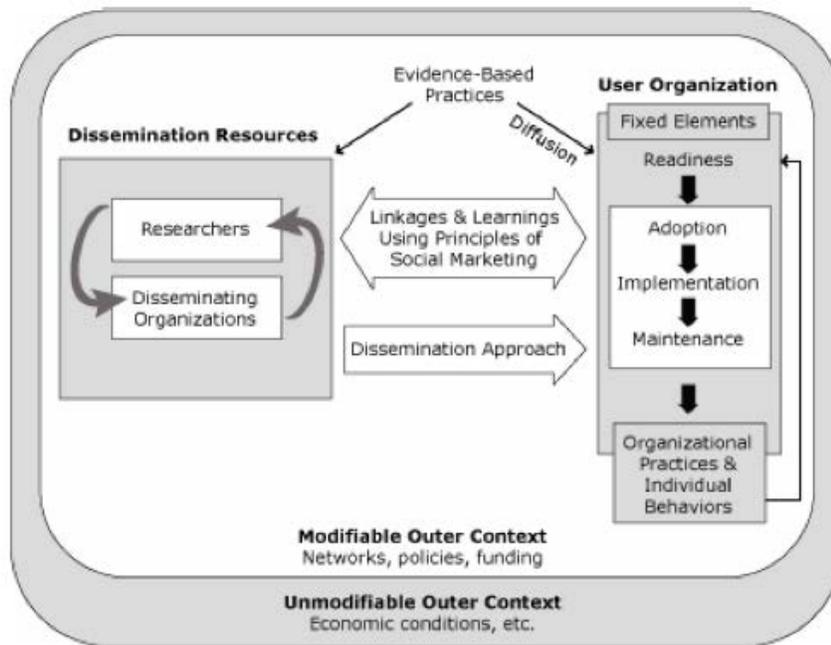


OAH TPP TIER 2 WORKSHOP

PACKAGING AND DISSEMINATION

Worksheet: Applying a Framework for Disseminating Evidence-based Health Promotion Practices



Framework Construct	Example: American Cancer Society Workplace Solutions	Tier 2 Assessment?
What is the evidence-based/evidence-informed practice?	Package of 15 evidence-based workplace health promotion practices to improve workers' cancer screening, nutrition, physical activity, tobacco cessation, and weight management.	
What is the disseminating organization? (i.e. the one to push the practice out the door.)	American Cancer Society (ACS) Great West Division: partner on original development and research; ACS National Home Office disseminator.	
Who are the end-users? What are their needs?	Employers.	



OAH TPP TIER 2 WORKSHOP

PACKAGING AND DISSEMINATION

<p>How do you learn from your partners? (Linkages and learnings: working with user organizations to refine practice and dissemination approach.)</p>	<ul style="list-style-type: none"> • Surveyed employers in target community of mid-sized employers in low-wage industries to assess their needs and resources. • Interviewed ACS staff members to assess their readiness and training needs to support employers using ACS WPS. 	
<p>What is your dissemination approach?</p>	<p>ACS staff act as change agents to disseminate to employers across the U.S.</p>	
<p>What types of policy supports do you have? What do you need? Within your own organization? Outside your organization? (Modifiable context: Policy Supports.)</p>	<ul style="list-style-type: none"> • Worked to pass state laws that mandate workshop no smoking policies as recommended by ACS WPS • Worked to pass state-level legislative mandates for insurance for colorectal cancer screening as recommended by ACS WPS. 	
<p>What types of funding supports do you have? What do you needs? (Modifiable context: Funding Supports.)</p>	<ul style="list-style-type: none"> • Worked to increase state-level funding for tobacco-cessation quit programs for low income uninsured workers. • Combined ACS WPS with another ACS workplace practice supported by state gov'ts in CO, NM, WA. 	



OAH TPP TIER 2 WORKSHOP

PACKAGING AND DISSEMINATION

What are your dissemination results? How will you communicate them? How do you collect them?	<ul style="list-style-type: none">As of 2010, 1,385 employers had participated in ACS WPS, reaching more than 2.5 million workers.	
How do you assess readiness of user organizations?	Develop readiness assessments that disseminators can use to channel resources to user organizations most likely to take advantage of them.	
How do you balance fidelity, reinvention, and tailoring to local needs? Adaptations?	Identify core elements of the practice that must be implemented with fidelity to ensure effectiveness and modifiable elements of the practice that can be reinvented to fit local needs and context.	
What tools are in place for monitoring and evaluating the program? What about for the implementers? How do you collect evidence? How will you communicate it?	Help develop monitoring and evaluation tools. Use qualitative and quantitative research to ensure that approaches are appropriate for their intended organizational and individual audiences.	