



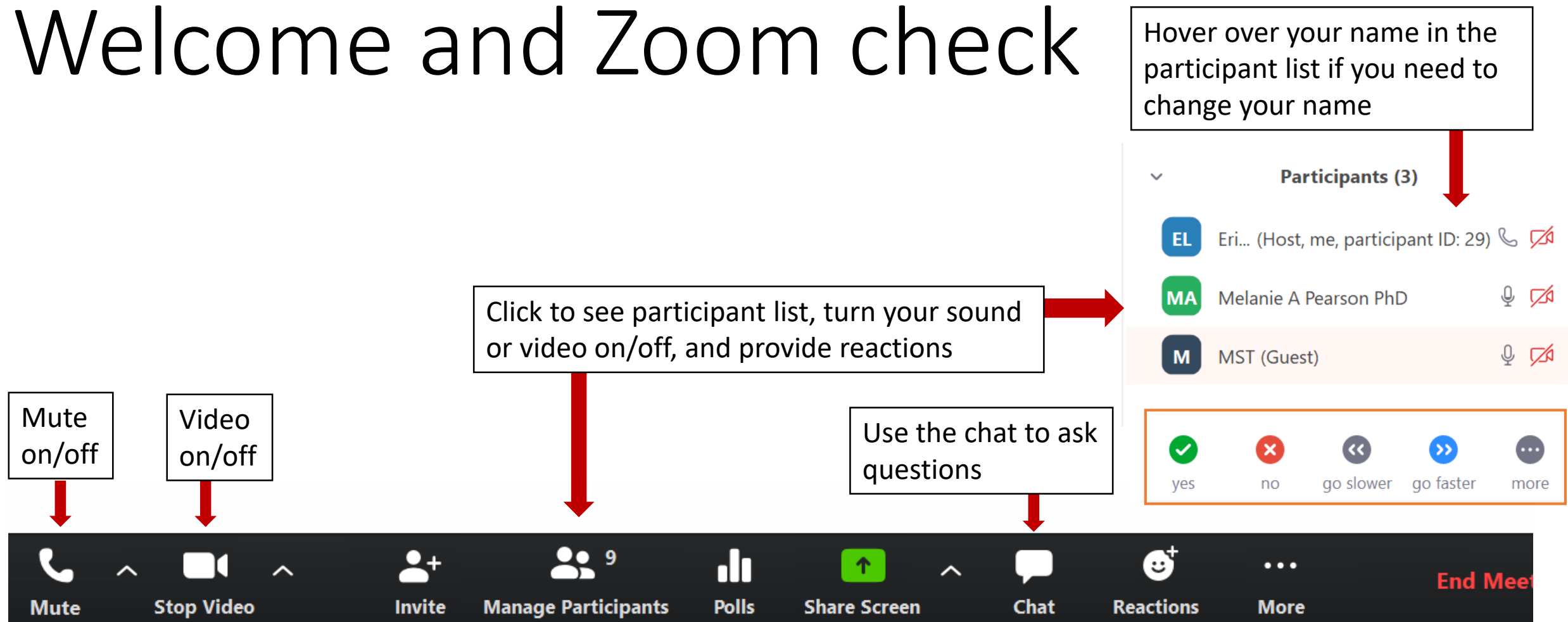
# Program Planning Part 2

## Emory Prevention Research Center



Emory Prevention  
Research Center

# Welcome and Zoom check



# Welcome and Presenter Introductions



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Lead Public Health Program Associate, Rollins School of Public Health



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# Poll introduction

- What type of organization do you represent?
- Have you used an evidence-based program or practice before?
- Chat/Discussion: What are the reasons you want to learn about program planning?



# Emory Prevention Research Center (EPRC)

- EPRC is one of 25 prevention research centers that conducts research on public health interventions focused on prevention
- It is based at the Rollins School of Public Health under the leadership of Dr. Michelle Kegler
- Our core research is to disseminate a healthy eating intervention among residents in Georgia through the 2-1-1 networks
- Website: <http://web1.sph.emory.edu/eprc/>



