A Framework for Implementation Science within CDC's Division of Violence Prevention: Advancing and Integrating Work across Public Health Functions

Lindsey Barranco, Ph.D.

Lianne Estefan, Ph.D.

Division of Violence Prevention

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Learning Objectives

➢ Identify ways to apply implementation science to support the implementation and dissemination of evidence-informed programs, practices, and policies.

➢ Discuss approaches to increase implementation research of evidence-informed violence prevention programs.

➢ Increase awareness of DVP's tools for supporting the selection, implementation, adaptation, and evaluation of evidence-informed programs.

Preventing Violence is a CDC Priority

Violence impacts millions of children, youth and adults each year

Lasting impacts on health and opportunity
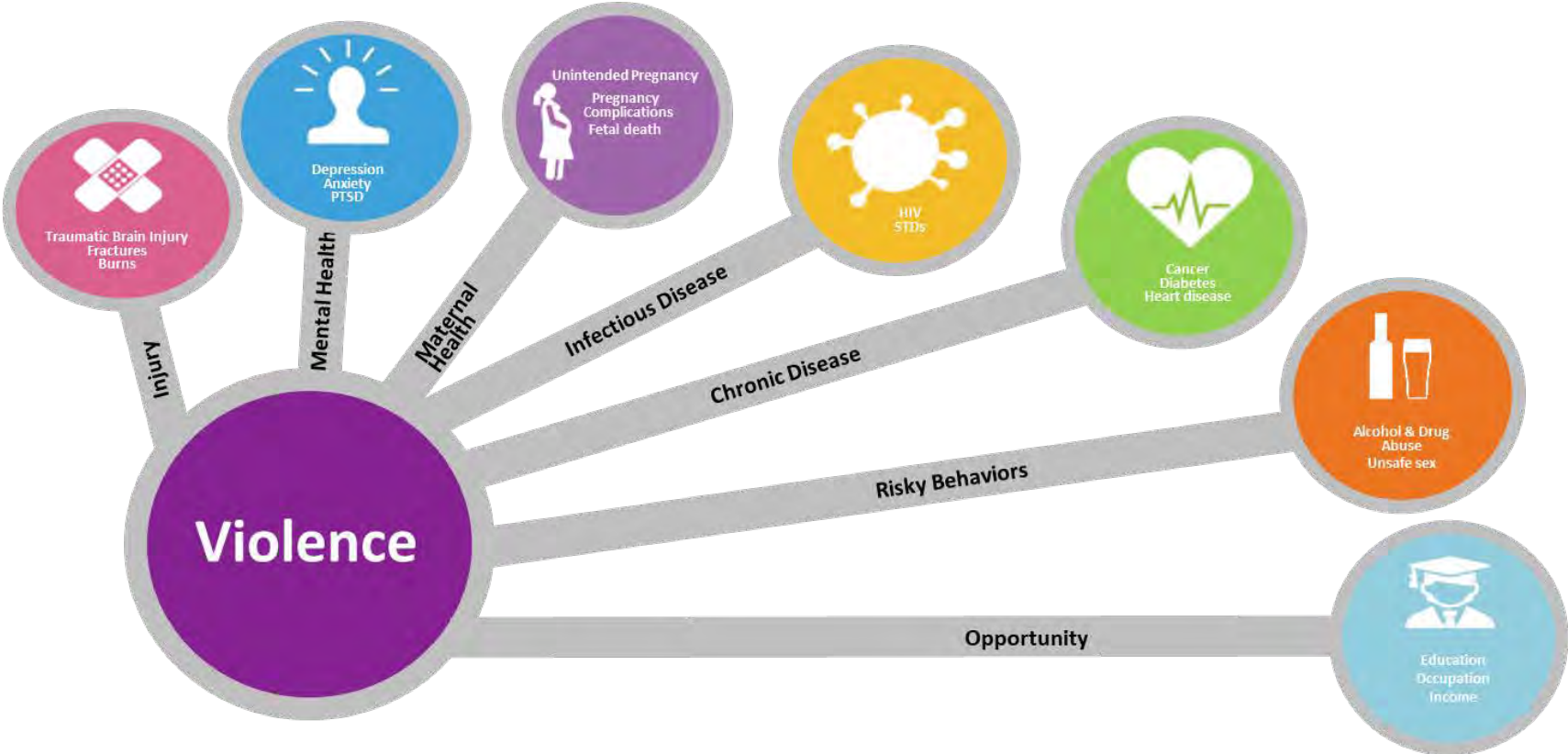
Violence is not inevitable

❑ It is **PREVENTABLE**

❑ A comprehensive approach targeting multiple risk and protective factors across the social ecology is critical to having a broad and sustained impact on violence.
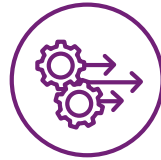
Division of Violence Prevention's (DVP) 5-Year Strategic Vision

A violence-free society in which all people and communities are safe, healthy, and thriving.

