?
  - How well can they be served?
  - How cost-effective will your efforts be?



(Dees & Anderson, 2004)

Branching | Affiliation | Dissemination



Increasing Control, Fidelity, Capacity, Resources

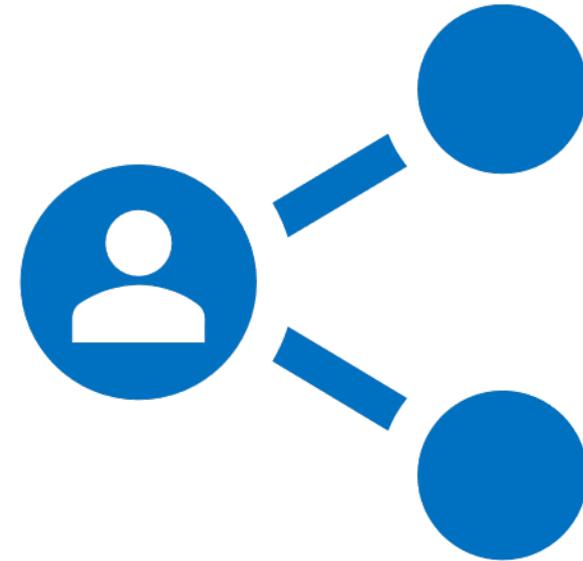
Increasing Program Expansion, Transferability

(Dees & Anderson, 2004)

# Voices from the Field

## Chat Box:

*Which model of scaling might be most appropriate for your program?*



# Spotlight from the Field



## Questions and issues to consider to transition a program model at the end of a grant.

**Sharon Rodine**

A PROJECT OF THE OKLAHOMA  
INSTITUTE FOR CHILD ADVOCACY



# Power Through Choices

- Developed in mid-1990s by Richard Barth and Marla Becker; given to Nat'l Resource Ctr. for Youth Services
- Revised in 2008–2009 by the Oklahoma Institute for Child Advocacy (OICA) as part of a CDC-funded TPP project
- Rigorous evaluation conducted by OICA and OUHSC under PREIS funding during 2010–2016
- Currently available for purchase and training through Healthy Teen Network



# Issues to Be Considered

- Realistic role of your organization
  - Level of commitment from leadership
  - Staff capacity to manage program marketing and dissemination
  - Organizational experience in program promotion/dissemination
- Realistic costs
  - Total expenses (staff, marketing, production, storage, other)
  - Potential income from the program
  - Renewable funding resources



# Issues to Be Considered

- Marketing readiness of the program
  - Program impact
  - Branding, finalized content, promo materials, etc.
  - Target audience (access for marketing)
- Response to adaptations
  - Consider virtual implementation



# Intellectual Property

- © (Copyright)
- TM (Trademark)
- Engage attorney specializing in intellectual property law
- The process of securing copyright and/or trademark protections can take a year or longer to complete, so start early and expect delays
- Consider budget



# Final Thoughts

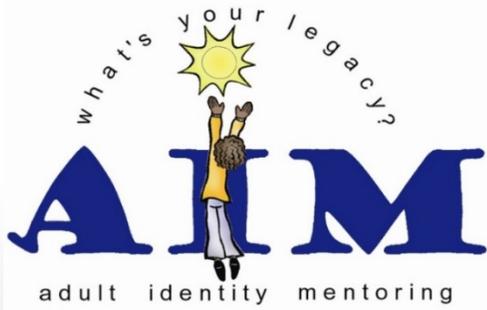
- Transitioning—When handing off a program to a group with the capacity to maintain and grow it, there needs to be a clear *commitment to* and *interest in* actually doing so.
  - Does it fit their mission, scope of work, and expertise?
  - Do they have a track record of providing quality programs?
- Build relationships, honor previous work, share credit

# Successfully Sharing Your Program: Our Journey in Packaging and Dissemination

Leslie F. Clark, PhD, MPH

Mona Desai MPH

Children's Hospital, Los Angeles  
University of Southern California



# Today We Want to Share with You...

- Considerations in our strategy for dissemination
- Our approach to packaging interventions
- Addressing adaptation requests and need for adaptation
- Promotion of programs and building capacity within users

# Intervention Package: The “Kit”

- Facilitator Handbook
  - Icons, colors, fonts, compartmentalization
  - Fashioned for fidelity
  - Facilitator-centered: to support self-efficacy
- Participant Items
  - Workbooks, etc.
- Separate Guides to Enhance Implementation
  - Implementation and Technical Assistance
  - Monitoring and Evaluation (Facilitator and Observer Forms)

