

The Vermont Strategic Prevention Framework (SPF)  
Learning Community Training Series

# Step 4: Effective Implementation

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Capital Plaza Montpelier VT

**This Training Series is presented by:**

**The Center for Health and Learning (CHL)**

Brattleboro, Vermont

*under funding from*

**The Vermont Department of Health Office of  
Alcohol and Drug Abuse Programs**

**Presenters:**

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**JoEllen Tarallo-Falk:** Executive Director, CHL, NECAPT Associate

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\*NECAPT: Northeast Center for the Application of Prevention Technology

# Spirit of the Day

- Maximum interaction and learning opportunities for participants
- Opportunity to learn in the context of your own prevention experience
- Building upon what participants have already been doing in the field

# Agenda

- Implementation Overview
- Phases of Implementation
- VT Media Communications Plan Update
  - *Yvonne Zietlow*
- ***Lunch 12:00 -12:45***
- Factors that Facilitate Implementation
- Peer to Peer Learning: *Buffet Options:*
  - Cultural Considerations
  - Local Logic Model Development
  - Environmental Strategies
  - Organizational Capacity-Building
- *Young Adult Survey*
  - Bob Flewelling, Katy Cahill
- Wrap-up

# Learning Objectives

**By the end of the day, participants will have...**

- Identified the three phases of implementation (Pre-Implementation, Implementation and Maintenance) and applied them to implementing strategies at the local level
- Reflected on local level experiences with implementation; identified factors for successful implementation
- Received statewide updates on:
  - *Media campaign and provided input for next year*
  - *Young Adult Survey*
- Selected one of the following for more in-depth learning:
  - Considered how to engage coalitions in the development of the local level logic model
  - Examined successes, challenges and needed resources when implementing environmental strategies
  - Considered culturally relevant questions when selecting strategies
  - Considered issues of organizational capacity-building

# Learning Community

- Share at your table a success and a challenge you have had since we last met.
- Discuss something you have learned about your self or your coalition through this process.
- We'll hear a sample in the large group.

# Overview of Implementation

# SPF Time Line Steps



Maintenance

Select  
Secondary  
Priority

Began  
mobilizing  
resources &  
building  
readiness

Determine  
Problem  
Statement  
Goals  
Outcome  
objectives

Create  
logic  
model

Pre-  
Implementation

Assess  
community  
Resources  
and  
readiness

Collect data  
on risk factors  
& contributing  
factors

Prioritize  
risk  
factors

Select  
Evidence  
Based  
Strategies

Insure  
conceptual  
practical  
effectives  
fit

Complete  
plan

Implement  
ation

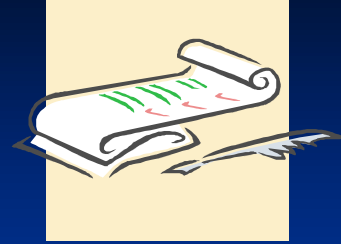
# SPF Step 4 Expectations

## Community Level Work...

- Use the findings of your needs assessments to develop an implementation plan (Strategies must be evidence-based)
- Implement evidence-based policies, programs and practices

# Overview of Phases of Implementation

# Opening Warm up Activity



- As a group, you will be given an ordinary daily task.
- As a group, brainstorm all of the steps in completing the task.
- You must reach consensus as a group regarding the steps and their order.
- Place your results on a flipchart.

