Enhancing Environmental Prevention Efforts in Washington State

Webinar Two: Fidelity Assessment Guidelines for Monitoring and Implementing Environmental Strategies

Presenter

Rodney Wambeam, PhD

University of Wyoming

Learning Objectives

- To learn about the updated fidelity assessment guidelines

- To learn how to use the guidelines to improve implementation of environmental strategies

- To learn how to use the guidelines to monitor the implementation of environmental strategies

By Way of Review

What are Environmental Strategies?

Environmental Strategies are approaches that coalitions use to change the context in which substance abuse occurs.

From CADCA's Primer, "The Coalition Impact: Environmental Prevention Strategies"

Environmental Strategies incorporate prevention efforts aimed at changing or influencing community conditions , standards, institutions, structures, systems and policies.

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Enhancing Environmental Approach Strategies Within the CPWI Model
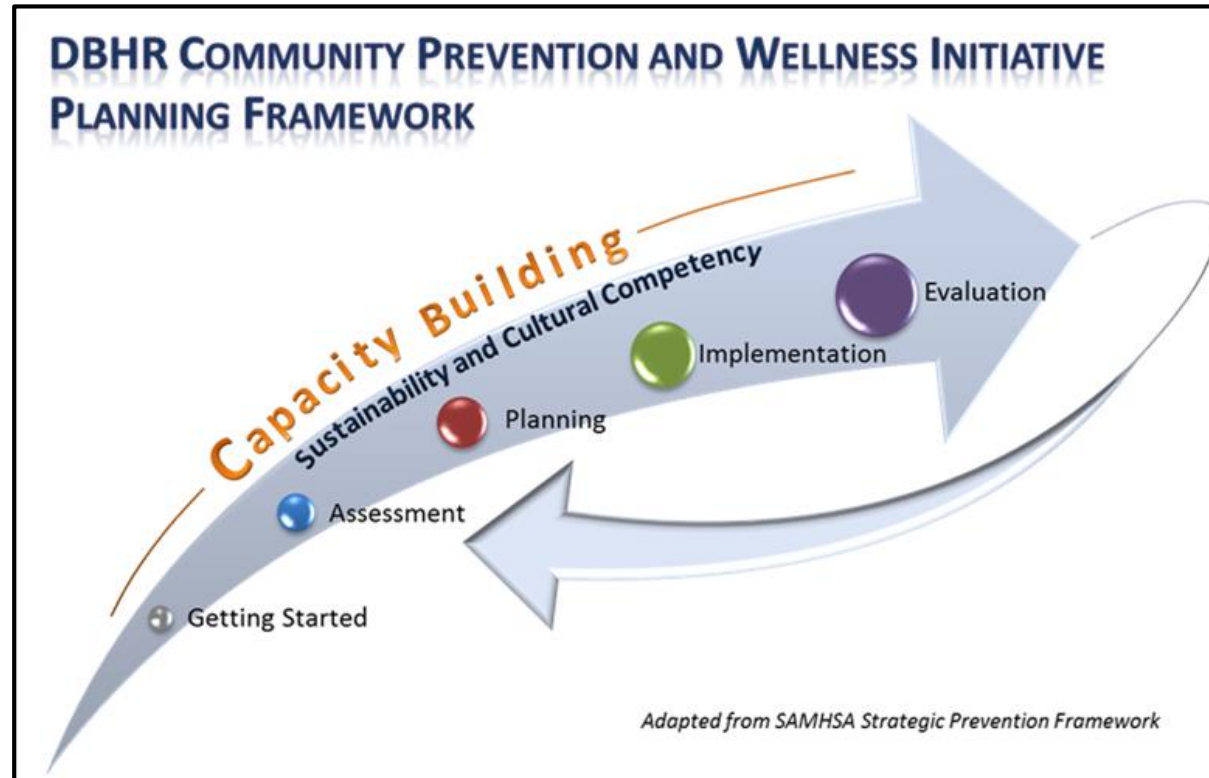
From the June Training
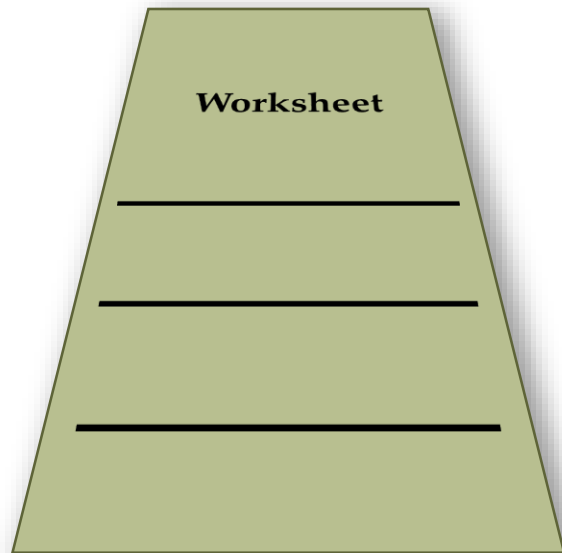
Task Two: List and Order Core Activities

