

Tips, Tricks and Lessons Learned from Program Developers

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Background

- A large number of evidence based interventions currently exist
- Yet, many interventions are not widely disseminated
- How do we disseminate interventions with evidence to a wider audience?

Program Developers Workgroup

- Began in 2012 to help address the “How” question
- Interviewed program developers with a standard set of questions, such as:
 - “What was the first step you took in disseminating the model?”
 - “Did you have a business plan?”
 - “How is the model disseminated now?”
- Summarized interviews by identifying key themes and pathways

Findings

- Dissemination is not easy
- Not one simple pathway or step by step process

Questions Developers Face When Deciding What Dissemination Avenue to Take

- Has the program been empirically tested?
- Has the program been replicated?
- Is there a demand for my program?
- How involved do I, as the program developer, want to be in the dissemination process?
- Do I have the infrastructure to support dissemination?

Dissemination Strategies and Pathways

I have a program that I want to disseminate....now what?!?!



Do I want to.....



Start Small



Disseminate on
a larger scale

I have a program that I want to disseminate....now what?!?!



Start Small



**Focus on Program
Replication**



**Work on Increasing
the Program's
visibility**

Program Replication

- If you don't feel there is enough evidence behind your program, you can work on further replicating your program
- Replicate your program with a slightly different population
- Consider seeking funding from either government grants or from foundations

Increase the Program's Visibility

- If there is not a demand for the program, consider focus on increasing the visibility of your program
 - Present at conferences or workshops
 - Publish in high-impact journals
 - Work on getting media attention

I have a program that I want to disseminate on a larger scale....but how?!?!



**Decide about
your level of
involvement**



**Build up the
Infrastructure**



**Think about
copyright
issues**

Decide about your Level of Involvement

- Do you want to be the one doing the disseminating?
- Would you prefer to hand the program over to someone else?
 - E.g., An intermediary organization

Building a Larger Program Infrastructure

- Adequate infrastructure is needed to help make dissemination easier
- As part of this, consider creating a business plan
- Form collaborative partnerships with other institutions
 - Ex: With our universities or with other community organizations
- Seek federal funding to help build the infrastructure
 - Ex: SBIR; NIH P30

How to Handle Copyright

- Think about if you want to copyright your program
- Various ways to copyright the program:
 - You maintain the copyright
 - Have your organization/university house the copyright
 - Give the copyright to an intermediary organization

What way do I want to use to disseminate on a larger scale?



Start a non-profit



Start a for-profit



Team up with an interested organization

Other Important Considerations when Disseminating a Program

- Are you open to the program being adapted?
 - If so, how involved do you want to be in those adaptations?
- Is there a program fidelity monitoring tool?
 - How will it be ensured that those implementing the program are doing so with fidelity?
- Do I have a logic model?
 - Is it clearly articulated? Is it written in an easily understood fashion?
 - Do I understand what outcomes are expected to be impacted by the intervention?

Thank you!

Questions?