

Evidence for Action Planning: Selecting Evidence-Based Strategies

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North Carolina Institute for Public Health (NCIPH)

- Service arm of the Gillings School of Global Public Health at UNC-Chapel Hill
- Since 1999 has served as a bridge between academia and partners in community organizations and government agencies

Deliver training, conduct research and provide technical assistance to transform the practice of public health for all



Session Objectives

- Review definitions of EBS/EBI
- Describe the importance (*and requirement*) of using EBS in your Action Plans
- Identify sources of EBS/EBI



Evidence-Based Strategy (EBS)

- Recommendation or suggestion of how to improve a problem

Evidence-Based Intervention (EBI)

- A specific program, policy, or practice that has been proven to positively change the problem being targeted

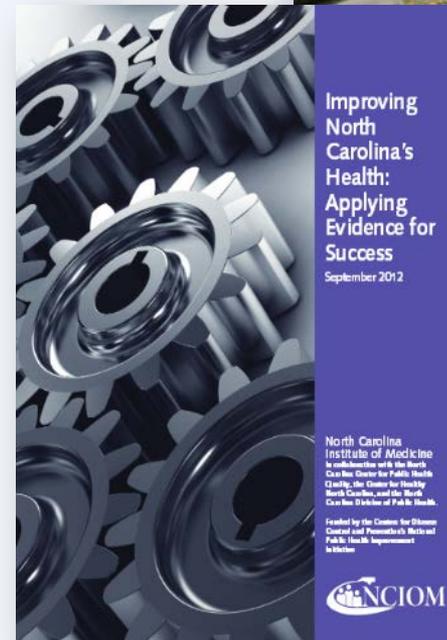
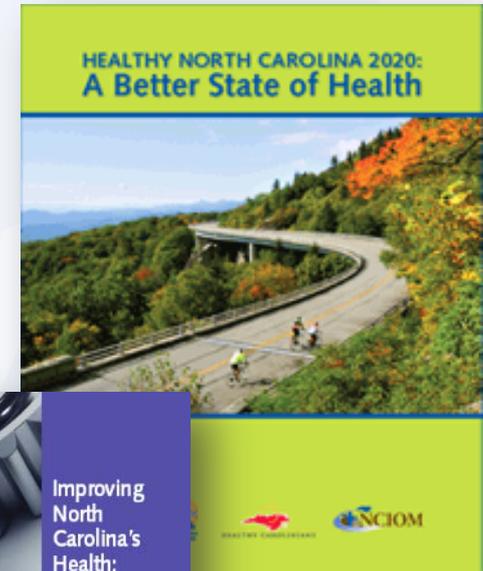


Evidence-based strategies can improve the delivery of programs, interventions and policies while optimizing impact under limited financial resources



Local Requirements

- Develop Action Plans for 3 selected community priorities
 - 2 should come from Healthy NC 2020 focus areas
- Include 2 evidence-based strategies per Action Plan (or expand current EBS to new target populations)
- Provide plan for staffing, training, implementing, monitoring and evaluating strategies



When Selecting EBS...

- Should be **targeted** to the community health priorities identified through needs assessment
- Strategy must be **implemented with fidelity** to the original program, clinical intervention or policy
- Effective evaluation requires the **collection of process and outcome measures**



What Should You Look For?

Core features:

- Clear description of intervention
- Core elements are clearly defined
- Operational definitions exist for core elements
- Clear evaluation metrics are defined

What gaps exist in the intervention?

What is needed to fill the gaps?



RE-AIM Framework

- **Reach** the target population
- **Effectiveness** or efficacy
- **Adoption** by target settings or institutions
- **Implementation** (consistency of delivery of intervention)
- ***Maintenance**** of intervention effects in individuals and settings over time

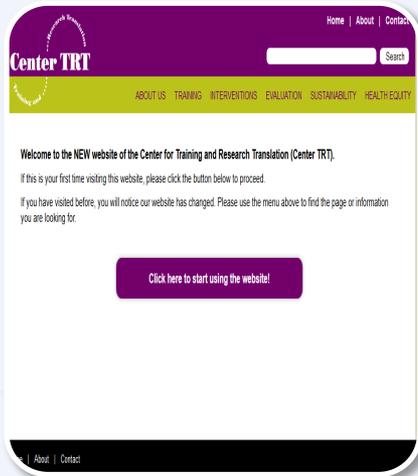


Consider the Fit...