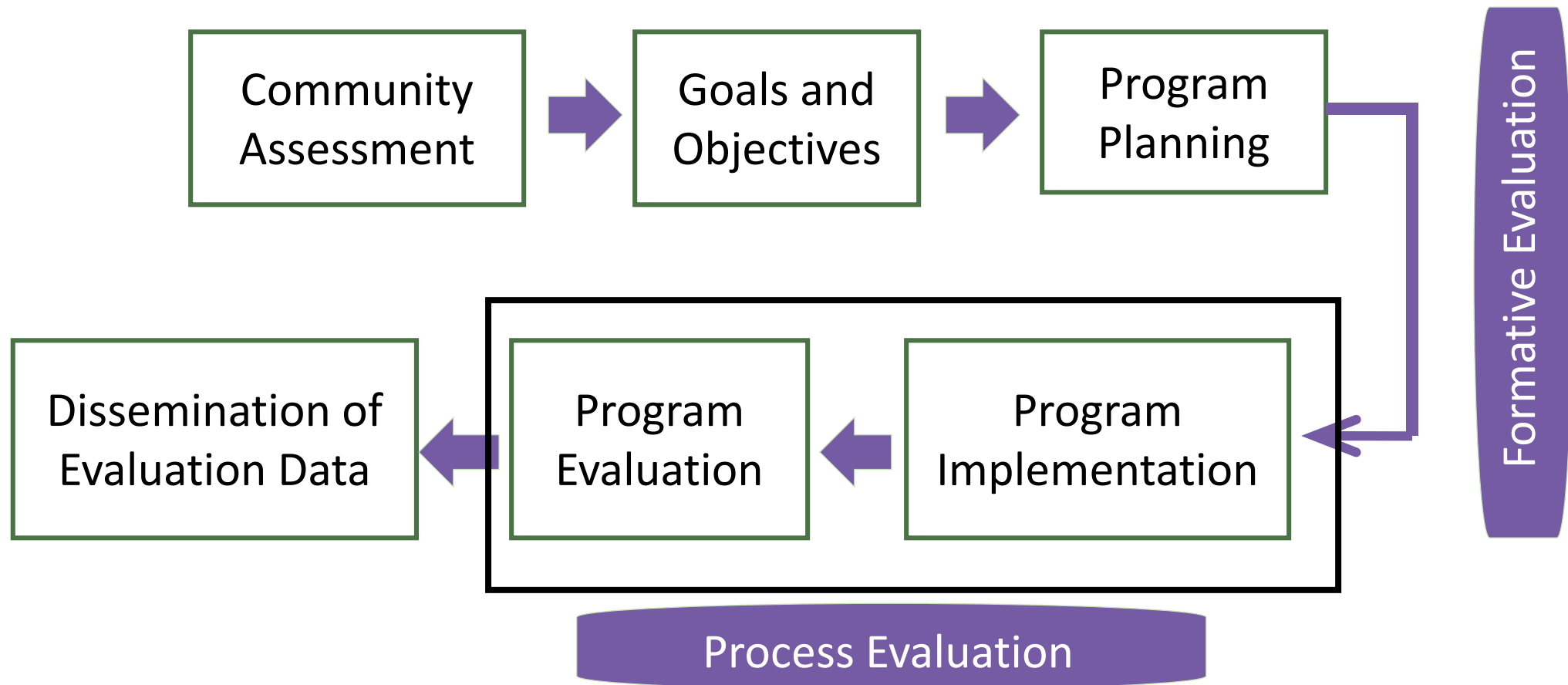


# Learning Objectives

1. Find evidence-based interventions and strategies
2. Apply theory and evidence-based strategies into your program design
3. Create a logic model of the program for planning and evaluation
4. Develop a program workplan



# Program Planning Model



# Poll

- Have you ever searched for evidence-based programs?
- If you have, where you have gone? (Type in chat box)



# Where do you go to find evidence-based interventions (EBIs) or strategies?

- Community Guide
- Cochrane Database
- What Works for Health
- SAMHSA Evidence-Based Practices Resource Center
- Evidence-Based Cancer Control Programs (EBCCP) formerly RTIPs
- Journal articles (via PubMed, Google Scholar)
- My colleagues
- Other



# EBIs are disseminated in three formats

- Systematic review recommendations
- Packaged programs
- Journal articles reporting on intervention studies



# Where to find packaged interventions





# Evidence-based Cancer Control Programs (EBCCP)

<https://ebccp.cancercontrol.cancer.gov/index.do>



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# Applying effectiveness and implementation criteria

<https://ebccp.cancercontrol.cancer.gov/index.do>

The screenshot shows a web browser window displaying the National Cancer Institute (NIH) Evidence-Based Cancer Control Programs (EBCCP) website. The browser's address bar shows the URL <https://ebccp.cancercontrol.cancer.gov/index.do>. The website header features the NIH logo and the text "NATIONAL CANCER INSTITUTE". Below this, a teal banner reads "Evidence-Based Cancer Control Programs (EBCCP)". A navigation bar contains links for "HOME", "SEARCH FOR PROGRAMS", "PROGRAM AREAS", "HELP & RESOURCES", and "ABOUT", along with a search bar labeled "Search All EBCCP". Social media icons for print, email, Facebook, and Twitter are visible. The main content area has a large graphic with the text "Transforming Research into Community and Clinical Practice" and a description: "The EBCCP (formerly RTIPs) website is a searchable database of evidence-based cancer control programs and is designed". The Windows taskbar at the bottom shows the search bar, taskbar icons, and system tray with the date 12/17/2020 and time 2:52 PM.



# Search Function

https://ebccp.cancercontrol.cancer.gov/searchResults.do

## Evidence-Based Programs Listing

Enter text to search the table ...

Showing 1 to 10 of 202 programs

[Export to Excel](#) [Print](#)

Filters Active - 0 [Clear All](#)

**Program Area**

- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Diet/Nutrition
- HPV Vaccination
- Informed Decision Making

**Population Focus**

**Delivery Location**

**Community Type**

**Age**

**Sex**

**Race/Ethnicity**

**Materials**

Program Title & Description	Program Area	Population Focus	Delivery Location	Community Type	Age	Sex
1-2-3 Pap: Easy Steps to Prevent Cervical Cancer	HPV Vaccination		Clinical, Home, Other Settings, School (K-College)	Rural	19-39 years	Female
5 A Day Peer Education Program	Diet/Nutrition	Employees	Workplace		19-39 years, 40-65 years	Female, Male
5-a-Day Power Plus	Diet/Nutrition, Obesity	School Children	School (K-College)		0-10 years	Female, Male
A Self-Help Intervention for African American Smokers	Tobacco Control	Current Smokers	Home		19-39 years, 40-65 years, 65+ years	Female, Male
A Smoking Prevention Interactive Experience (ASPIRE)	Tobacco Control	School Children	School (K-College)	Rural, Suburban, Urban/Inner City	11-18 years	Female, Male
A Su Salud en Acción	Cervical Cancer Screening	Medically Underserved	Other Settings	Urban/Inner City	19-39 years, 40-65 years, 65+ years	Female
Aerobic Exercise Versus Spinal Flexibility + Aerobic Exercise for Sedentary & Functionally Limited Adults	Physical Activity	Sedentary Individuals	Other Settings		65+ years	Female, Male
Against Colorectal Cancer in Our Neighborhoods (ACCION)	Colorectal Cancer Screening	Medically Underserved	Clinical, Other Settings, Religious establishments,	Rural, Urban/Inner City	40-65 years, 65+ years	Female, Male

Type here to search

1:00 PM 8/9/2021





# Flu-FIT and Flu-FOBT Program

## PROGRAM SYNOPSIS

Designed to increase colorectal cancer screening (CRC) among adults, this intervention allows health care providers to promote screening to patients at the time of their annual flu vaccine, offering a fecal occult blood test (FOBT) kit, instructions, and a return envelope. The studies showed increased completion of CRC screening.

## PROGRAM HIGHLIGHTS

**Purpose:** Designed to increase colorectal cancer screening among adults. (2009)

**Age:** 40-65 years (Adults), 65+ years (Older Adults)

**Sex:** Female, Male

**Race/Ethnicity:** Alaskan Native, American Indian, Asian, Black - not of Hispanic or Latino origin, Hispanic or Latino, Pacific Islander, White - not of Hispanic or Latino origin

**Program Focus:** Awareness building and Behavior Modification

**Population Focus:** *This information is not available.*





### ? EBCCP Scores

? Research Integrity



? Intervention Impact



? Dissemination  
Capability



(1.0 = low 5.0 = high)

This program has been rated by external peer reviewers.

