Tips, Tricks and Lessons Learned from Program Developers

Kathleen McCoy
SRCD/AAAS Fellow
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?!?!

Focus on Program Replication

Start Small

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?