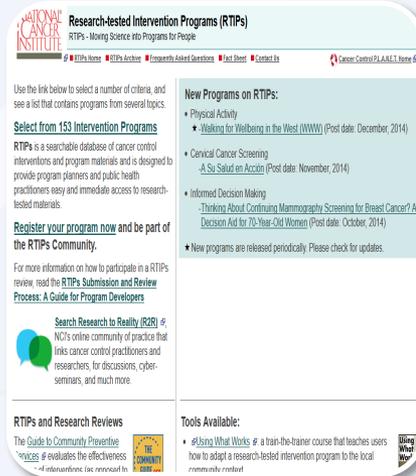


- Goals and objectives of the HNC 2020 focus area
- Delivery possibilities and preferences
- Characteristics of the priority population
- Organizational/coalition /community context

Sources of EBS/EBI



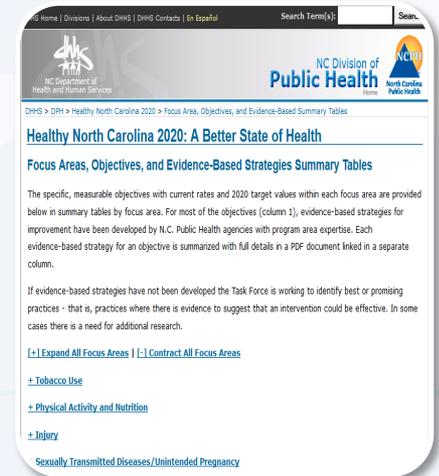
Center for Training and Research Translation



RTIPs: Research Tested Intervention Programs



What Works for Health Toolkit: Community Guide



North Carolina DPH EBS Summary Tables

Don't Overlook Adaptation

- What intervention activities are you planning?
- What materials are you developing?
- Plan steps will you take to ensure that activities and materials fit with local culture, preferences, and resources



Plan for Implementation

- Assemble the implementation team
- Define how the intervention will operate
- Develop timeline and protocols
- Acquire necessary resources
- Prepare and train staff
- Identify “early adopters” and assess readiness



Importance of Evaluation

To be able to answer the questions:

Are we doing what we planned to do?

What do we want to accomplish?

Are we accomplishing what we hoped to accomplish?



Each Step is Important

- Assess community
- Select EBS that fits your population
- Adapt EBS, activities, materials, and tools to community and setting
- Implement
- Evaluate, evaluate, evaluate
- Modify and maintain



Collaborative Partnership



Blended Training Curriculum

Pre-Training Online Modules

- Healthy NC 2020
- Evidence-Based Strategies 101
- Introduction to Community Health Assessment

On-Site Training

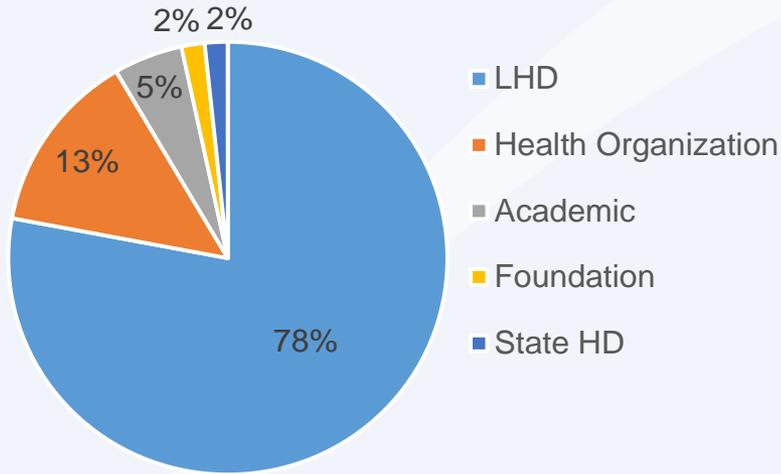
- 7 module presentations
- Hands-on activities
- Practice application
- Skill building sessions
 - Meeting Facilitation
 - Logic Models

