

# Disseminating Innovative Strategies: Finalizing and Packaging Your Curriculum

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U.S. Department of Health & Human Services (HHS)  
Administration on Children, Youth and Families (ACYF)  
Family and Youth Services Bureau (FYSB)  
Adolescent Pregnancy Prevention Division

1

## Today's Presenters



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2

## Learning Objectives

By the end of this Webinar, participants will be able to

1. describe broad steps for disseminating an innovative program;
2. explain FYSB guidance for finalizing, packaging, and disseminating the findings and promising program materials emerging from PREIS projects;
3. discuss the prerequisites to scaling and the pros and cons of different scaling models; and
4. share lessons and tools from the field to consider when developing a dissemination plan.

3

## A Little About You...



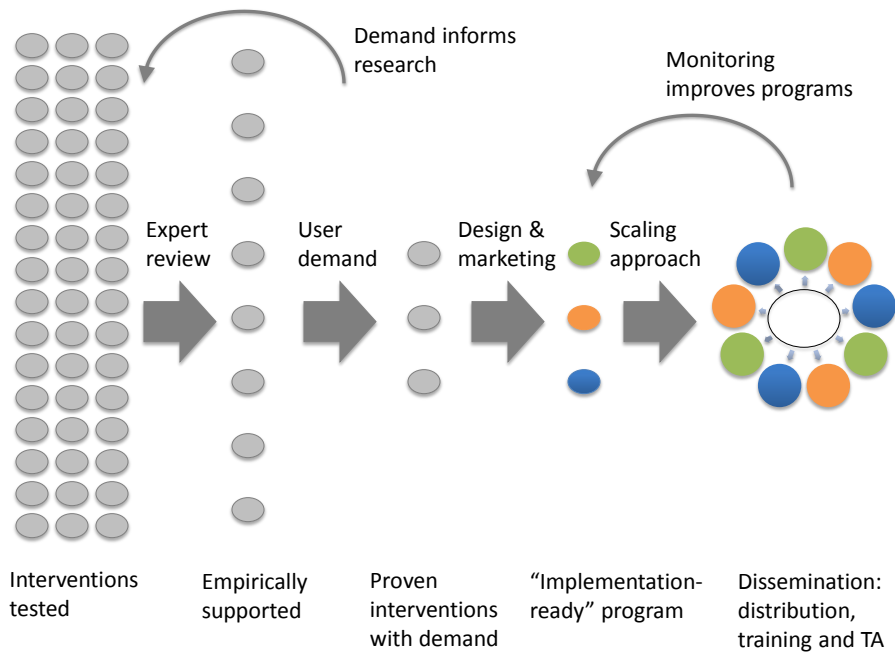
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# Dissemination Frameworks

- Harris et al., 2012
  - University of Washington Health Promotion Center Dissemination Framework
- Kreuter, Casey, & Bernhardt, 2012
  - Marketing and Distribution Systems Framework
- Kreuter & Bernhardt, 2009
  - Marketing and Distribution Systems Framework
- Wandersman et al., 2008
  - Interactive Systems Framework for Dissemination and Implementation

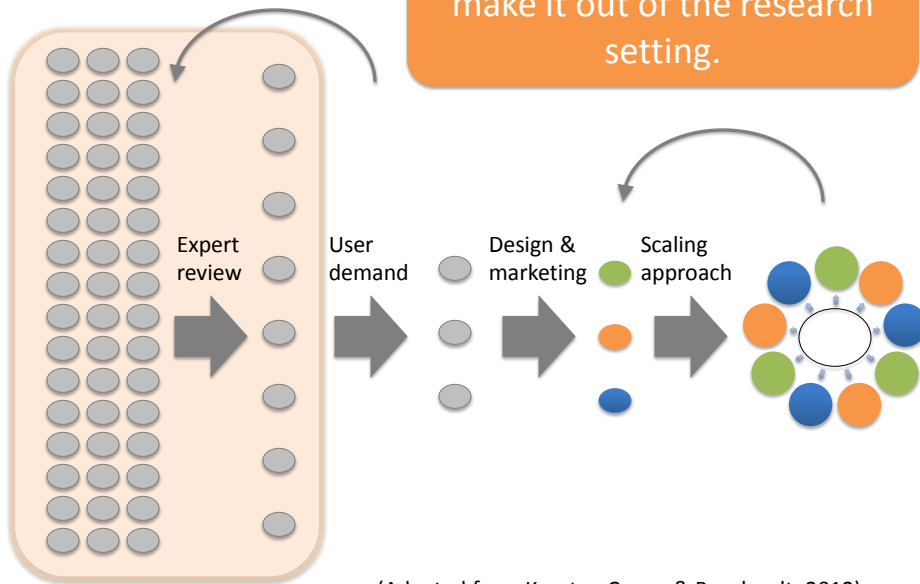
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(Adapted from Kreuter, Casey, & Bernhardt, 2012) 8