[Learn more about the ratings](#)

### ? RE-AIM Scores

? Reach

86.7%

? Effectiveness

66.7%

? Adoption

82.2%

? Implementation

71.4%

This program has been evaluated on criteria from the RE-AIM [framework](#), which helps translate research into action.

[Learn more about the ratings](#)







**Population Focus:** *This information is not available.*

**Program Area:** Colorectal Cancer Screening

**Delivery Location:** Clinical

**Community Type:** Suburban, Urban/Inner City

### Program Materials



Preview and order the materials from the developer

View

### Program Developer



Contact Program Developer

Contact

### Featured Profile



Learn more about this program and the developer who created it

Learn More

#### ? EBCCP Scores

? Research Integrity

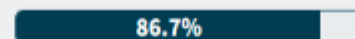


4.7

#### ? RE-AIM Scores

? Reach

86.7%





The Community Guide

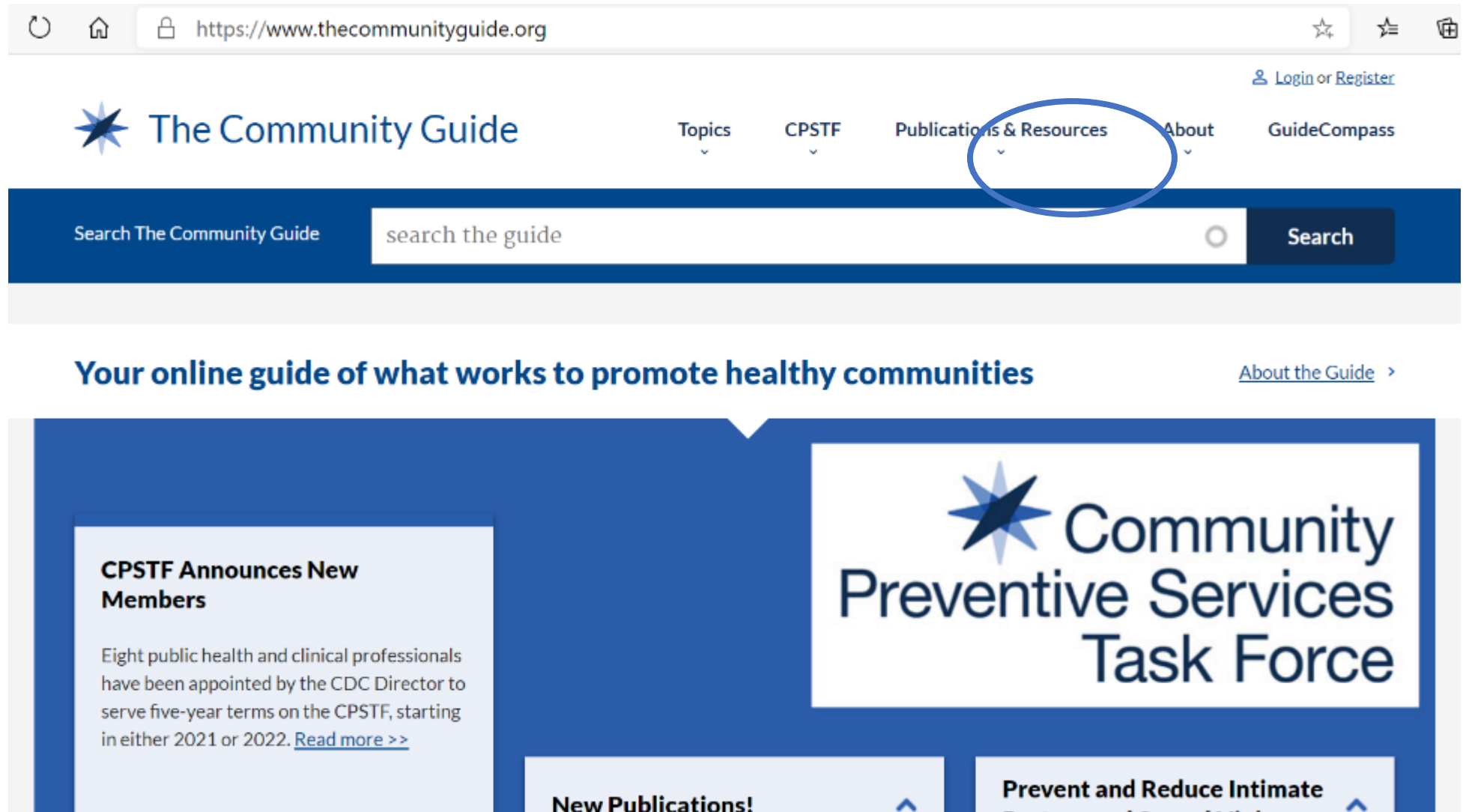
# Community Guide to Preventive Services

<https://www.thecommunityguide.org/>



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# Applying effectiveness criteria (<https://www.thecommunityguide.org/>)



The screenshot shows the homepage of The Community Guide website. The browser address bar displays <https://www.thecommunityguide.org>. The site's logo, a blue star, is followed by the text "The Community Guide". Navigation links include "Topics", "CPSTF", "Publications & Resources" (which is circled in blue), "About", and "GuideCompass". A "Login or Register" link is in the top right. A search bar with the placeholder "search the guide" and a "Search" button is located below the navigation. The main heading reads "Your online guide of what works to promote healthy communities" with a link to "About the Guide". The content area features a blue background with white text boxes. One box is titled "CPSTF Announces New Members" and contains text about CDC appointments with a "Read more >>" link. Another box is titled "Community Preventive Services Task Force". At the bottom, there are buttons for "New Publications!" and "Prevent and Reduce Intimate".