Post-Training Webinars

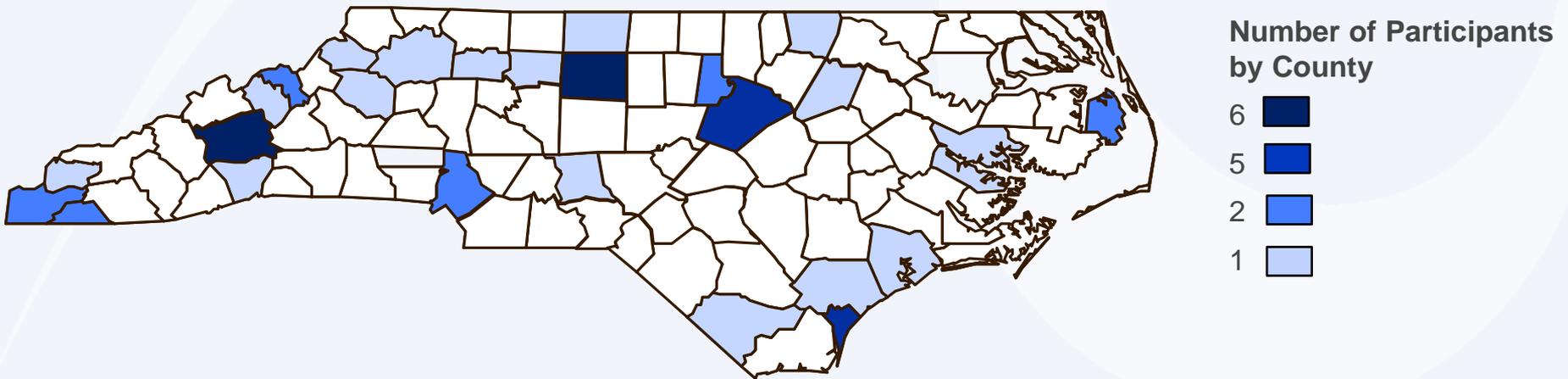
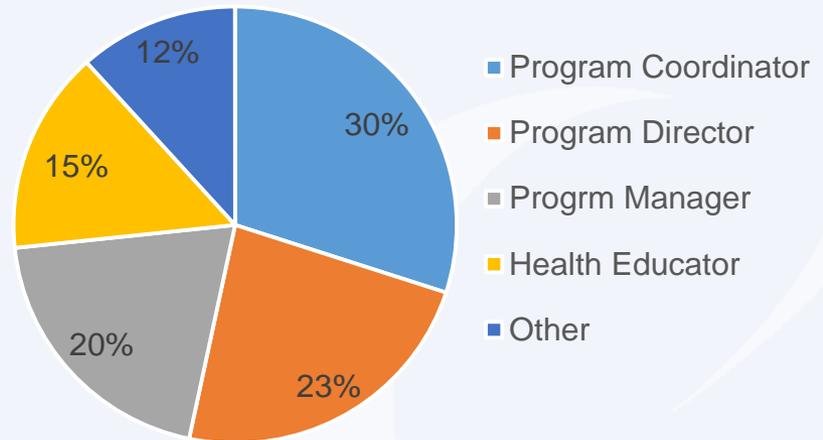
- Return on Investment
- Evaluation

2014 Participants

Participant Organization



Participant Job Function



Evidenced-Based Strategies for Public Health Practice

Training for North Carolina Professionals

NCIPH

[EBS Training Home](#)

[Partnership](#)

[Training](#)

[Resources](#)

Training on Evidence-Based Strategies

Public health practitioners need evidence-based public health information to make decisions on how best to improve public health system performance and ultimately improve health outcomes. Many practitioners and their partners face numerous challenges to identifying appropriate evidence-based strategies (EBS) and successfully tailoring and implementing strategies in new settings.

To address these challenges, a partnership was formed to develop and deliver an Evidence-Based Public Strategies for Public Health Practice Training. This website provides information about this training as well as other available trainings and resources around EBS in North Carolina.



EBS training framework in North Carolina

<http://nciph.sph.unc.edu/training/programs/ebph>



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