## Assumption #1

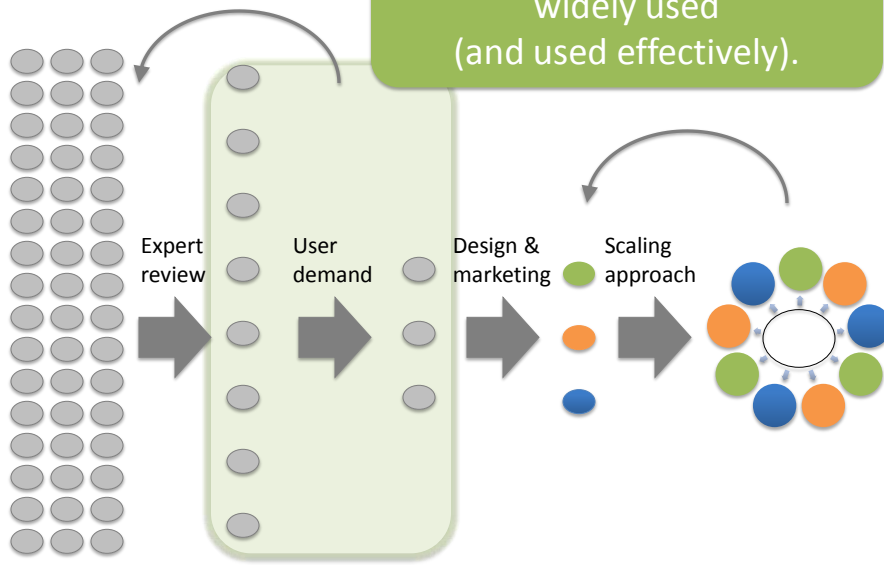
Few evidence-based programs make it out of the research setting.



(Adapted from Kreuter, Casey, & Bernhardt, 2012) 9

## Assumption #2

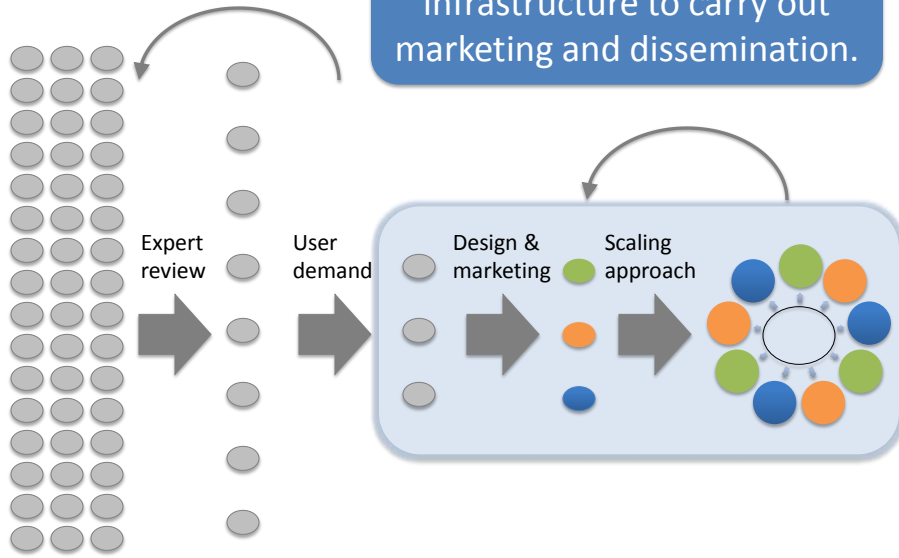
Even fewer programs are widely used (and used effectively).



