



An Introduction to Selecting Interventions and Developing Action Plans

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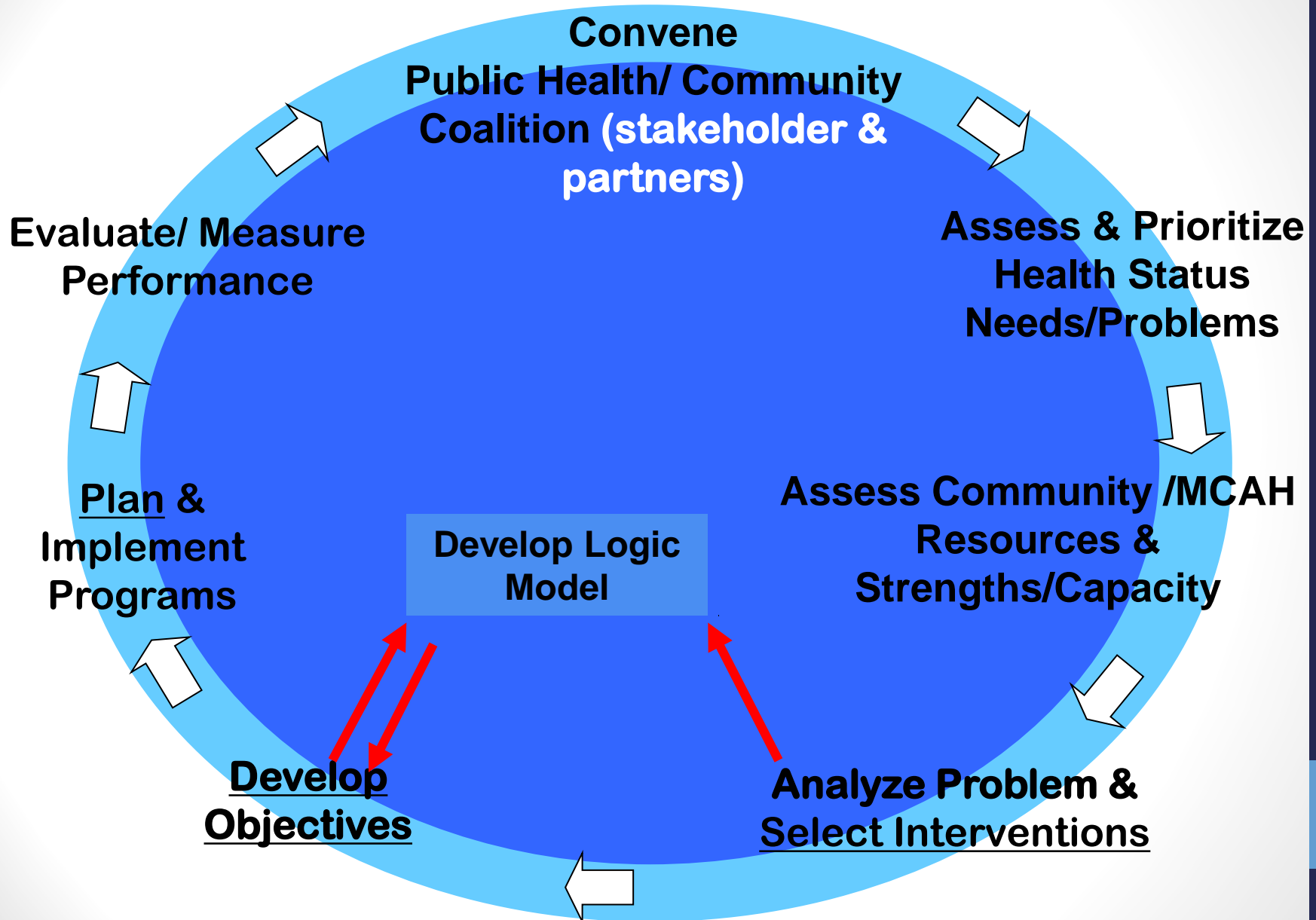
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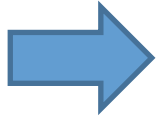
Presentation Outline & Objectives

- **Evidence-Based Interventions (EBIs)**
 - What are they and why use them?
 - Types of evidence-based interventions
 - Choosing the best one for your community's needs
 - EBI resources on FHOP's website
- **Action Plan**
 - Developing an Action Plan
 - Why develop an Action Plan?
 - Components of an Action Plan
 - Criteria of an Action Plan
 - Sample Action Plans on CDPH MCAH website
- **Next Steps**

Program Planning Cycle



Needs Assessments completed



On to Action Plans!

