Module 3

Communities That Care

Ensuring High-Fidelity Implementation

Phase Five: Implementing and Evaluating the Community Action Plan

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Module 1 Overview

Module 2 Funding the Community Action Plan

Milestone: Implementers of new programs, policies and practices have the necessary skills, expertise and resources to implement with fidelity.

Module 3 Ensuring High-Fidelity Implementation

WE ARE HERE.

Milestone: Implementers of new programs, policies and practices have the necessary skills, expertise and resources to implement with fidelity.
Milestone: Implement new programs, policies and practices with fidelity.

Module 4 Evaluating Participant Outcomes

Milestone: Conduct program-level evaluations at least annually.
Milestone: Conduct community-level assessments at least every two years.

Module 5 Next Steps

Module 3 goal

To help ensure that programs, policies and practices in the Community Action Plan are implemented with fidelity.

Objectives

Participants will be able to:

1. Explain the elements of successful, high-fidelity implementation.
2. Develop implementation plans.
3. Identify methods of monitoring implementation for fidelity.

What is implementation fidelity?

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High-fidelity implementation means that:

- the target audience is reached
- all components of the program are delivered according to the original design
- the program is delivered at the intended dosage (duration, frequency).

Implementation fidelity is key to program success!

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Studies have found that:

- the effectiveness of any program is significantly increased when the program is implemented with fidelity
- some programs are **only** effective when implemented with a high degree of fidelity.

(Blueprints, 2001)

Adapting programs to local audience needs

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- Recruitment
- Scheduling
- Communication

Keys to successful implementation

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- Support of site administrators
- Qualified implementers who support the program
- Planning meetings and trainings
- A detailed implementation plan (who, what, where, when and how)
- Ongoing monitoring and technical assistance

Ensuring administrative support

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- Provide information about the program.
- Anticipate and address concerns.
- Obtain written commitment.

Selecting implementers

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Select implementers who:

- have the credentials prescribed by the program
- support the program approach
- are able to reach/communicate with target audience.

Ensure support of implementers

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- Involve implementers in the planning process.
- Provide implementers with clear information about the program.
- Train implementers to deliver the program.
- Consider a written participation agreement.

Purposes of pre-implementation meetings

- To educate stakeholders and build support for the program
- To negotiate implementation logistics
- To develop detailed implementation plans
- To obtain signed participation agreements

Implementer trainings

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Implementers should leave trainings with:

- a clear understanding of the program goals, rationale, desired outcomes, components and methods
- confidence that they have the skills and expertise to deliver the program effectively.

Planning for trainings

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Consider:

- timing
- location
- staff coverage requirements
- plans for training new implementers.

Implementation plans

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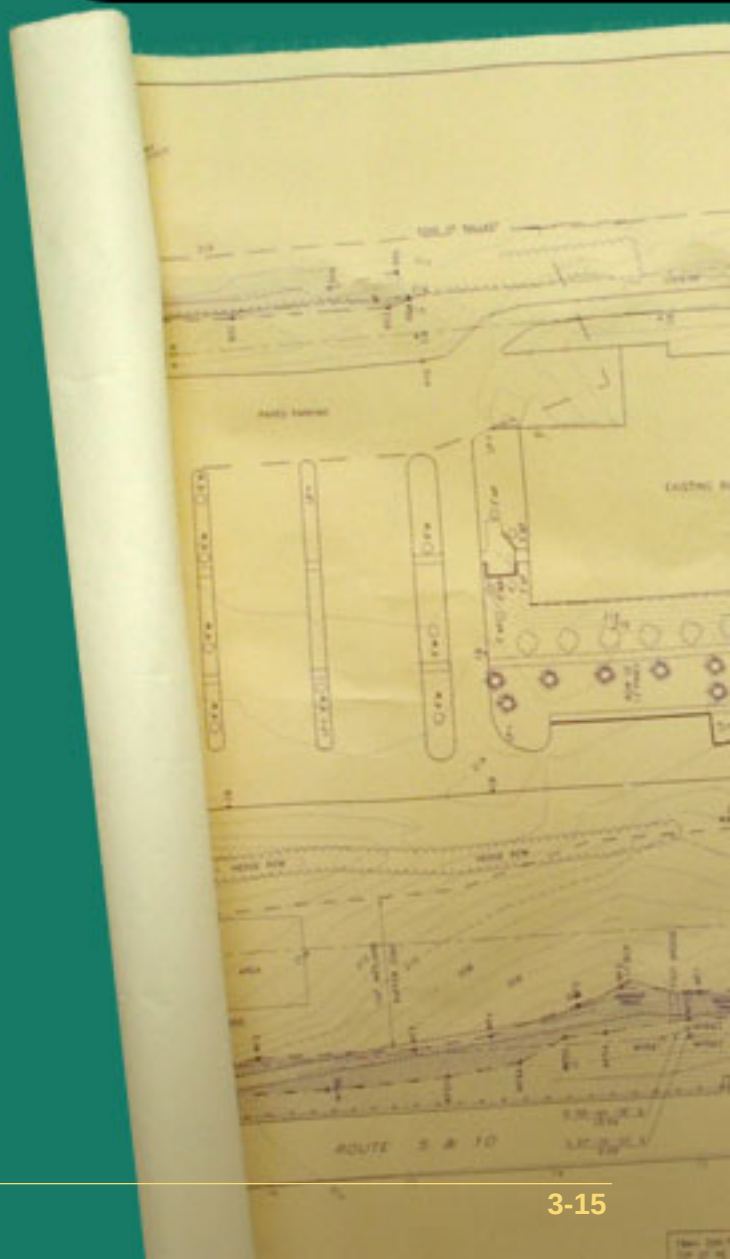
Include:

- target audience and expected number of participants
- plans for recruiting participants
- who the implementers are
- schedule for implementing all components.



Implementation and evaluation process

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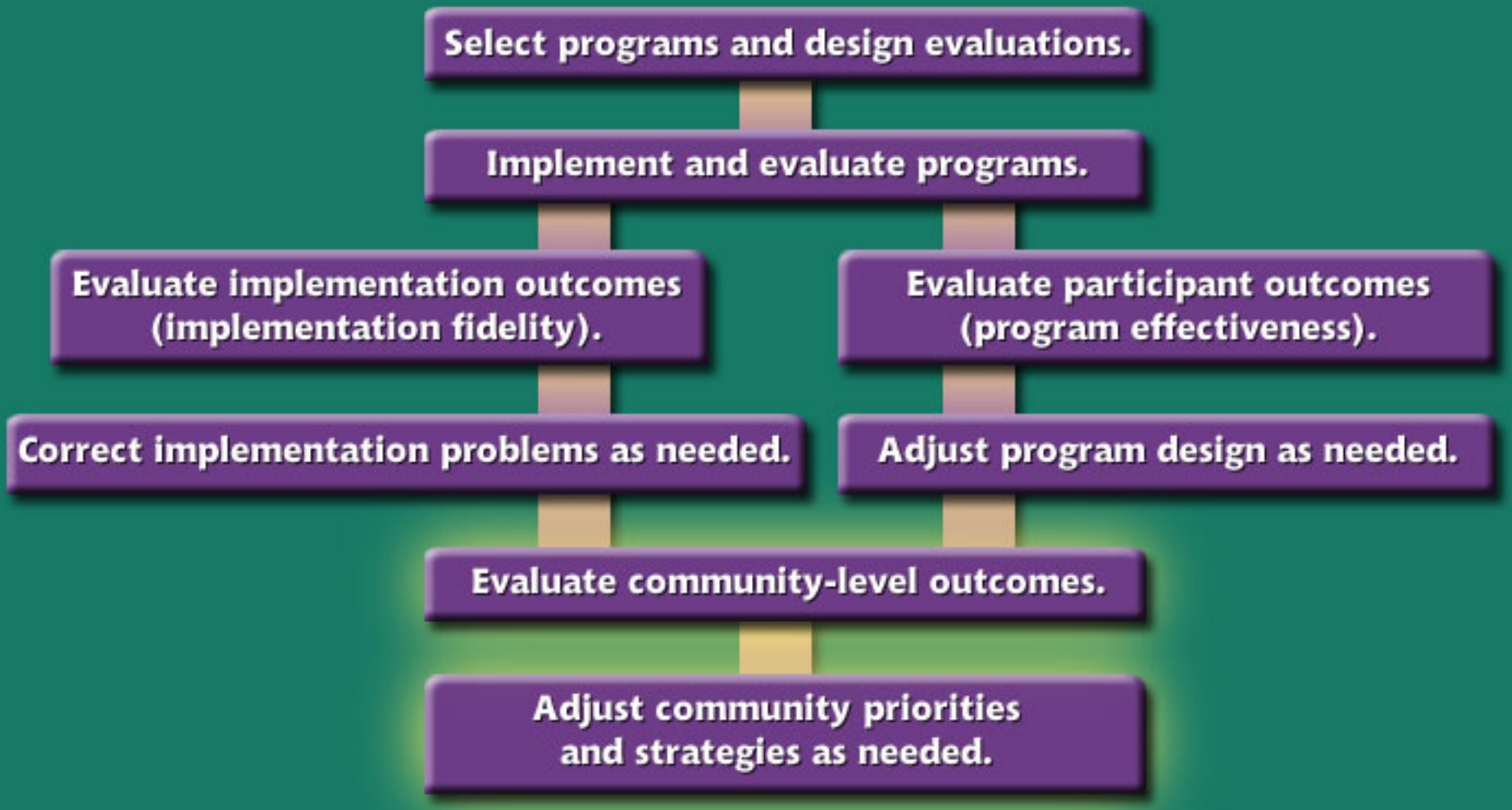