(Adapted from Kreuter, Casey, & Bernhardt, 2012) 10

### Assumption #3

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



(Adapted from Kreuter, Casey, & Bernhardt, 2012) 11



## Packaging and Dissemination Goals

- By the end of the 5-year cycle, programs should be
  1. packaged;
  2. implementation-ready; and
  3. available for replication.
- Evaluation results should be disseminated via presentations and peer-reviewed journal articles.

(OAH, 2013)

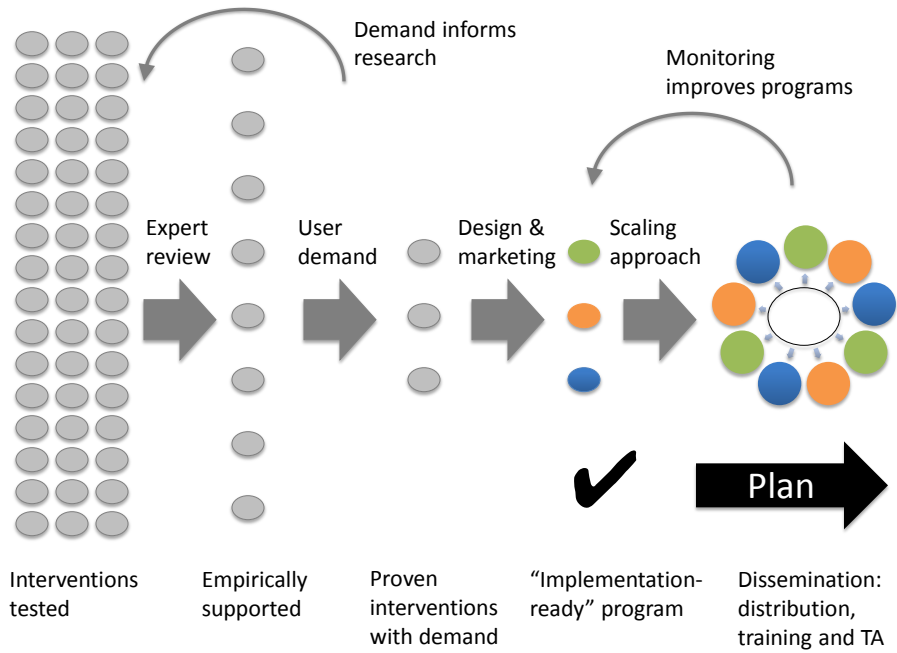
13

## 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 (TOE/TOT)
- ✓ Guidance on allowable adaptations
- ✓ Tools for monitoring fidelity
- ✓ Evaluation instruments (optional)

(OAH, 2013)

14



(Adapted from Kreuter, Casey and Bernhardt, 2012) 15





## Prerequisites to Scaling

1. Evidence of impact, need, and demand
2. Transferable core components
3. Organizational capacity to execute scaling plan
4. Determination to drive potential impact

(The Bridgespan Group, 2013) 17

## Gathering Evidence for Dissemination

- Document research carefully, including:
  - behavioral impact; and
  - psychosocial impact.
- Log challenges to implementation.
- Observe implementation as much as possible before dissemination.
- Consider and monitor adaptations.
- Collect qualitative data from participants on how the program is impacting them.

18

## Effective Intervention Lists

- OAH (with Mathematica and Child Trends)
  - TPPI list from systematic review in 2010, updated 2012
- CDC Effective Interventions
  - Ongoing systematic review of effective HIV prevention interventions
- Programs that Work (Advocates for Youth, 2008)
- What Works (National Campaign, 2011)

19

## Determining Core Components

- What are the unique features of your program?
  - What is the underlying theory?
- What is essential to your program's success?
  - Core components include implementation, content, and pedagogy.
- For whom is the program effective?

(Dees &amp; Anderson, 2004)

20

## Determining Transferability

- How effective will the core components be in different contexts?
- How easily understood by others are the core components?
- How easily adoptable are the core components for other settings?
- Will appropriate implementation by others require minimal training?