- Action Plans are DUE to MCAH: May 15, 2015
- Focus for this year:
 - Select evidence-based interventions (also known as best practice strategies) to address problems/issues identified in your 5-year Needs Assessment
 - Develop Goals and SMART objectives for each problem that you will be addressing
 - NOTE: Goals and Objectives can be modified, added to and dropped over the next 5 years
- Complete Action Plans
 - Include your goals, objectives, partners and activities – will become more specific over time

MCAH's Purpose for Developing 5-Year action Plans

- Plan out 5 years of work for each of the required MCAH Scope of Work (SOW) Goals 1, 2 and 3, at a minimum
- Improve local MCAH planning efforts and ability to quantify and describe outcomes
- Leverage resources and improve collective impact across the State by supporting a common understanding of problems and strategies
- Improve continuity of local programming
- Respond to recommendations from the Federal Maternal and Child Health Bureau
- Serve as an easy-to-use reference document for staff and stakeholders
- Inform development of the annual MCAH SOW in each of the next five years

Action Plan Options & Resources

- Sample Action Plans
 - available on state MCAH website at <http://www.cdph.ca.gov/programs/mcah/Documents/MO-MCAH-Action%20Plan%20guidelines.pdf>
 - Designed to facilitate creation of Action Plans for LHJs
 - Can use some, all, or none of the sample Action Plans and can modify them to meet your local needs
- Selecting interventions on your own and creating an Action Plan from scratch? FHOP has resources to help!

What is an evidence-based intervention (EBI)?

A prevention service – program, policy, or practice – that has been **proven to positively change the problem being targeted**. Evidence is collected through an evaluation process when a specific intervention is implemented in a community. The evaluation process **monitors outcomes to determine whether the intervention positively impacted the target problem and/or contributing condition**.

Selecting EBIs

**With so many types of interventions,
how do you choose?**

1. Review the characteristics of your community and your intended participants
2. Consider the most appropriate settings for your intervention based on research about the intended participants
3. Review your goals and objectives
4. Consider the resources required to implement the intervention

Types of Interventions – Programs

Definition

A Program is usually thought of as an intervention when it is...

- Guided by curricula or manuals
- Implemented in defined settings or organized contexts
- Focused primarily on individuals, families, or defined settings

Types of Interventions – Programs

Examples

- *Strengthening Families Program*
- *Botvin's Life Skills*
- *Project ALERT*

Evidence

- Usually collected by tracking participants for a period of time after receiving the intervention and comparing them to a group of similar individuals who did not receive the intervention
- The evaluation then determines, for example, whether individuals who received the intervention report having lesser rates of substance abuse than those who did not receive the intervention

Types of Interventions – Policy

Definition

- Efforts to **influence the courses of action, regulatory measures, laws, and/or funding priorities concerning a given topic.**
- A variety of tactics and tools can be used to influence policy, including attempting to educate supporters and opponents, and mobilizing allies on a particular issue.

Types of Interventions – Policy

Example

- Smoke-free laws and regulations
- Baby Friendly Hospitals
- Breastfeeding Policies

Evidence

- Usually evidence that a policy was effective is collected by looking at communities that have implemented the policy and the impact that was documented when they did so
- In some cases, evidence is collected by looking at communities that have historically had the policy and then removed it
- The negative outcomes of this change may be appropriate to use in order to document the positive benefits of the policy

Types of Interventions – Environmental Strategy/Practices

Definition

- Activities working to **establish or change written and unwritten community-focused standards, codes, and attitudes, in order to change behavior in the community.**
- This is done by changing the shared environment through three interrelated factors: norms, availability, and regulations.
- By changing the shared environment of a community, the desired behavior change is supported by everyone in the community (Arthur, M. D. & Blitz, C., 2000).

