

Strategic Prevention Framework Webinar Series

Action Plan, Program Implementation
and Community Partnerships

May 4, 2017

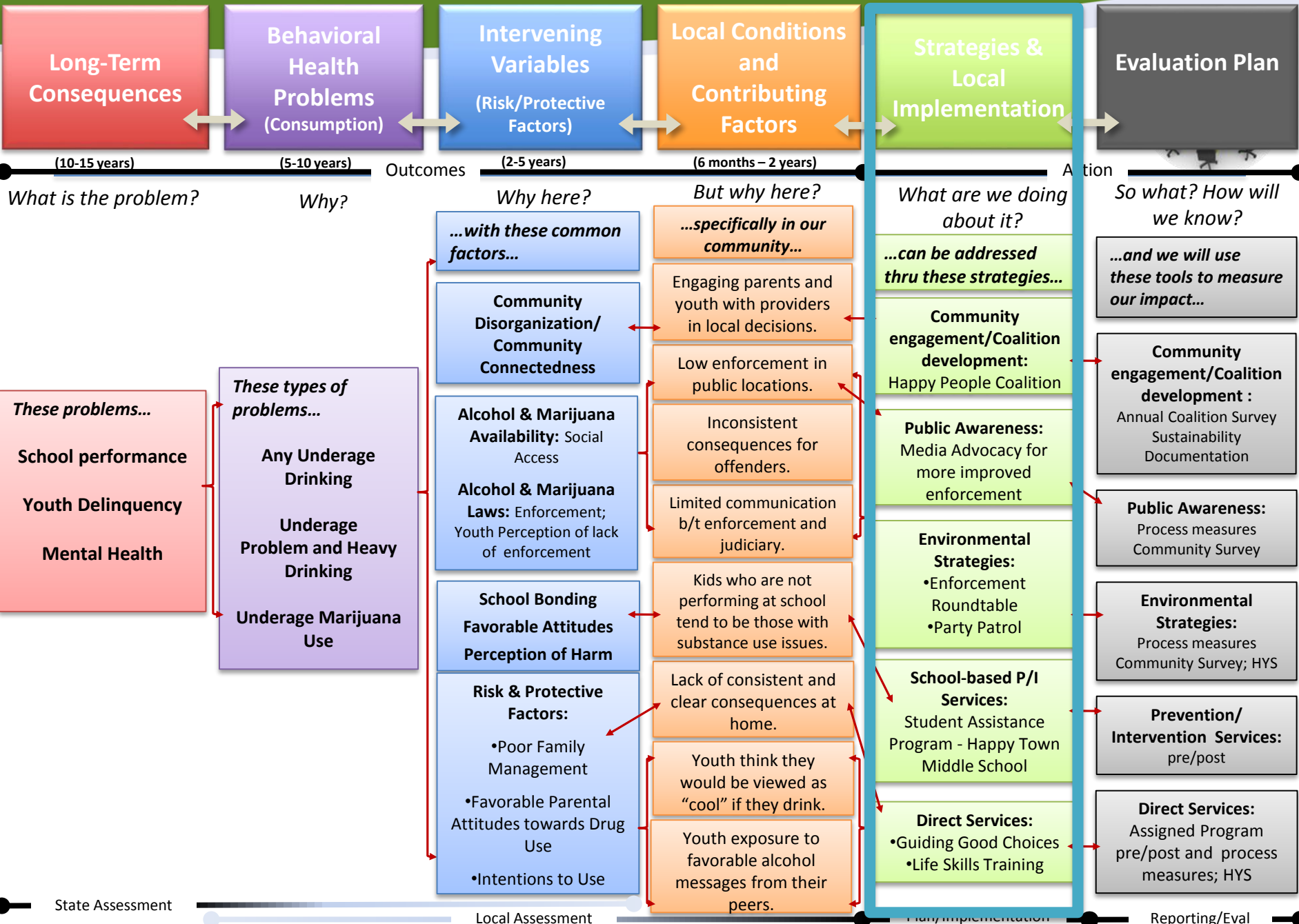
Division of Behavioral Health and Recovery Prevention Training Team



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 Social and Health Services Happy People Coalition Logic Model





Action Plan

Happy People Coalition

July 1 2017 – June 30th 2018

NOW WHAT?