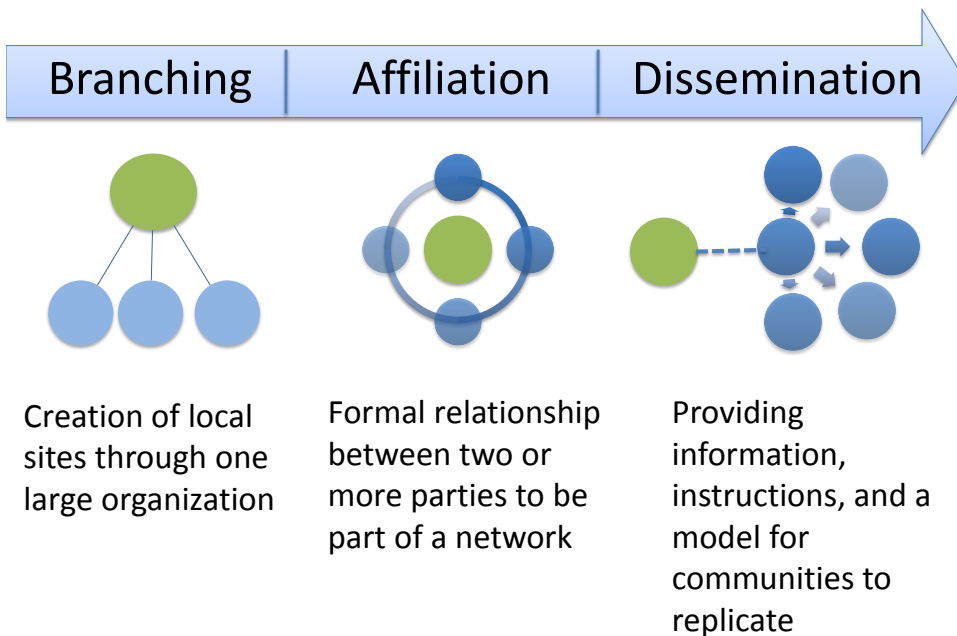
(Dees & Anderson, 2004)