Provide leadership and build bridges across sectors to use data and conduct research to inform prevention activities

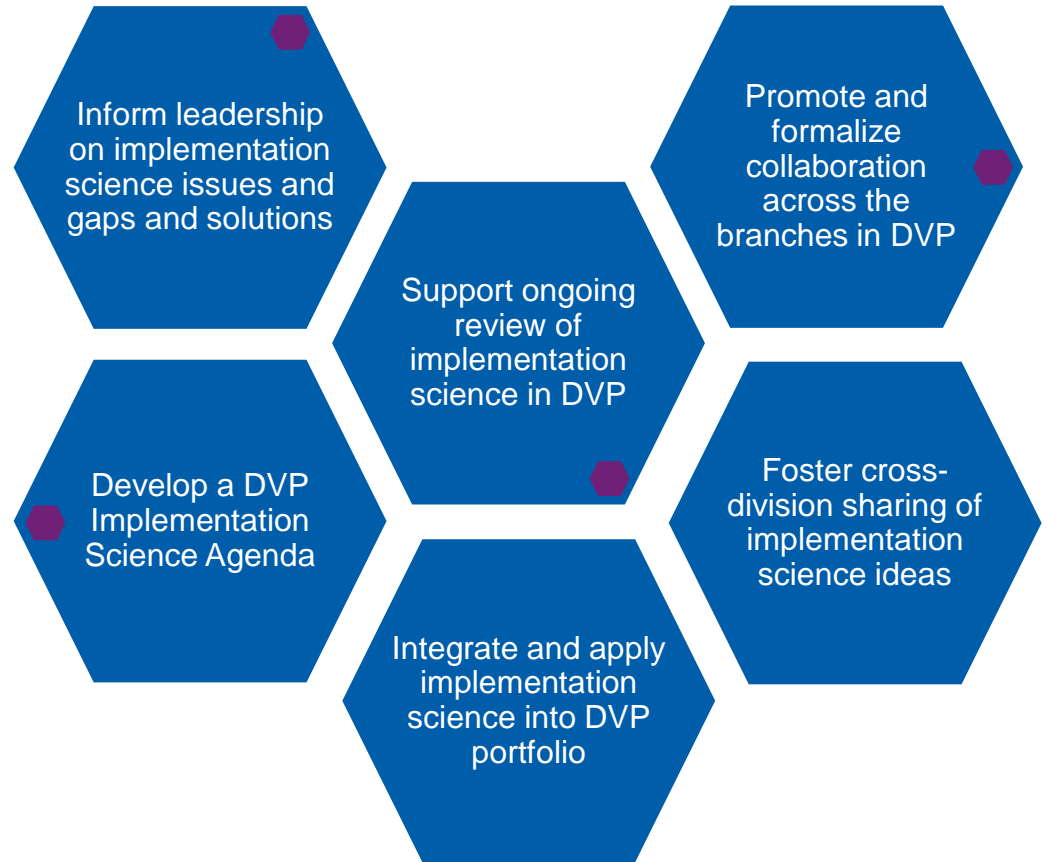Identify, evaluate, and apply solutions for preventing violence

Focus efforts on those at greatest risk for violence

- ➤ Monitor violence-related behaviors, injuries, and deaths

- ➤ Conduct research on the factors that put people at risk for or protect them from violence

- ➤ Create and evaluate the effectiveness of violence prevention programs, practices, and policies

- ➤ Help state and local partners plan, implement, and evaluate violence prevention efforts

- ➤ Promote the effective adoption and dissemination of violence prevention strategies