<https://www.thecommunityguide.org>

Login or Register

The Community Guide

Topics CPSTF Publications & Resources About GuideCompass

Search The Community Guide search the guide Search

Your online guide of what works to promote healthy communities [About the Guide >](#)

**CPSTF Announces New Members**

Eight public health and clinical professionals have been appointed by the CDC Director to serve five-year terms on the CPSTF, starting in either 2021 or 2022. [Read more >>](#)

**Community Preventive Services Task Force**

**New Publications!**

**Prevent and Reduce Intimate**



rapidly evolving situation. When working in different community settings, follow [CDC guidance](#) to help prevent the spread of COVID-19. Visit [www.cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) for the latest public health information.

[Login](#) or [Register](#)



Topics

CPSTF

Publications & Resources

About

GuideCompass

Search The Community Guide

search the guide

**Celebrating 25 years of evidence-based findings for population**

### CPSTF Recommends Tenant-Based Housing Voucher Programs

Evidence shows tenant-based housing voucher programs improve health and health-related outcomes for adults and

About the Community Guide

Using the Community Guide

Our Methodology

The Community Guide Staff

News & Announcements


Community Guide Champion Award

Link to Us

Contact Us

Navigating the Site

COVID-19 is a rapidly evolving situation. When working in different community settings, follow [CDC guidance](#) to help prevent the spread of COVID-19. Visit [www.cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) for the latest public health information.

 The Community Guide

Topics CPSTF Publications & Resources About GuideCompass

Search The Community Guide

**Celebrating 25**


**Community Guide Manual Now Available**


A new methods manual provides an overview of Community Guide systematic review methods for assessing the effectiveness and economic evidence that serves as the basis for CPSTF findings. [Read more >>](#)


**Economic Evidence Supports Housing Voucher Programs**

**CPSTF Recommends Mobile Phone Text Messaging to Quit Tobacco**

**Explore Popular Features of The Community Guide**

 [Is Your Community Up to Date](#)

 [The Community Guide in Action:](#)

 [CDC Director Supports Work of](#)





https://www.thecommunityguide.org/findings/cancer-screening-interventions-engaging-community-health-...

Home » Systematic Review

## Systematic Review

Print Share Bookmark

Tools

Adults  
Low-income Population

Setting  
Clinical/Health Systems  
Community  
Home

Strategy  
Health Education  
Screening

This webpage summarizes information available in the CPSTF Findings and Rationale Statement, located under the Snapshot tab.

# Cancer Screening: Interventions Engaging Community Health Workers – Colorectal Cancer

Snapshot What the CPSTF Found Supporting Materials Considerations for Implementation

### Summary of CPSTF Finding

The [Community Preventive Services Task Force \(CPSTF\)](#) [recommends](#) interventions that engage community health workers to increase screening for colorectal cancer by colonoscopy or fecal occult blood test [FOBT].

Evidence shows these interventions increase colorectal cancer screening rates when community health workers deliver them independently or as part of an implementation team.

Economic evidence shows interventions that engage community health workers as part of a team to increase screening for colorectal cancer by colonoscopy are cost-effective and may also result in net cost savings.

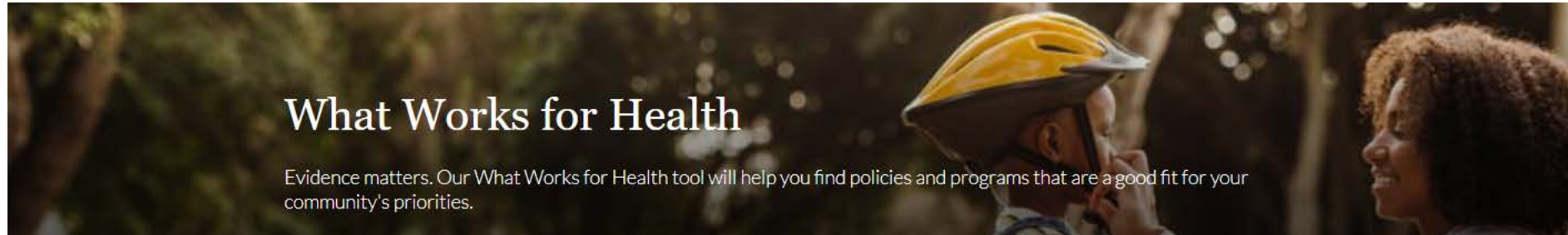
Recommended  
(strong evidence)  
April 2019



# What works for physical activity?

Intervention	CPSTF Finding
<b>Behavioral and Social Approaches</b>	
<a href="#">College-Based Physical Education and Health Education</a>	Insufficient Evidence February 2001
<a href="#">Digital Health Interventions for Adults 55 Years and Older</a>	Recommended (sufficient evidence) April 2019
<a href="#">Family-Based Interventions</a>	Recommended (sufficient evidence) October 2016
<a href="#">Enhanced School-Based Physical Education</a>	Recommended (strong evidence) December 2013
<a href="#">Individually-Adapted Health Behavior Change Programs</a>	Recommended (strong evidence) February 2001
<a href="#">Interventions Including Activity Monitors for Adults with Overweight or Obesity</a>	Recommended (sufficient evidence) August 2017
<a href="#">Social Support Interventions in Community Settings</a>	Recommended (strong evidence) February 2001
<b>Campaigns and Informational Approaches</b>	
<a href="#">Community-Wide Campaigns</a>	Recommended (strong evidence) February 2001
<a href="#">Classroom-Based Health Education Focused on Providing Information</a>	Insufficient Evidence October 2000
<a href="#">Stand-Alone Mass Media Campaigns</a>	Insufficient Evidence March 2010





# What Works for Health

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health>



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# What Works for Health

Evidence matters. Our What Works for Health tool will help you find policies and programs that are a good fit for your community's priorities.