21

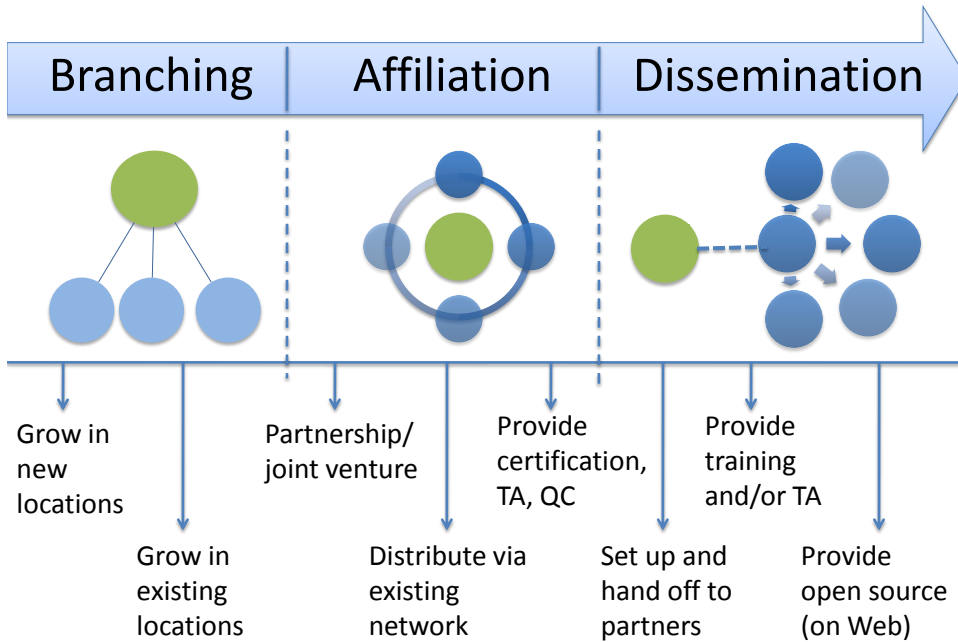
Any  
Questions



22



(Dees & Anderson, 2004) 24



(The Bridgespan Group, 2013) <sup>25</sup>

## When Would You Lean Towards Branching/Affiliation?

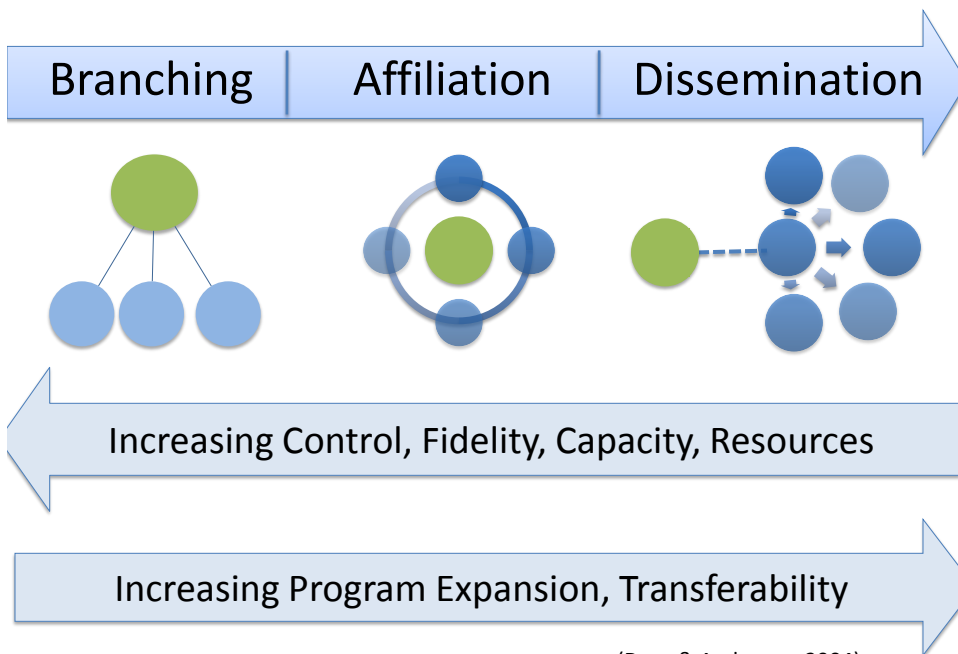


26

## When Would You Lean Towards Dissemination?



27



(Dees &amp; Anderson, 2004) 28

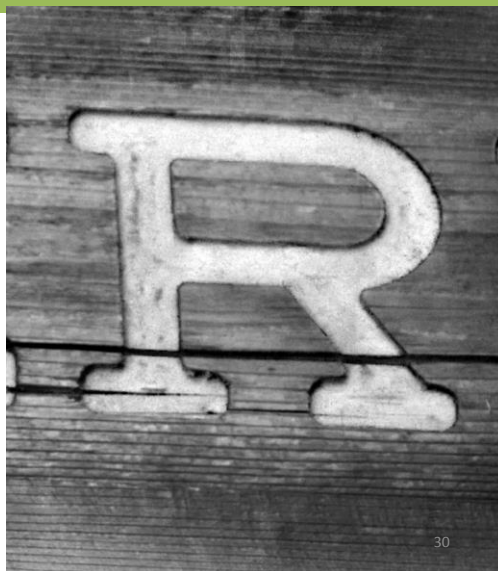


Which  
Approach Is  
**BEST**  
for You?

## 5 R's to Determine Your Scaling Approach

- **R**eadiness
- **R**eceptivity
- **R**esources
- **R**isks
- **R**eturns

(Dees & Anderson, 2004)