Task Three: Develop a Calendar by Working Back in Time

Questions & Answers

What are the "Fidelity Assessment Guidelines"?

Developed in 2013, Updated in 2017

Implementing

Monitoring

The Rubric as a Roadmap

- Preparation
- Implementation Quality
- Implementation Reach/Intensity

Core Activities

The Rubric as an Assessment

External Evaluator

Every Six Months

Structured Interviews

Relationship to Outcomes

Questions & Answers

Sample Rubrics

Alcohol-Related Strategies

- Alcohol Compliance Checks

- Alcohol Purchase Surveys

- Alcohol Restriction at Community Events

- Social Norms Marketing

- Policy Review and Development

- Counter-Advertising

Fidelity Rubric for <u>Alcohol Restrictions at Community Events</u>

Preparation					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Assessment of current local and event-specific policies/practices were used to prioritize restrictions to implement (e.g., assessment of gaps in current local ordinances or event policies, or degree of enforcement of existing policies)	No assessment made of local policies and practices	Some assessment of local policies and practices, but this was not a key factor in prioritization	Assessment of local policies and practices had some influence on prioritization	The rationale for prioritization is clearly linked to assessment of local policies and practices	
Activities conducted to build support for enacting the policy/practice among key decision-makers responsible for establishing or enforcing restrictions (e.g., elected officials, event organizers, law enforcement)	No activities conducted to build support of key decision-makers	Provided key decision-makers with written information about intended policy/practice change	Presented at general meetings of key decision-makers to gain their support	Held individual meetings with key decision-makers and presented at general meetings	
Activities conducted to build support for enacting the policy/practice within the community (e.g. media campaigns, town hall meetings)	No activities conducted to build broad community support	Implemented a single activity to build community support	Implemented more than one activity to build community support	Conducted activities in multiple dimensions (e.g., letters to editor, town hall, media advocacy)	

Fidelity Rubric for <u>Alcohol Restrictions at Community Events</u> (continued)

Implementation Quality					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Established or attempted to establish policies communitywide or within event organizations	Attempted, but not adopted OR did not attempt	Adopted but modified in ways that substantially weaken impact	Adopted but modified in ways that may somewhat weaken impact	Adopted as recommended by prevention field	
Established and implemented enforcement procedures for new/existing policies (including on-site event security/monitoring)	No enforcement procedures established or implemented	Informal enforcement procedures implemented at an event or events (e.g., coalition volunteers conduct enforcement)	Enforcement procedures implemented by designated staff (event organization staff, law enforcement, city staff)	Enforcement procedures implemented by designated staff and incorporated into written policy	
Conducted public awareness or media activities about new/existing policies and practices	No public awareness activities conducted	Publicized policies/practices during the event(s)	Conducted a public awareness activity outside of or prior to event(s)	Conducted public awareness activities in multiple dimensions (e.g., letters to editor, media advocacy)	

Fidelity Rubric for <u>Alcohol Restrictions at Community Events</u> (continued)

Implementation Reach/Intensity					
Core Activity	**Missing 0**	**Weak Reach 1**	**Moderate Reach 2**	**Strong Reach 3**	**Rating Score**
Policy reach: Established a communitywide policy that applies to all events (as opposed to an event-specific policy)	No policies were enacted	The policy was enacted within a minority of events in community	While a communitywide policy was not enacted, the policy was enacted within most or all events currently in community	A communitywide policy (e.g., local ordinance) was enacted that applies to all events	
Enforcement reach: Monitored/ensured enforcement of policies at all community events (as opposed to one specific event)	Enforcement was not monitored or ensured	Enforcement monitored or ensured within a minority of events in community	Enforcement monitored or ensured within most events in community	Enforcement monitored or ensured across all events in community	
Policy/practice intensity: Degree of change in tone of event(s) as the result of policies, practices, and enforcement procedures implemented	No policy, practice, or procedural changes implemented	Policies/practices/ procedures created no change or barely perceptible change in tone of event(s)	Policies/practices/ procedures created perceptible change in tone of event(s)	Policies/practices/procedur es created dramatic change in tone of event(s)	

