

April 3, 2014

Thank you Nicole, I appreciate the invitation to participate for one, but also your warm welcome and I want to say good afternoon to all of you again, it's wonderful to see you all here, it's nice to see old faces and faces that I haven't, and people that I haven't talked to in a while, but it's also nice to meet some new people as well, so I am really happy that you all are here. Nicole has provided an excellent overview of what brought us to this point and this place and time and through this workshop and the time that we are together, we want to assist you as we bring you to look at the process, we hope to assist you in the process of packaging and disseminating your programs. OAH does not claim to be the experts in packaging and disseminating, but we have learned, as Nicole mentioned, over the past three years in working with developers and we've become more and more educated over that time and we want to be able to share that information with you over the next day and a half so that you are ready to go back to your homes and your communities and think about all the things that we've discussed here including the wonderful guidance and directions that Paul has provided, but in addition, we've also, you will have an opportunity to listen to two developers, Joe as well as Susan tomorrow to talk to you about their experiences, they do come with the expertise that may be OAH does not have, but we have learned a lot of lessons and so we look forward to this time together. Okay, all right, so I'm going to take you back for a moment and refresh your memory a little bit about what was in the funding opportunity announcement and kind of what brought us to this process and there were four key goals that were identified in there. One was packaging your program and during our workshop, we will provide you more details and information will be presented in a variety of different words in terms of discussions and presentations, but a lot of hands-on information as well giving you an opportunity to in fact look at some packaging that has been developed and we look forward to that session during this workshop. The other is to be implementation-ready and I think Nicole kind of touched upon that and it's very important to be

able to help you be implementation-ready. As you all are expected to ensure that your programs are implementation-ready, so what does that really mean? As Nicole noted, this is an area that OAH struggled with in the very, very beginning when HHS announced the 28 evidence-based programs and you would have been surprised to see, as Nicole mentioned, that these programs were from one end of the spectrum to the other in terms of their implementation readiness and so it was a real hurdle for OAH to try to jump to get these programs implementation-ready for those Tier I grantees, but in some cases, some of you all have taken an evidence-based program and are modifying it and adapting it to may be a different population, to a different environment, so we want to make sure that you are ready to implement that program as you've developed it. Another is replication readiness, ask yourself, can an organization take your program and implement it the way that you have designed it, I mean, that's really key because I think Paul mentioned the fact that how important that is for them to be able to replicate that program that you have now changed and developed. There was a comment earlier about the fear, I think Jennifer, correct, Jennifer made the comment about how can we be assured that they are going to take this program down the line and truly implement it the way that you've designed it and so we need to look at that as well and then, of course, your evaluation results and these are kind of truthful, it's not only in terms of the rigorous evaluation that all of you are involved in, but it's also the abilities for some of the organizations that will take your program to evaluate themselves in the implementation of your program the way that it was designed, so this is what was in the funding announcement, so I will kind of read it verbatim and I know that you all remember this particular statement that was in there even though it was three years ago, I know that you constantly go back and review it and that is, that successful applicants will document an intervention with sufficient detail that it could be rigorously evaluated and for possible future replication and dissemination, that was the statement and we hold true to that, our hope is that we will make you and help you, not make you, but help you be ready to package your program and to disseminate and disseminate it as you saw the, kind of

the flow that Paul talked about as to where, that might be for you. We are not here to say that you have to be at a specific place within those three strategies or those three (inaudible) and that is for you to decide, but our hope is that we can take you there to help you make those decisions, so what does this statement include, it includes identifying the evidence or reach the reach base for the proposed intervention, it is about documenting new intervention in a logic model and identifying core components when such components exist. It is also about documenting significant adaptations in testing modifications to an existing evidence-based model. If you remember, the initial goal here was that you pilot test you programs and there was a reason for us to do that. We wanted you to be able to take a look at your program, pilot it, see what adaptations you needed to continue to make or what changes you needed to make and then begin your full implementation and finally about documenting the program or the curriculum in a manual including staff training and materials, so these are some of the things that we will continue to help you with and again this is what was in the FOA originally and I will get to in a minute talking a little bit more about where we are today. But, this also includes documenting any changes that are made for quality improvement based upon piloting, documenting any adjustments made throughout the program implementation period and including a plan for the development and dissemination of the intervention findings including publications or in peer review journals and I know many of you have already started to that. You have some data, it's not totally where you want it to be, but some of you have already started to do some of that, you've done some presentations to school boards or to local community leaders about the data that is coming out of your program and that's absolutely fantastic, but grantees are also expected or applicants were also expected to describe in detail their implementation plan and if you remember, we ask that you provide that to use each and every year to develop a manual that outlines the curriculum or intervention, instructions on the delivery during the funding grant period and to monitor and document ongoing program implementation to facilitate potential future implementation or replication, so some of the