# The Phases of Implementation

## Pre-Implementation

- Characteristics of strategies
- Organizational characteristics
- Environment
- Communication issues

# Pre-Implementation

## Example: The Environment

### *Smithtown, USA*

- Wanted to implement a zero-tolerance policy
- Did not have buy-in from city officials, police, or community members
- Did not understand community norms around underage drinking

### *Jonestown, USA*

- Wanted to implement responsible beverage service (RBS) trainings
- Spent 1 year getting buy-in from liquor license holders in the community
- Found key leaders to talk about the importance of RBS

# The Phases of Implementation

## Implementation

- Mobilizing community support
- Training
- Balancing fidelity and tailoring to fit local circumstances
- Processing evaluation

# Implementation

## Example: Training and Process Evaluation

### *Smithtown, USA*

- Implementing an *evidence-based* curriculum in a high school setting
- No one working with staff to make sure implementing the program correctly
- Process evaluation found that 80% of teachers are changing the curriculum

### *Jonestown, USA*

- Implementing an *evidence-based curriculum* in a high school setting
- Built-in staff coaching throughout the process
- Process evaluation found that less than 10% of teachers are changing the curriculum

# The Phases of Implementation

## Maintenance

- Technical assistance
- Administrative support
- Cost-effectiveness over time
- Evaluation and feedback

# Maintenance

## Example: Technical Assistance

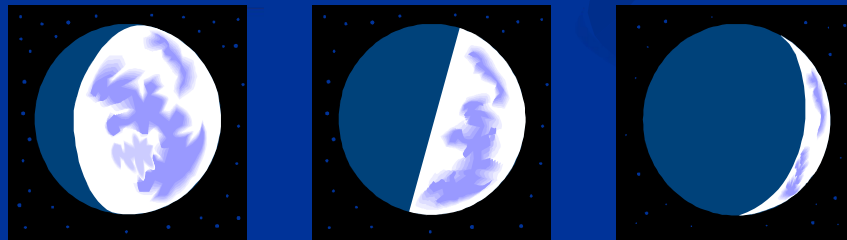
### *Smithtown, USA*

- Implemented a Merchant Education Program for retail outlets with one staff training and technical assistance session.
- Incurred staff turnover in several retail establishments and no additional training or T.A. outreach were offered.
- Evaluation showed that Merchant “buy-in” was not sufficient to support ongoing implementation

### *Jonestown, USA*

- Implemented a Merchant Education Program for retail outlets with ongoing staff training and technical assistance.
- Incurred staff turnover and new staff were trained and coached.
- Evaluation showed that Merchant supported the ongoing implementation of the strategy

# Getting to Know the Implementation Phases: Small Group Activity



# Cultural Competency Considerations for Step 4: Implementation

- Is the target population involved in the identification and adaptation of suitable research-based interventions?
- Is your intervention responsive to the population you have targeted; how do you know?
- Does the implementing organization understand the shared values, attitudes and beliefs of the community or population targeted?
- Does the organization have the resources to deliver culturally competent strategies?

# Communications Update

# Factors that Facilitate Implementation

# Small-Group Warm up on Factors

- Share a story with a partner about a time when you had a big plan and you saw it successfully implemented.
- List on stickies the factors that made the implementation successful.
- Listen to what research shows about factors of implementation and compare with your experience.
- What do you notice?

# Core Factors That Facilitate Implementation

(For your Reference: Details on Handout 4)

- Staff selection
- Pre-service and in-service training
- Ongoing consultation and coaching
- Staff and program evaluation
- Facilitative administrative support
- Systems interventions

# Small-Group Activity

Analyzing Core Factors that  
Facilitate Implementation of Strategies

# Cultural Competency Considerations

- Do staff have direct knowledge of the target population?
- Is pre-service and in-service training culturally appropriate and responsive to your target population?
- Is the design and delivery of consultation and coaching culturally appropriate and responsive?
- Who interprets the staff and program evaluation information and how is the information integrated back into the program?

# Organizational Factors

(See details in Handout 6 for future reference)

- Commitment of leadership
- Involvement of stakeholders
- Resources for extra costs
- Organizational structures
- Commitment of ongoing resources and support for providing time and scheduling

# Peer To Peer Learning Buffet Options:

Cultural Considerations  
Local Logic Model Development  
Environmental Strategies  
Organizational Capacity-Building



# 18-25 Year Old Survey

# Wrap-Up & Closure



Please fill out evaluation forms