Explore new Curated Strategy Lists on a variety of topics

## Find Strategies by Topic

**Health Behaviors**

- 🍷 Alcohol and Drug Use
- 🏃 Diet and Exercise
- 👤 Sexual Activity
- 🚬 Tobacco Use

**Clinical Care**

- 🏥 Access to Care
- ⚙️ Quality of Care

**Social & Economic Factors**

- 🛡️ Community Safety
- 🎓 Education
- 💼 Employment
- 👨‍👩‍👧‍👦 Family and Social Support
- 💰 Income

**Physical Environment**

- 💧 Air and Water Quality
- 🏠 Housing and Transit

Select a  
topic

Search all strategies by keyword

## Search Strategies

## Topic

☒ Alcohol and Drug Use (38)

[Show more](#)

## Approach

*Alcohol and Drug Use*

- ☐ Implement broad initiatives to reduce alcohol and drug use (4)
- ☐ Improve access to substance abuse counseling and treatment (5)
- ☐ Raise the price of alcohol (2)
- ☐ Reduce availability of alcohol and other drugs (5)
- ☐ Support responsible marketing and provision of alcohol and other legal drugs (15)
- ☐ Increase water conservation preservation (1)
- ☐ Reduce alcoholimpaired driving (7)

## Decision Maker

- ☐ Business (3)
- ☐ Community Development (2)

# Strategies

Policies and programs that work

38 Strategies


Alcohol and Drug Use 

SORT BY

A-Z




VIEW

10

- 
- 




**Administrative license suspension/revocation laws**

Enable law enforcement to immediately take the license of a driver who fails or refuses to take a chemical test for alcohol

 Scientifically Supported
  Alcohol and Drug Use
- 
- 



**Alcohol access restrictions in public places**

Restrict alcohol availability and use at sporting events, other public events (e.g., concerts and street fairs) and in public spaces such as parks and beaches

 Expert Opinion
  Alcohol and Drug Use
- 
- 



**Alcohol advertising restrictions**

Restrict the content and placement of alcohol advertisements on broadcasts, outdoor displays, internet marketing, etc. via state laws, local ordinances, industry self-regulation, or a combination of efforts

 Some Evidence
  Alcohol and Drug Use
- 
- 



**Alcohol brief interventions**

Provide information and increase motivation to change or prevent problematic alcohol consumption in a short session; also called alcohol screening & brief intervention

 Scientifically Supported
  Alcohol and Drug Use
- 
- 

**Alcohol days of sale restrictions**

Limit the days alcohol can be sold in on-premise settings such as bars and restaurants or in off-premise outlets such as liquor and convenience stores;

 Some Evidence
  Alcohol and Drug Use

As you find evidence-based program, assess fit:

- A. How effective is the intervention at improving the targeted problem?
- B. What is the potential for **implementation** in real-world practice?
- C. How well does the intervention fit with your intended population and setting?



# Finding Evidence-based Activity

- Go to a website:
  - The Community Guide (<https://www.thecommunityguide.org/>)
  - Evidence-based Cancer Control program site (<https://ebccp.cancercontrol.cancer.gov/index.do>)
  - What works for health  
<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health>
- Find a health topic of interest
- Find a potential program or evidence-based strategies for use in your program



# Program Planning



Identify theory or evidence-based strategies that could work based on your program goals and objectives



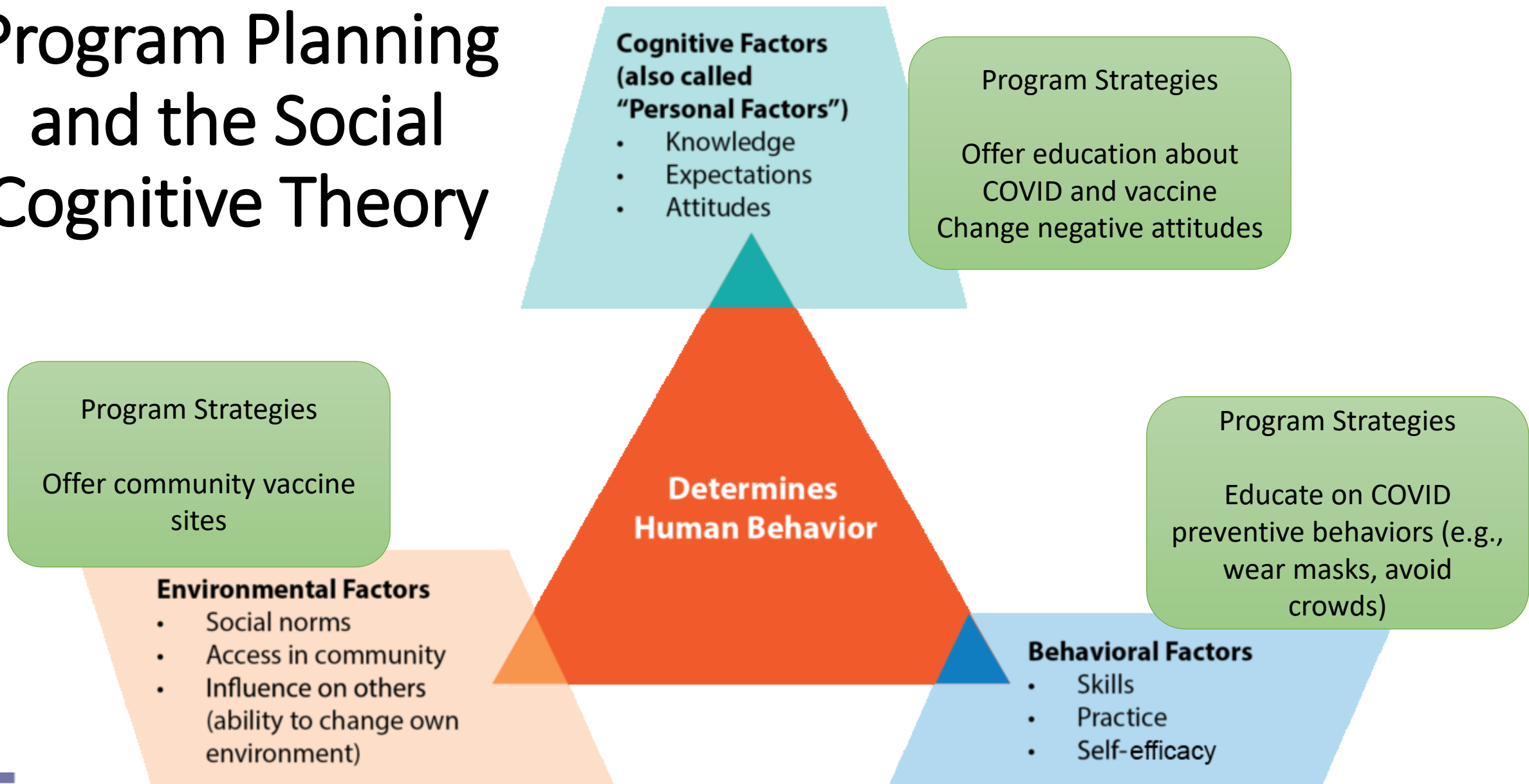
Develop program strategies



# Going from Your Goals to Program Strategies



# Program Planning and the Social Cognitive Theory



# Going from Theory/Evidence-based to Program Strategies

Objective	Evidence-based/Theory-based Strategy	Program Application
Educate young adults about the importance of the Covid vaccine	Health Belief Model – Benefits of the intervention	Provide benefits of the Covid vaccine in social media posts





# Theory/Evidence-based to Program Strategies Activity

Objective	Evidence-based/Theory-based Strategy	Program Application
Educate young adults about the importance of the Covid vaccine	Health Belief Model – Benefits of the intervention	Provide benefits of the Covid vaccine in social media posts

From the Social cognitive theory,  
1) what is a strategy that you would add and  
2) how would you apply it in this program?