expectations around packaging of your program and we've talked a little bit about, you know, where we have been and where were kind of leading you, but where are we today, so the goal is to ensure that your program is packaged to be implementation-ready. It is critical that all programs have all the necessary components to be effectively implemented. At minimum, programs should include the following components; evidence of effectiveness, this would be a description of evidence supporting the process, supporting the program's effectiveness including any evaluation results that you might have and by the way, I forgot to mention this because I do see some of you writing down, this particular guidance was sent out back in September, I believe of this year to all project directors and in fact, I think a copy of that letter is included in your packet, so you certainly refer to that. Another component would be the core components and these are the program's characteristics related to achieving your program outcomes and they are kind of threefold as we look at them. They would be the content and that is specifically what is being taught, it is the pedagogy and that is how is the content taught and thirdly, is the implementation and looking very critically at the environment in which your program should be implemented, it could be schools or it could be through community-based organizations, again, I refer to Paul's presentation about the different levels in which you can present your program, but it also takes on a different format as well in terms of looking at what venues in which you might present your program. I was talking to somebody earlier today in terms of how things have changed over time and that programs are no longer just implemented for example in the classroom setting, but to reach today's kids, we have to reach them where they are at and they are at that communication level in terms of working on the Internet and it never ceases to amaze me how we have to reach them in different ways and I go back to, when I was a teacher many, many years ago and was traditionally in the classroom setting, but we need to approach it differently in these days. Another component would be a logic model and the theory behind your program, this describes the connections between the resources and the activities and the outcomes, both short- and

long-term. We want to be able to and you want to be able to give those who are going to be using your programs that particular design and give them that theory and take them through that progression. We want to have information on how the program was implemented by you, this is important so that others interested in replicating your program understand what is required for them to be successful. Again, the idea here is that you want them to replicate your program with fidelity. A facilitator's guide should be included and an overview of the program, details and instructions of how to implement the program and any tips or best practices that you've identified. Also, the curriculum itself, the curriculum should include all lessons and supplemental materials including videos, brochures, fact sheets, posters, anything that you have developed that is part of that program. Training materials; you should include all the necessary materials used to train staff who will implement the program and training can be again implemented in a variety of different formats. In addition to training staff, one thing one needs to consider as well is, how will you be training or providing technical assistance to others in that other (inaudible), if you are not the one who is implementing the program or even at the far end of the spectrum, is how is training going to be provided to those folks once you've disseminated your programs (inaudible) and these are not listed there, but I am taking advantage of the fact Paul brought these up, these are some of the things that you need to consider and that we all need to talk about. Tools for monitoring, for monitoring fidelity, you know, we take very strong rigors with your counterparts on the other side that we provide funding for, that's our Tier I grantees about implementation with fidelity and all the observations that have to be done, but I know that you do as well as you do your evaluations, but you also need to stress those and as you package your programs and they are disseminated to folks that they understand that those rigors need to be implemented as well and then evaluation and this could be optional, I am a firm believer and I've become more a firm believer over the years about evaluation. I am from the generation where at the state level we got funding, we went out and we did a program over here and then the funding ended and we

moved on to some place else and we forgot about those folks, but we (inaudible) to tell some other folks about what they should do and what they were doing wrong and we never evaluated anything, but over the years, as I said, I've become more and more knowledgeable and I appreciate the evaluation piece more than I ever have before and, so, in looking at packaging and disseminating your program, another area that we do want to consider is offering them or some of the resource that you have done and the evaluation tools that you might have developed that will help them because this also impacts quality improvement as they begin to assess their efforts. Again, there will be more about these components but also there are many, many other components that you may bring to the table and want to share with your colleagues here and with us as we begin to think about all the things that are involved in packaging your program and couple of things here is again and I've stressed a lot of, about the components and where we were before and where we are today, but talking and we are going to talk a lot more over the next day and a half about packaging your program more so than about the second point that's up there which is the dissemination of your evaluation findings. I do want to mention how important those are and we would not have taken the steps of having you do rigorous evaluation if they were not critical and certainly, our hope is that you will share all of your findings in a variety of different ways that could be through presentations or the development of, let's call books for the lack of the right word and I don't mean books in the sense of books, but being able to provide key leaders in the community and at the state level about some of your results, but it's also about publication and peer review journals as well and so I encourage you to begin looking at those, but, again, the key aspect of bringing you here today is to focus really on the packaging of your program and disseminating of your program, not necessarily your rigorous evaluation that is happening, so what I like to do now is kind of turn it back over to you and to see if there are any questions that you might have for me or any of my colleagues, the project officers who are here that work with you on a regular basis about some of the things that we have brought up or that we have talked about, but keeping in mind that this

would just kind of, an overview of where we, what we ask you to do originally in the funding opportunity announcement and where we hope to take you over the next day and a half, but I certainly want to offer you an opportunity to ask some questions. I will close that, let me just open it up for any questions that you might have.