Questions & Answers

Prescription Drug-Related Strategies

- Prescription Drug Safe Disposal

- Provider Educational Outreach

Fidelity Rubric for <u>Prescription Drug Safe Disposal</u>

Preparation					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Activities conducted to build stakeholder support and collaboration for implementation (e.g., meetings with leadership or representatives from law enforcement, DEA, retail pharmacies, hospital/clinic pharmacies, environmental services agency, health department, waste management authority, and community volunteers).	No activities conducted to build support for implementation	Conducted a single activity to build stakeholder support	Conducted more than one activity to build stakeholder support	Conducted activities in multiple dimensions (e.g., with multiple stakeholder types)	
Assessment of local needs and conditions was used to inform locations and collection/disposal approaches.	No assessment made of local needs and conditions	Some assessment of local needs and conditions, but this was not a key factor in prioritization	Assessment of local needs and conditions had some influence on prioritization	The rationale for prioritization is clearly linked to assessment of local needs and conditions	
A plan was developed to ensure proper and timely disposal of the controlled and non-controlled substances collected through safe disposal efforts.	No disposal plan was developed	Informal disposal plan was developed, but did not include a staffing plan and was not incorporated into written policy	Disposal plan was developed to be implemented by designated staff	Disposal plan was developed to be implemented by designated staff and incorporated into written policy	

Fidelity Rubric for <u>Prescription Drug Safe</u> Disposal (continued)

Implementation Quality					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Established and implemented safe disposal practices, including collecting controlled substances in addition to non-controlled substances and conducting regular and adequate emptying of disposal boxes after collection.	No safe disposal practices were implemented	Safe disposal effort included regular and adequate emptying of disposal boxes after collection	Safe disposal effort included collecting controlled substances in addition to non-controlled substances	Safe disposal effort included collecting controlled substances in addition to non-controlled substances and conducting regular and adequate emptying of disposal boxes after collection	
Evaluated effectiveness of prescription drug safe disposal efforts by organizing and weighing returned medicine and/or via in-person (at the event) or phone/web-based (post event) surveys.	No evaluation activities were conducted	Evaluation activities included conducting in-person and/or phone/web-based surveys	Evaluation activities included organizing and weighing returned medicine	Evaluation activities included organizing and weighing returned medicine and conducting in-person and/or phone/web-based surveys.	
The safe disposal effort was used to mobilize for policy change (e.g., pharmaceutical stewardship policy), influence funding decisions, or change communitywide practices.	No attempt was made to use safe disposal effort for policy/practice change and/or funding decisions	Attempted, but were not successful in using safe disposal effort for policy/practice change and/or funding decisions	Safe disposal effort led to minor changes in communitywide policy/practice change and/or funding decisions	Safe disposal effort led to substantive communitywide policy/practice change and/or funding decisions	

Fidelity Rubric for <u>Prescription Drug Safe Disposal</u> (continued)

Implementation Reach/Intensity					
Core Activity	**Missing** **0**	**Weak Reach** **1**	**Moderate Reach** **2**	**Strong Reach** **3**	**Rating Score**
Prescription drug safe disposal options were available throughout the year.	No safe disposal options were available	Participated in one or more collection events annually (included DEA's National PD Take-Back Days) and/or mail-back programs	Established ongoing drop boxes	Established ongoing drop boxes supplemented by mail-back programs to reach individuals with mobility or transportation challenges	
Prescription drug safe disposal options were available at locations that are accessible throughout the geographic area, secure, and comfortable and appropriate for community members.	Safe disposal options were not accessible, secure, or comfortable and appropriate	Safe disposal options were met 1 of 3 of the following criteria: accessible, secure, comfortable and appropriate	Safe disposal options were met 2 of 3 of the following criteria: accessible, secure, comfortable and appropriate	Safe disposal options were met all 3 of the following criteria: accessible, secure, comfortable and appropriate	
Conducted a comprehensive marketing plan to advertise the availability and location of the prescription drug safe disposal sites and options.	No marketing plan was developed	A plan using only one or two messages and media types was created	A plan using more than one message and two or three types of media was created	A plan that used multiple messages with multiple media types that include both free and paid media was created	
Conducted a public awareness campaign about the importance and reasons for proper medication disposal.	No public awareness campaign was developed	A campaign using only one or two messages and media types was created	A campaign using more than one message and two or three types of media was created	A campaign that used multiple messages with multiple media types that include both free and paid media was created	