Why evaluate implementation?

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- To ensure that the program is implemented with fidelity to the original design.
- To identify and correct implementation problems.
- To fulfill requirements of funders.
- To provide “lessons learned” for future implementation efforts.
- To identify and celebrate early successes.

Possible implementation problems

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- The target audience is not participating in great enough numbers.
- The program components are not being delivered at the intended dosage.
- Program delivery methods are not being used.

Begin evaluating implementation *before* program delivery.

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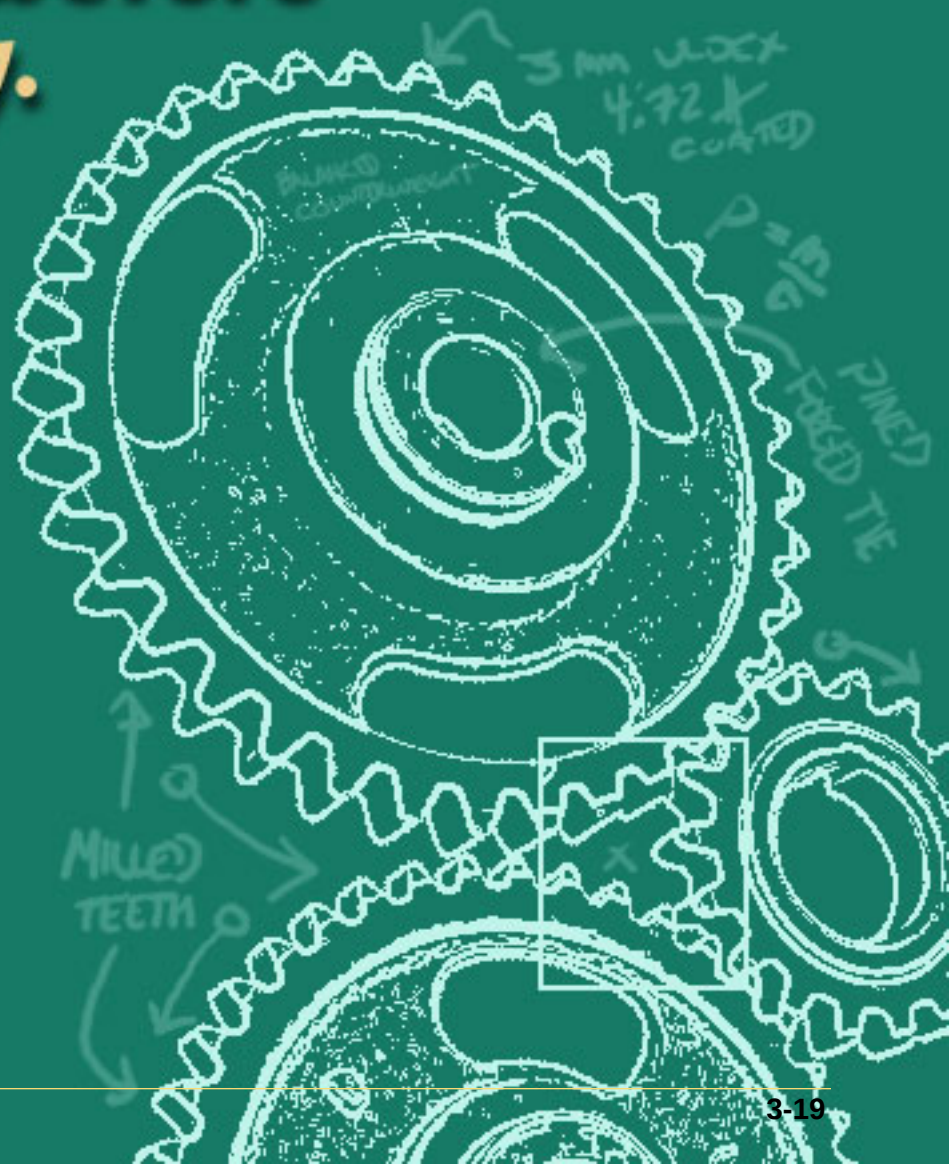
Monitor:

- planning meetings before implementation
- training of implementers
- program delivery.



Data-collection methods

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- Record keeping
- Observation
- Questionnaires
- Interviews/focus groups

Monitoring planning meetings

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- Who attended?
- Who facilitated?
- What topics were covered?
- What decisions were made?

Monitoring implementer training

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- Who attended the trainings?
- What was covered at the trainings?
- Did implementers leave trainings with the skills, confidence and motivation to deliver the program effectively?

Monitoring program delivery

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- How were participants recruited?
- How many members of the target audience participated?
- Was the program delivered at the correct dosage?
- Did implementers use methods prescribed in the program design?
- Did implementers communicate effectively with the target audience?

Designing an implementation evaluation

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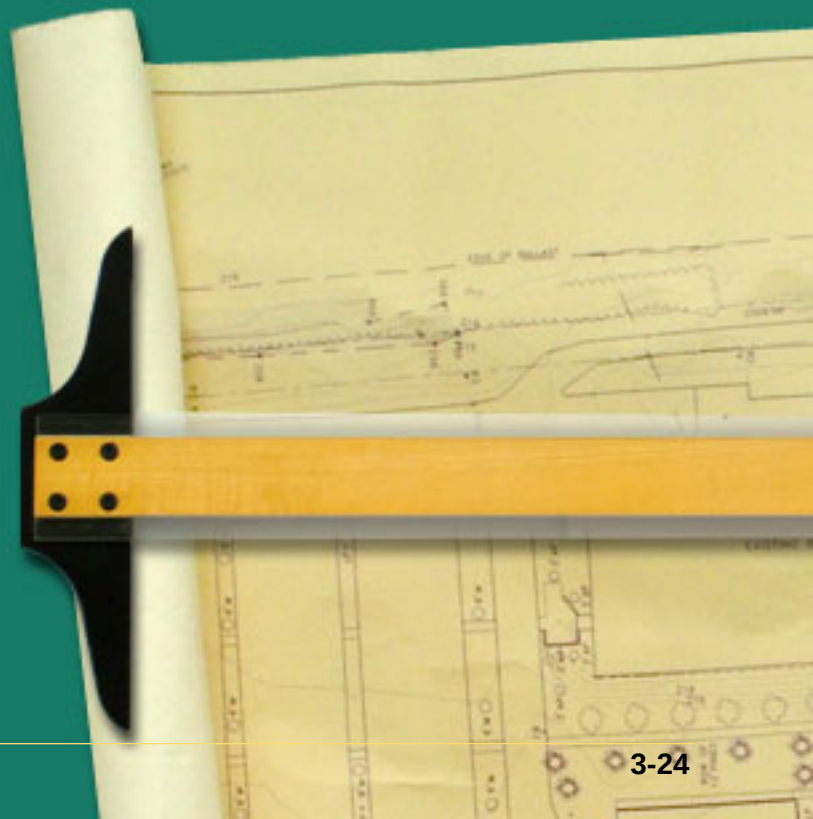
For each stage of implementation (planning, training, delivery), identify:

- major questions
- data-collection methods
- responsibilities
- a reporting schedule.



Next steps

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- Form implementation task forces.
- Schedule planning meetings and trainings.
- Develop implementation plans.
- Develop implementation evaluation plans.
- Develop implementation evaluation tools.

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Module 4 Evaluating Participant Outcomes

NEXT UP

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Module 5 Next Steps