# Logic Models



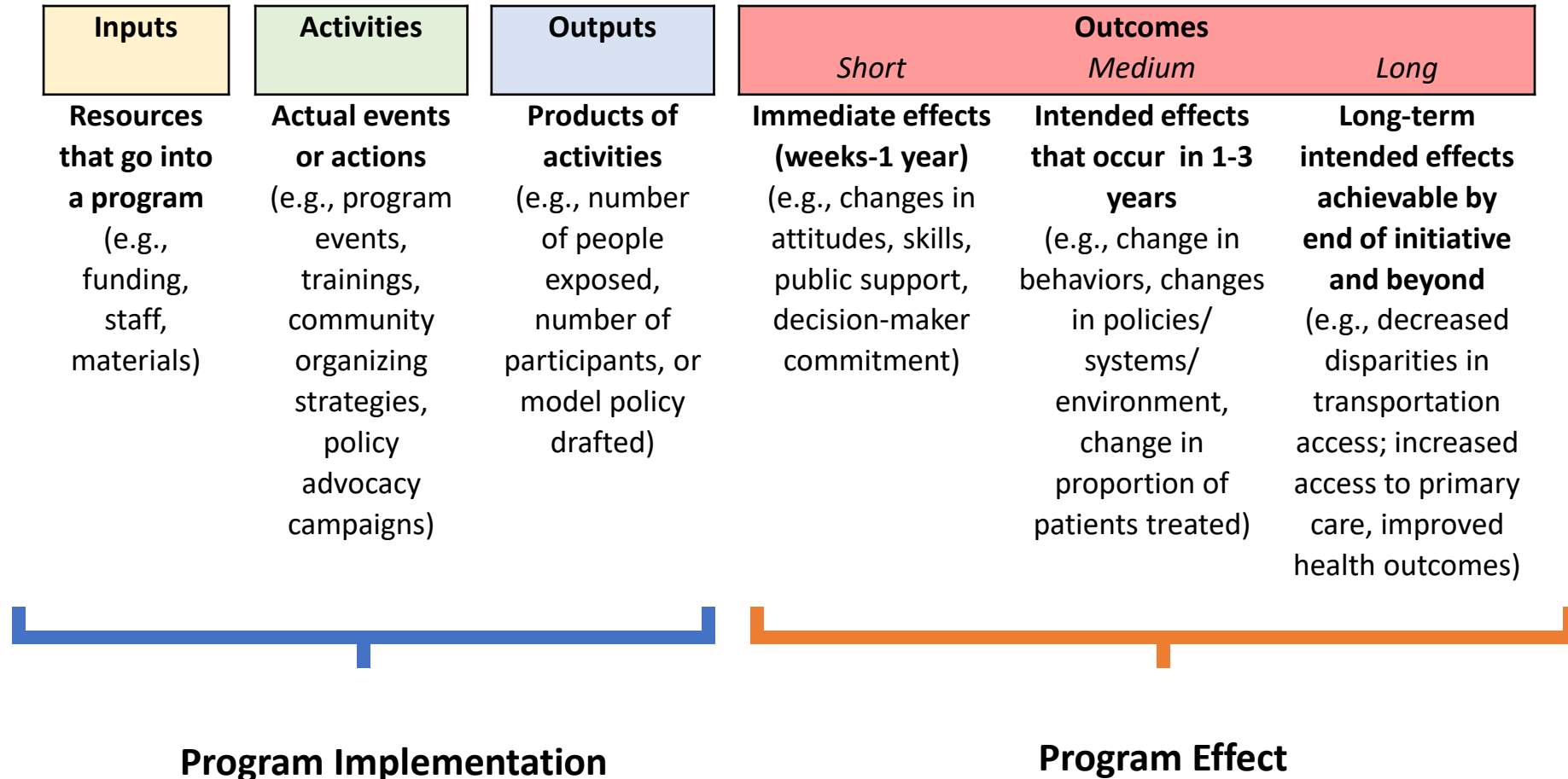
# Describing the Program: Logic Models

- Visual representation of how a program is supposed to work
- Describes resources, activities, and changes
- Learning and management tool for all stakeholders
- Facilitate effective program planning, implementation, evaluation, and communications