DVP brings together partners and connects data, science, and action to inform the development, implementation, and sustainability of violence prevention strategies proven to be effective
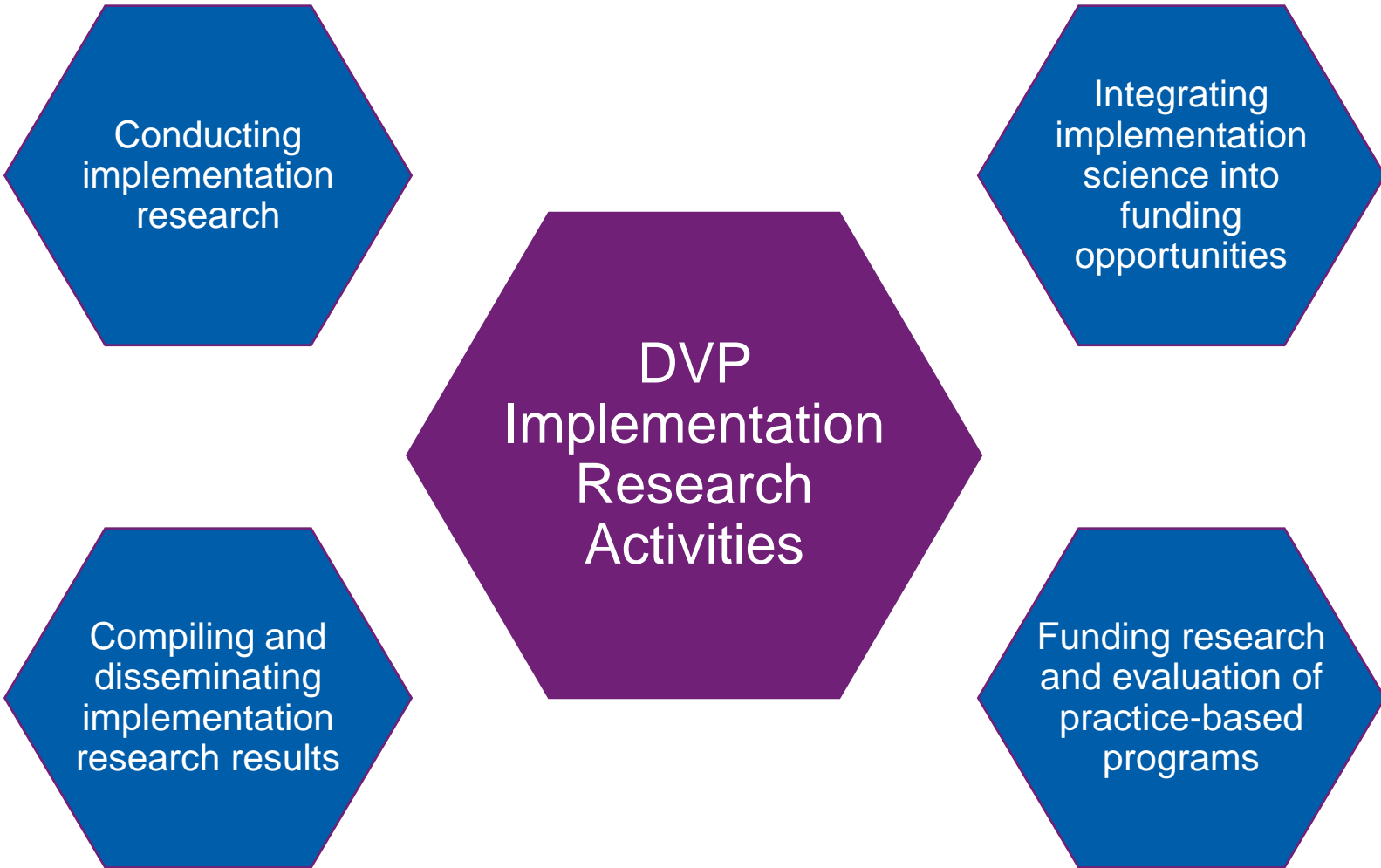
Advancing Implementation Science within DVP