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

| Activity/Program | Funding Source | Brief Description | How | When | Who | Lead Organization | Responsible Party (ies) |
|-----------------------------------|----------------|---|---|--|--|---|---------------------------|
| 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 2 nd | 21 local parents from the grade school and middle school (grades 4-8). | Family Support Services (local organization). | John Doe, Program Manager |

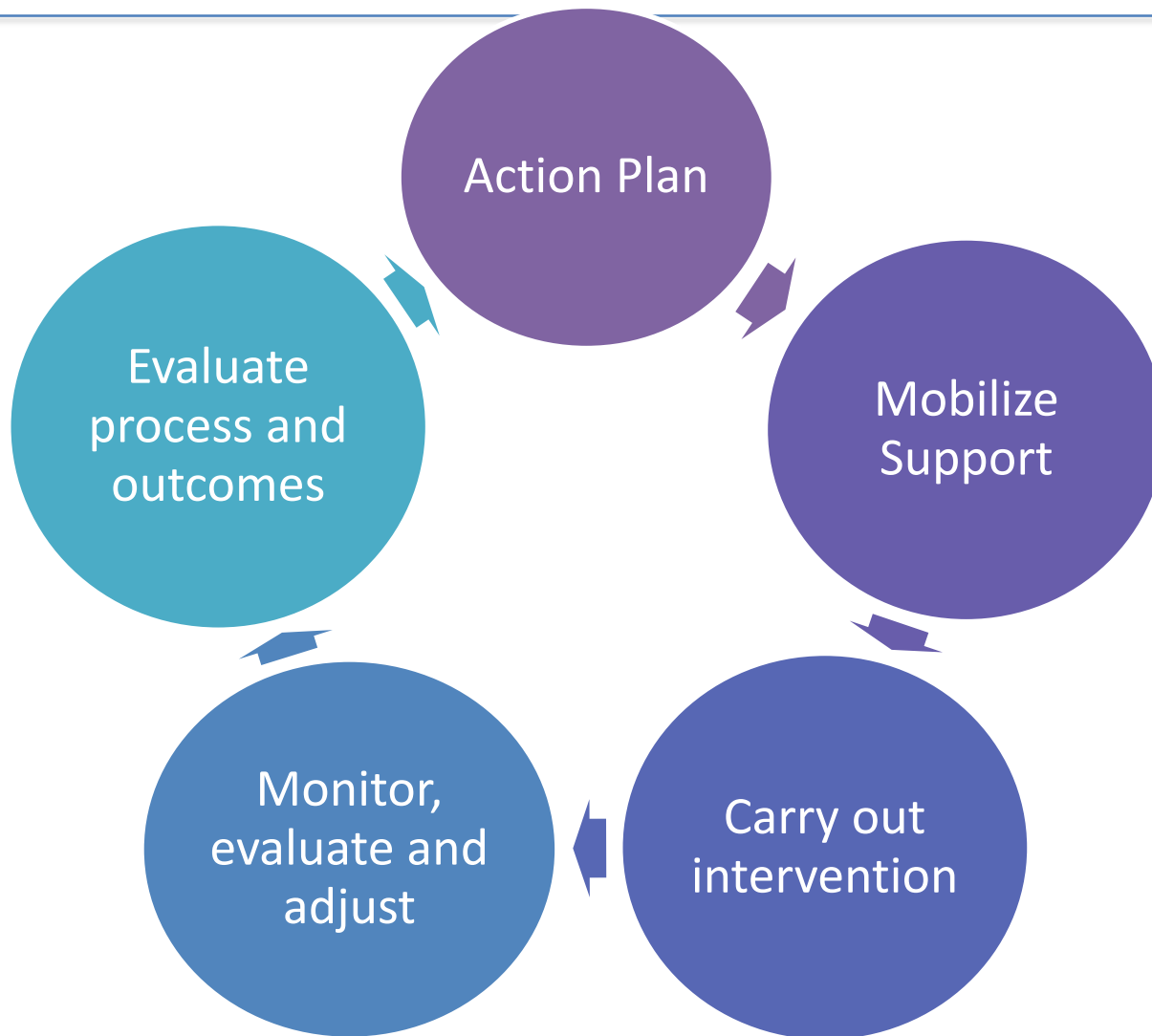


Discussion

- *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](#)
- ☒ [Linking Strategies to Objectives \(May 24 Webinar PowerPoint slides\)](#)

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

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 participants
- 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 PRtraining@dshs.wa.gov.
- Evaluation – Please take a few moments to take our evaluation for this training.
<https://www.surveymonkey.com/r/8ZHK9M8>

Thank You!