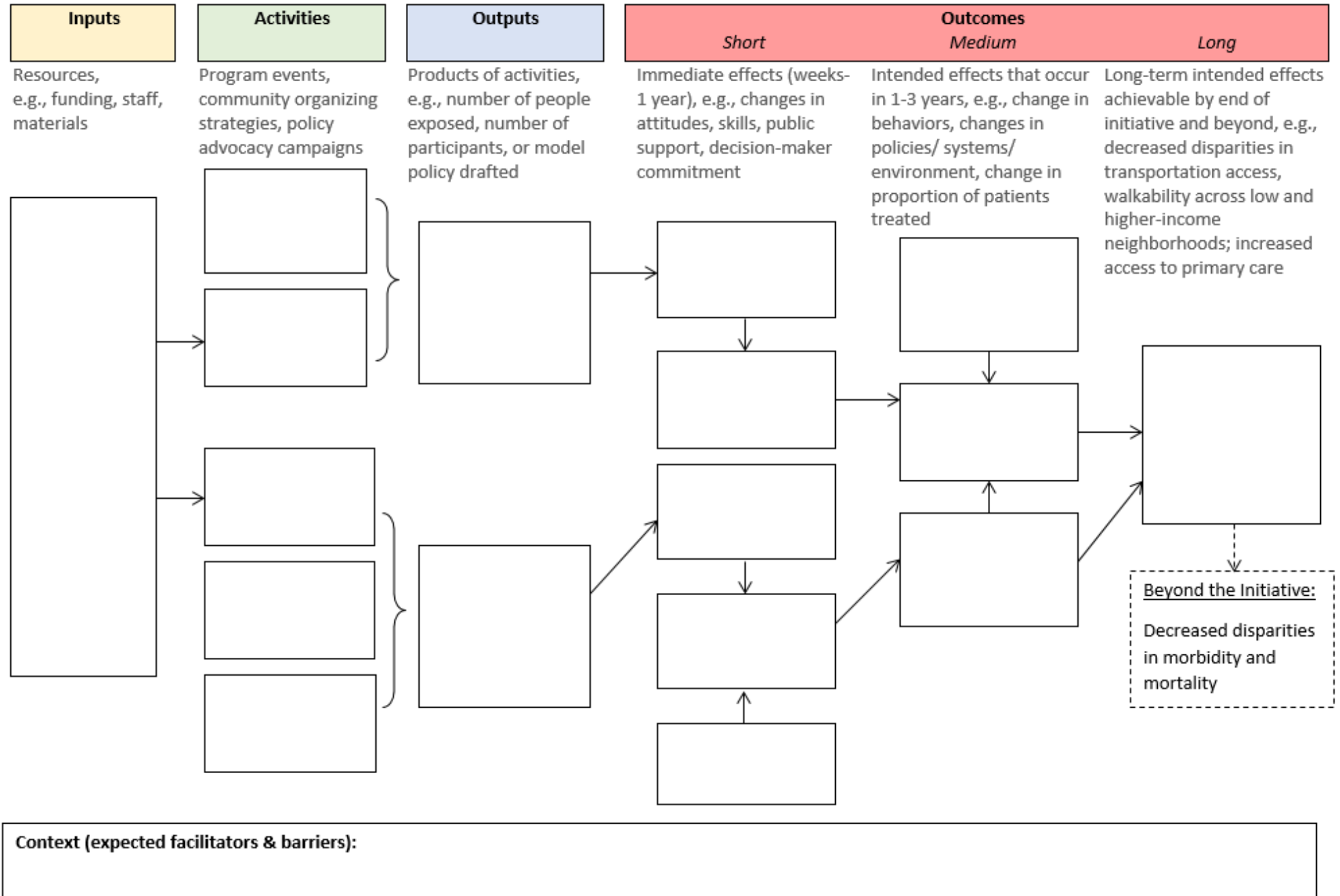


# Describing the Program: Logic Models

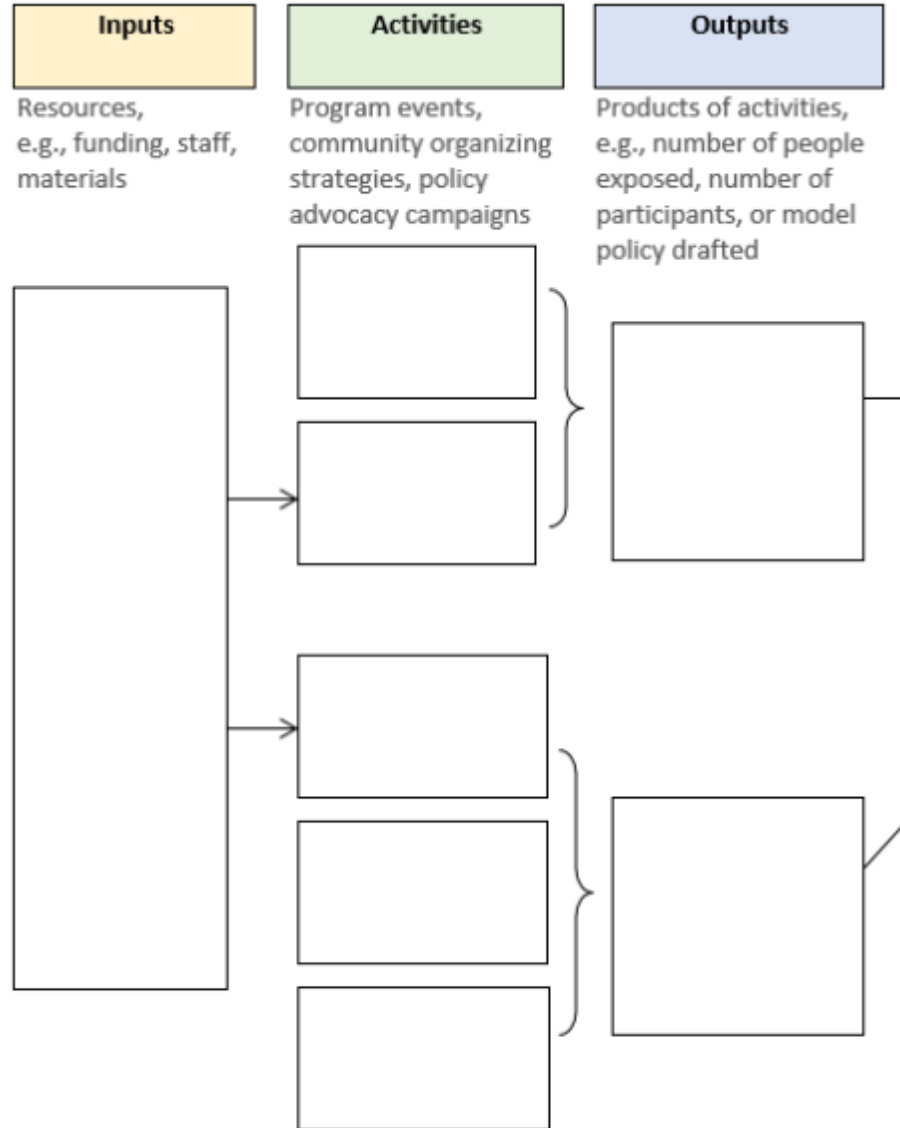
## Logic Model Components



# Program Logic Model Template



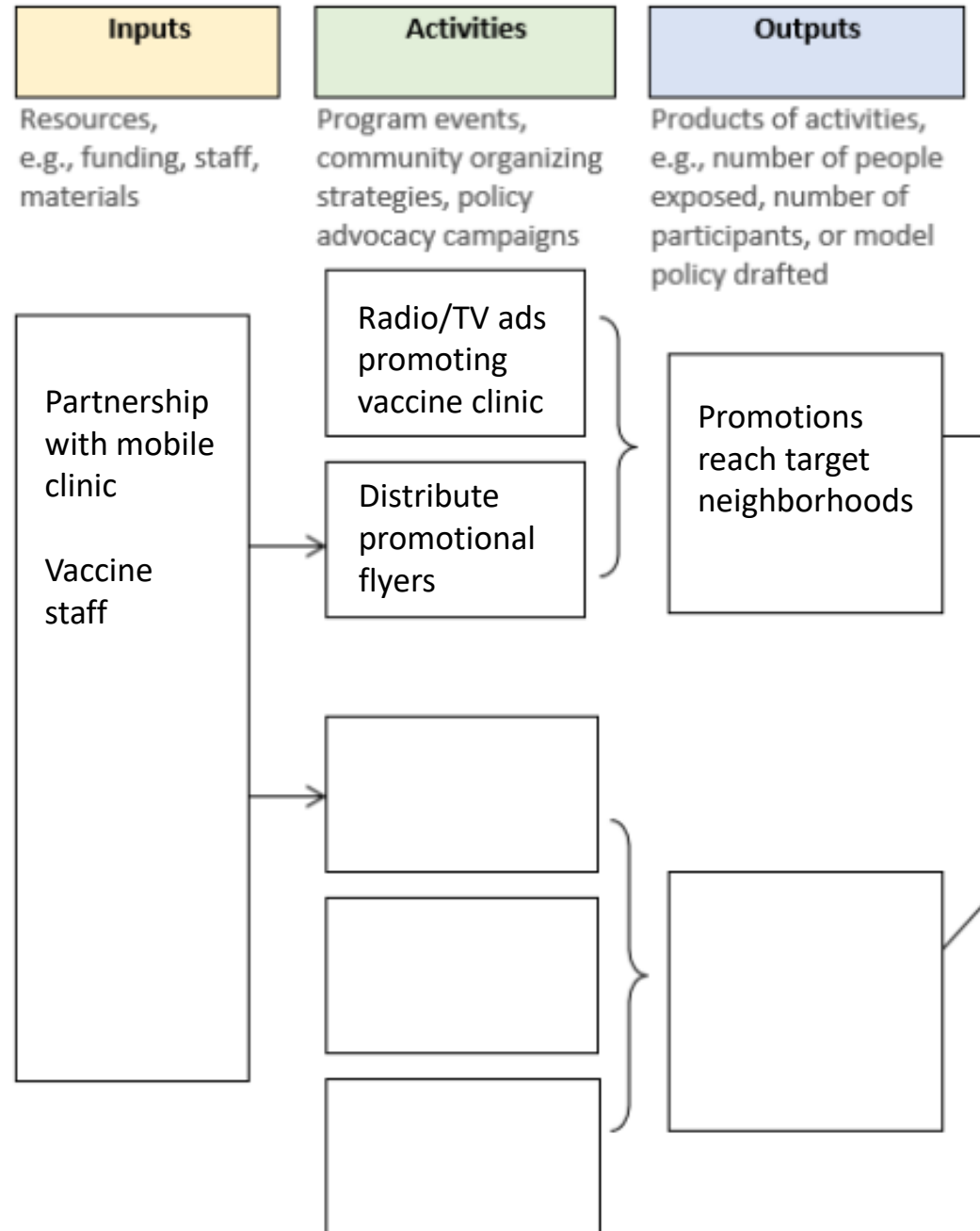
# Program Logic Model Activity



For example: for an intervention to increase COVID vaccination:

1. What resources/inputs would you need to have?
2. What program components or activities are needed to reach your goals?
3. What is one indicator that you can measure as a program output?

# Program Logic Model Activity



For example: for an intervention to increase COVID vaccination:

1. What resources/inputs would you need to have?
2. What program components or activities are needed to reach your goals?
3. What is one indicator that you can measure as a program output?



# Workplan

- A planning tool to help you implement a program
- Consider activities and resources needed (personnel/staff, etc.)
- Helps you do advance planning







# Workplan Template

IMPLEMENTATION WORK PLAN					
Objective	Actions	Person Responsible	Resources Needed	Due Date	Indicator(s) of Completion or Progress





# Workplan Template

IMPLEMENTATION WORK PLAN					
Objective	Actions	Person Responsible	Resources Needed	Due Date	Indicator(s) of Completion or Progress
1. Assess community about diabetes knowledge and awareness	Develop an assessment survey	Program coordinator	Computer, Printer, Word Processing	1/30/21	Completion of 100 surveys of community members