Questions & Answers

Marijuana-Related Strategies

- Social Norms Marketing

- Policy Review and Development

- Counter-Advertising

Fidelity Rubric for <u>Social Norms Marketing</u>

Preparation					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Baseline survey data that describe the attitudes and behaviors of the target population was collected.	No baseline data collected	Some data were used, but did not reflect the attitudes and behaviors of the target population	Survey data mostly reflected recent attitudes and behaviors of the target population, but quality could be improved	A recent survey collected high quality, up-to-date data on attitudes and behaviors of the target population	
Positive messages that point out and attempt to correct misperceptions around substance use within the targeted population were developed in an attempt to change the social norm.	No messages developed	Positive messages were created, but they may not be believable, fully address the target population, or describe social norm data	Positive and believable messages that address the target population and data were created	Clever, engaging, believable, messages that correct misperceptions and speak to the target population using accurate data were created	
A comprehensive marketing plan that involved a variety of media strategies was created.	No marketing plan developed	A media plan using only one or two messages and media types was created	A media plan using more than one message and two or three types of media was created	A plan that used multiple messages with multiple media types that include both free and paid media was created	

Fidelity Rubric for <u>Social Norms Marketing</u> (continued)

Implementation Quality					
Core Activity	**Missing** **0**	**Weak Fidelity** **1**	**Moderate Fidelity** **2**	**Strong Fidelity** **3**	**Rating** **Score**
Message testing showed that the target population and public reacted positively to the media messages.	No message testing was conducted	Target population and public did not respond or responded negatively to the media campaign	Some positive and some negative responses from the target population and public to the media campaign	Target population and public responded very positively to the media campaign	
All outreach materials and media used during the campaign period reflect positive messages when discussing the target substance/population	No media or outreach materials used	Positive messages ran concurrently with negative messages/images intended to draw attention to the extent of the problem	Most of the messages were positive, but some materials/media used contained negative messages or images	All materials and media used during campaign reflected positive messages related to the target issue	
Positive messages were used to communicate with key stakeholders in an attempt to change perceptions and practices (e.g. with the local prevention coalition or local law enforcement).	Messages not used to communicate with key stakeholders	Positive messages were discussed briefly, but no real action was taken	Positive messages were discussed and considered as stakeholders made decisions	Stakeholders embraced positive messages and used the new social norm to inform their work and make decisions	

Fidelity Rubric for <u>Social Norms Marketing</u> (continued)

Implementation Reach/Intensity					
Core Activity	**Missing 0**	**Weak Reach 1**	**Moderate Reach 2**	**Strong Reach 3**	**Rating Score**
Media containing the positive messages and correcting misperceptions were placed in multiple venues and reached communitywide rather than within a specific setting (e.g., school building).	Media not placed	Media placed in a small number of planned venues, or restricted to a single setting	Media placed in more than one venue and setting, but not communitywide	Media placed in multiple venues, and reached community wide	
The target audience experienced repeated exposures to the positive messages and new social norm.	Target audience was not ever exposed to the positive messages	Target audience was exposed to media and positive messages multiple times per month	Target audience was exposed to media and positive messages multiple times per week	Target audience was exposed to the media and positive messages multiple times per day	
Key stakeholders changed activities and practices to reflect the new social norm and in other prevention work.	Stakeholders did not change activities or practices or consider the new social norm as part of other prevention work	Stakeholders considered the new social norm and positive messaging in other prevention work but not as part of policy or practice change	Stakeholders considered the new social norm and positive messaging in other prevention work and as part of policy or practice change	Stakeholders used the new social norm and positive messages to effect changes in policy and practice within the community as well as in other prevention work	

Questions & Answers

Discussion

How have you used the previous rubrics for implementation or monitoring?

How do you plan to use the updated rubrics as implement your strategic plans?

Thank You!

Wyoming Survey & Analysis Center
UNIVERSITY OF WYOMING

Rodney A. Wambeam, PhD

Senior Research Scientist

307-760-8928

rodney@uwyo.edu