Implementing Evidence-based and Promising Programs and Practices

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My Baby & Me
Level 2, Healthy Start

Strengthening Healthy Start Program Impacts
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implementation science

The scientific study of the process of moving new practices such as EBPs into routine, real-world care settings to improve targeted outcomes and close the science to service gap

(adapted from Proctor et al, 2009)
Growth of Implementation Science

- New peer-reviewed publications: “Implementation Science”
- Increased NIH funding for dissemination and implementation (D & I) Research
- Institute-level initiatives (e.g., NCI Advanced Topics in Implementation Science webinars; D & I Research Centers)
- Emergence of new organizations (e.g., National Implementation Research Network –NIRN, Frank Porter Graham Childcare Institute, UNC, Chapel Hill)
- Proliferation of conferences:
  - Global Implementation Conference;
  - NIH D & I Conferences
  - ACF, HRSA, Children’s Bureau topical meetings and conferences
Closing the Science–to–Service Gap in Maternal and Child Health...

- **Affordable Care Act: MIECHV Initiative**
  - National RCT; HRSA, ACF and national evaluation subcontractors
  - Build the evidence based for evidence–based HV models
  - Develop the evidence based for promising home–visiting models

- **Strong Start for Mothers and Newborns**
  - Center for Medicare & Medicaid Innovation – (HRSA/ACF)
  - Strengthen the evidence based for 3 pre–natal care models (Centering Care; Birth Centers; Maternity Care Homes)

- **Healthy Start**
  - HRSA–led initiative
  - Fosters the use of evidence–based and promising programs, models and practices to eliminate perinatal disparities at the individual (Level 1), community (Level 2) and regional levels (Level 3)
Importance of EBPs to Healthy Start
- Align practice with evidence
- Secure $$$
- Measure effectiveness

Implementation Challenges when using EBPs
- Data burden
- In–flexibility (e.g., caseload requirements)
- Fit (e.g., rural settings and drive time)
Useful tips and resources
- Adopt EBPS that allow for some tailoring/adaptation (Family Spirit)
- Identify methods and resources to reduce data burden

Other Concerns and Questions
- Risk-based re-alignment/ EBPs and HS caseload
- Embed ‘best practices’ curriculum tools (e.g., Partners for Healthy Baby)
- … and more to come from work group
Research Questions:

What factors explain the adoption of EBPs and PPs by BHOs in Ohio?

What factors affect the successful implementation and sustained use of these practices?
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Metaphors from Implementation Science

CLIFFNotes

IDARP

Illustrations
IDARP in Four Acts

Adoption Decision  Climate for Implementation De-Adoption  Assimilation: Sustained Use

1\textsuperscript{st} Contact  2\textsuperscript{nd} Contact  3\textsuperscript{rd} Contact  4\textsuperscript{th} Contact

2001  2002  2003  2004  2005  2006  2007  2008  2009

Kickoff of ODMH system initiative
Launch Metaphor

Initial conditions ... prior to and at takeoff... have important implications for the success of efforts to implement EBPs in real-world settings.
Factors from earlier stages impact success

INITIATION
Volition

Decision
Risk

IMPLEMENTATION
Accuracy

Effectiveness
Sustainability

Time

Panzano and Roth, 2006
The Russian Doll Metaphor

Factors at multiple levels impact the success of efforts to implement innovations such as EBPs in real-world settings.
Network
- TMT support
- Access to TA
- Value Match

Organization
- TMT support
- Access to TA
- Value Match

Program/Team
- Efficacy
- Commitment

Individual:
- Express doubt

System
- External Influence
- External support

Evidence-based or promising practice

- Fidelity
- Effectiveness
- Continued Use

Panzano et al, 2005; Massati et al, 2009)
Efforts to implement EBPs and PPs will rise and fall depending on how soundly they’re managed.
Climate for Implementation

Program or Practice Specific!!!

- Top management support
- Goal Clarity
- Dedicated resources
- Access to training & TA
- Rewards/recognition for implementing
- Removal of obstacles
- Performance monitoring
- Freedom to express doubts

Panzano et al, 2012
If the Glove Fits Metaphor

The strategic fit of an EBP with organizational goals is an important ‘driver’ of sustained use.
Strategic Fit: Drives Sustained Use

Strategic Fit → Climate → Fidelity → Impact → Assimilation/Sustained Use

Panzano et al, 2012
My Baby & Me

Organization

Network

System

Program/Team Level

Individual Level

Providers

Participants

CAN, Program Model, Core Model Elements

Level 1 and Level 2 Implementation and Innovation Effectiveness Measures
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**fidelity**

The degree to which programs with known dimensions such as EBPs are delivered or used as designed and tested (e.g., Century, 2010).

**adaptation**

Modifications or changes made to a program with known dimensions, or the context in which it’s offered, to make it more suitable and functional to a new or special situation, group or application (e.g., cultural competency) (e.g., Gonzales, Panzano, Aarons, & Hoagwood, 2009).
Dilemma

- Change the context to fit the practice?
- Change the practice to fit the context?