# Strategy Considerations for Dissemination

- Organizational and setting contexts
  - Structural systems that can enhance and sustain intervention effects
  - Example: Moving Project AIM from community back into classrooms
  - Example: Creating AIM4TM to be used by existing service agencies
- Intervention staff
  - Example: Teachers as interventionists
  - Example: Case managers using with intervention with existing clients
- AIM Service Center
  - Provides trainings, materials, and technical assistance

# Addressing Issues of Adaptation

- Built-in opportunities to tailor existing within the program
  - Legacy posters and role play scenarios
- Space for discussion of adaptation in the training
  - Covering the connections of core elements, logic model, and fidelity
  - Use the red light, yellow light, green light distinctions around adaptation
- Is it an adaptation or a one-time violation?
- Anticipating adaptation needs
  - Spanish version of program materials
  - Adaptation for virtual implementation due to COVID-19

# Promoting Your Intervention

- Falling at first sight: Curriculums “fit” with their services
  - Compatible: “This is what we do!”
  - Fulfills an aspiration: “This is what we’ve been wanting to do!”
- Show (off) your program’s strengths
  - Provide capacity building assistance agencies with what they need
  - Conferences, Websites, interviews, stories, roundtables
- Be responsive to what users need in making their decisions
  - Brochures, videos, testimonials of youth and facilitators
  - Build in support in handbooks, workbooks, trainings
- Wed your program to agency services
  - Could it feasibly become part of agency programming?

# Self-Reflection and Share

# Self Reflection

- What is my program going to do next to explore packaging and dissemination?
  - What might be our most significant challenges?
  - What might be our greatest strengths?

# Taking Action - Share

- How might you use the information shared in this webinar to support your packaging and dissemination efforts?



# Q & A with Presenters



# Packaging and Dissemination Examples

- Office of Population Affairs Teen Pregnancy Prevention Program
  - <https://opa.hhs.gov/grant-programs/teen-pregnancy-prevention-program-tpp/key-resources-tpp-grantees>
- CDC: Compendium of Evidence-Based Interventions and Best Practices for HIV Prevention
  - <https://www.cdc.gov/hiv/research/interventionresearch/compendium/index.html>
- SAMSHA: Evidence Based Resource Center
  - <https://www.samhsa.gov/ebp-resource-center>
- HRSA—Tools for HRSA's Ryan White HIV/AIDS Program--Dissemination of Evidence-Informed Interventions
  - <https://targethiv.org/deii/deii-resources>

# Resources on *The Exchange*

- Tip Sheet: [Sharing your Successes with the World: Innovative Dissemination Strategies](#)
- Tip Sheet: [Disseminating Evaluation Results](#)
- Webinar: [Disseminating Innovative Strategies Finalizing and Packaging Your Curriculum](#)
- Webinar: [Effective Communication Through Data Visualization](#)
- Infographic: [Data Visualization: Simple Design, Impactful Message](#)

# References

- The Bridgespan Group. (2013). *Scaling the next wave of prevention programs*. Conference presentation. Available at [http://www.hhs.gov/ash/oah/oah-initiatives/teen\\_pregnancy/training/strategic-communications.html#dissemination](http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/strategic-communications.html#dissemination)
- Dees, G., & Anderson, B. B. (2004). Scaling social impact. *Stanford Social Innovation Review*. Available at [http://www.ssireview.org/articles/entry/scaling\\_impact/](http://www.ssireview.org/articles/entry/scaling_impact/)
- Kreuter, M. W., Casey, C. M., & Bernhardt, J. M. (2012). Enhancing dissemination through marketing and distribution systems. In R. C. Brownson, G. A. Colditz, & E. K. Proctor (Eds.), *Dissemination and implementation research in health* (pp. 213-222). Oxford University Press.

# Contact

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- Training and Technical Assistance: [apptta@rti.org](mailto:apptta@rti.org)

**Thank you!**

# Let's Hear From You!

- Please complete a short survey about your experience with today's webinar.

<<https://survey.alchemer.com/s3/6091271/SRAE-Successfully-Sharing-Your-Program-Packaging-Dissemination>>

- If you attended the webinar with other team members, please share the link and complete the evaluation separately.