30

## 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) 31

## 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) 32



## 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 and Anderson, 2004) <sup>33</sup>

## Risks

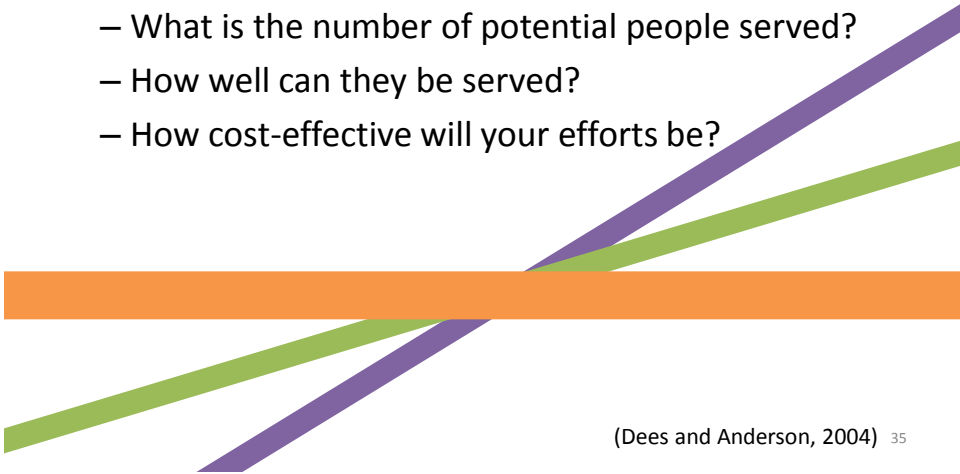
- What are the risks of incorrect implementation?
  - What are the risks for your clients?
  - What are the risks for your organization/brand?



(Dees & Anderson, 2004) <sup>34</sup>

## 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?



## Tighter Models of Control Are Favored When....

- Low receptivity despite high need
- Risks of incorrect implementation are high
- Potential return from central coordination is high
- Resources for central coordination are available



## Looser Models of Dissemination Are Favored When...



- High receptivity; desire for local ownership
- Risks of incorrect implementation are low
- Potential return to the organization is low
- Limited resources for coordination available

37

## Lessons from the Field



38

## Key Themes

- Intellectual property/ownership rights
- Brand/program quality
- Training and technical assistance
- Fidelity monitoring
- Organizational capacity
- Level of involvement



## Intellectual Property/Ownership Rights

- FYSB ownership
- Adapting and distributing copyrighted material
- Partnering with a publisher/distributor
  - Intellectual property rights
  - Selling and distribution rights (exclusive vs. wholesale)
  - Royalties (depending on state of work, demand, profitability)

## Tips from Other Developers

- Document research carefully.
- Develop a plan for scaling early.
- Do not scale until you know the program's effectiveness.
- Build scaling costs into project funding.
- Be involved throughout the entire scaling process.
- Train others how to think about the core components.
- Build in a consultative requirement with the distributor.
- Don't settle. Stay true to the science.
- Remember the obligation to young people.

41

## Questions for Panel Members

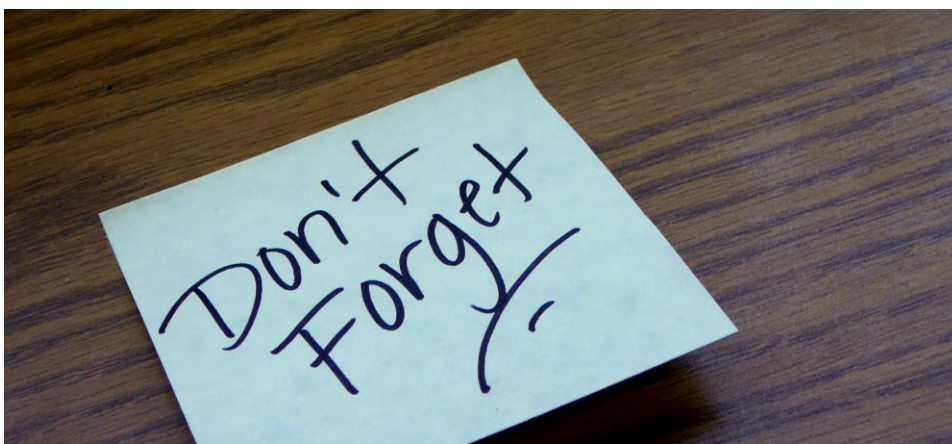


42

## Tools and Support

- Request technical assistance via your FYSB Project Officer.
- Visit the Communities of Practice Website.
- Visit the OAH Website.
- Refer to the dissemination planning template.

43



*One important point from today's Webinar that I want to remember is...*

44

## Citations and Other Resources

- Agency for Healthcare Research and Quality (AHRQ). (2006). *Dissemination planning tool: Exhibit A: Volume 4. Programs, tools, and products*. Available at <http://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.html>
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