Web Tools to Help Select EBIs

On FHOP's Planning and Tools web page:

- Healthy People 2020 structured evidence queries
- NACCHO
 - Model Practices Database
 - Public Health Toolbox
- The Community Guide (CDC)
- Community Tool Box (University of Kansas)
- NREPP (SAMHSA)
- Best Practice and Evidence-Based Resources (AMCHP)
- Promising Practices Network

Resources in State MCAH Program Policies and Procedures Manual for LHJs

See Public Health Frameworks and Strategies – pages 12-20

Sources of evidence-based community health practices include:

- The Community Guide
- Cochrane Public Health Group <http://ph.cochrane.org/>
- National Association for City and County Health Officials (NACCHO) Database of Model Practices in Local Public Health Agencies <http://www.naccho.org/topics/modelpractices/database/>.
- Promising Practices Network <http://www.promisingpractices.net/criteria.asp>
- Health Impact Assessment: Information and Insight for Policy, Health Impact Assessment Clearinghouse, Learning, and Information Center <http://www.hiaguide.org/>
- The Center of Excellence for Training and Research Translation (C-TRT) <http://www.center-trt.org/>

Additional Resources from AMCHP

- AMCHP-CDC Skills-building Suite: Evidence-based Practice: Moving along the Continuum from Selection to Sustainability
- Webinar trainings are available on the AMCHPs – series of 3 trainings
 - Available at <http://www.amchp.org/programsandtopics/WorkforceDevelopment/Pages/Course%20Resources.aspx>
 - Need to scroll down the webpage to find these training
 - Tools available: Organizational readiness checklist, strategy comparison tool, intervention comparison tools

What is an Action Plan?



- In some ways, an action plan is a "heroic" act: it helps us turn our dreams into a reality
- An action plan is a way to make sure your programs' vision is made concrete
- It describes the way your group will use its strategies to meet its objectives
- An action plan consists of a number of action steps or changes to be brought about in your community

Why develop an action plan?

- To lend **credibility** to your MCAH program. An action plan shows members of the community and stakeholders that your MCAH program is well ordered and dedicated to getting things done.
- To be sure you **do not overlook any details**
- To understand **what is and is not possible** for your MCAH program to accomplish
- For **efficiency**: to save time, energy, and resources in the long term
- For **accountability**: To increase the chances that people will do what needs to be done

The 5 Components of Each Action



A hand-drawn diagram of an 'ACTION PLAN' table. The title 'ACTION PLAN' is written in blue at the top. Below it is a table with four columns labeled 'WHO', 'WHAT', 'WHEN', and 'HOW' in red. The table has two empty rows below the headers.

WHO	WHAT	WHEN	HOW

What actions or changes will occur?
Goals & SMART (specific, measurable, achievable, realistic, time-bound) objectives

- **Who** will carry out the changes
- **When** will the actions take place, and for how long - which fiscal year(s)
- **What inputs** are needed to create change, including Who will carry out the changes and resources needed (i.e., money, staff, community partners)
- **Performance measures** – Process and outcome measures

Criteria of an Action Plan

- *Is the Action Plan as **complete as possible**?*
 - Does it list all the action steps or changes to be sought? Be as specific as possible, at least the first fiscal year
- *Is the Action Plan **clear**?*
 - Is it apparent who will do what by when?
- *Is the Action Plan **current**?*
 - Does the action plan reflect the current work?
- *Can you **use** your Action Plan(s) to guide your work?*
 - Revisit and revise your Action Plan over time and continue to make it more specific

Review of Action Plan Resources on CDPH MCAH Website

- Form for completing Action Plans on state MCAH website
<http://www.cdph.ca.gov/programs/mcah/Documents/MO-TitleV-DeliverableFormE-APTTemplate.docx>
- Guidelines for completing Action Plans
<http://www.cdph.ca.gov/programs/mcah/Documents/MO-MCAH-Action%20Plan%20guidelines.pdf>
- Sample Action Plans
<http://www.cdph.ca.gov/programs/mcah/Pages/SampleProblemAnalysesandFive-YearActionPlans.aspx>

Questions?



References

- <http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/identify-action-steps/main>
- MDCH-BSAAS Evidence-Based Workgroup. *Guidance Document: Selecting, Planning, and Implementing Evidence-Based Interventions for the Prevention of Substance Use Disorders*. (January 2012)
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