	Analyze survey data	Program coordinator, students	Computer, data analyses program	2/22/21	Data tables and key summary points
2. Deliver chronic disease self-management program.	Recruit 14-16 community members	Program coordinator, program staff	Social media, print fliers, emails	3/15/21	Number of community members recruited
	Conduct baseline surveys	Program facilitator	Surveys, pencils	4/1/21	Number of baseline surveys completed
	Deliver the intervention over six weeks	Program facilitator	Program manual, implementation manual	5/13/21	Attendance per session, session completed
	Conduct evaluation survey	Program facilitator	Surveys, pencils	5/13/21	Number of follow-up surveys completed



# Summary

- Consider evidence-based or theory-based interventions or strategies in your program planning
- Develop a program logic model to use for program planning and evaluation
- A workplan can help you delineate key resources, timeline and activities that need to be done



# Questions & Follow-up

Email [elebows@emory.edu](mailto:elebows@emory.edu) with additional questions

**Please fill out the evaluation for today's training:**

[https://rsph.co1.qualtrics.com/jfe/form/SV\\_eEEH9EWKBCh7Wbl](https://rsph.co1.qualtrics.com/jfe/form/SV_eEEH9EWKBCh7Wbl)

Evaluation:



**Find our past training materials on the EPRC website:**

<https://web1.sph.emory.edu/eprc/training/>