Inform leadership on implementation science issues and gaps and solutions

Promote and formalize collaboration across the branches in DVP

Support ongoing review of implementation science in DVP

Develop a DVP Implementation Science Agenda

Foster cross-division sharing of implementation science ideas

Integrate and apply implementation science into DVP portfolio

Implementation science is the creation, adoption, use, support and integration of the best available evidence on programs, practices, and policies in real world settings, including 1) research; 2) program evaluation; and 3) dissemination.
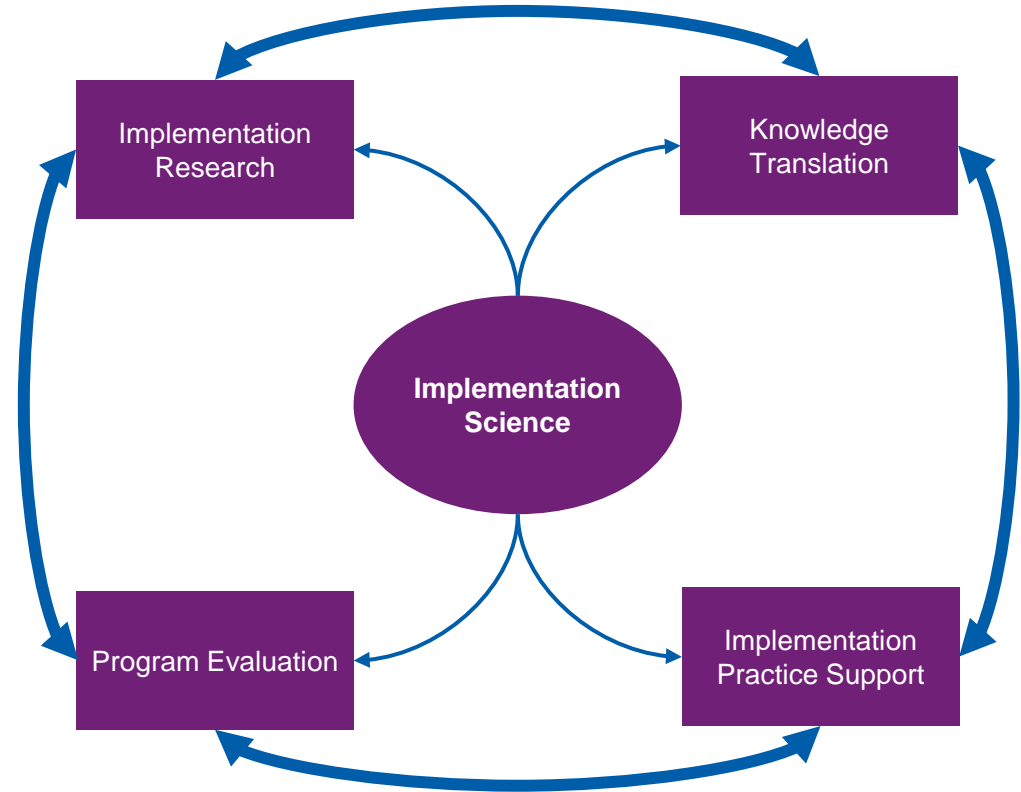
Implementation research is the systematic study of factors that influence effective implementation of public health programs, practices, and policies to produce generalizable knowledge and implementation innovations to improve public health outcomes.
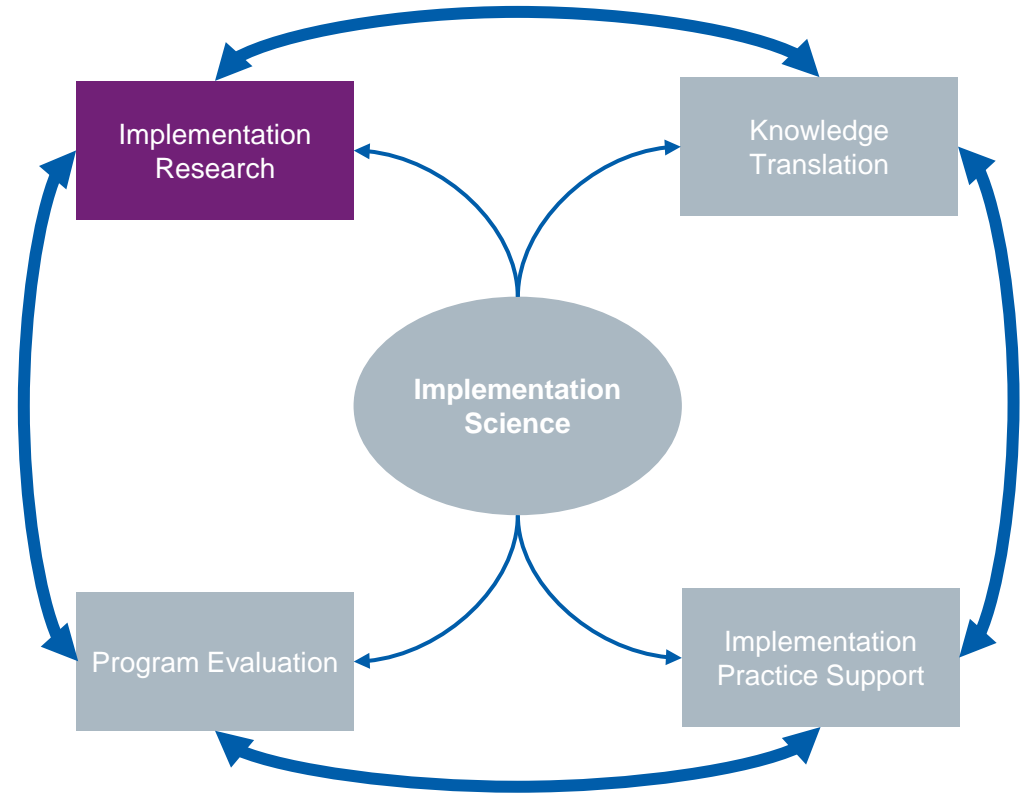
Conducting implementation research

Integrating implementation science into funding opportunities

DVP Implementation Research Activities

Compiling and disseminating implementation research results

Funding research and evaluation of practice-based programs

Implementation Research in DVP

Field-based research and evaluation of specific interventions

Implementation factors related to community- and societal-level primary prevention

Research on adaptations in new populations or settings

Implementation Research:

Rape Prevention and Education (RPE) Rigorous Research Projects

Background and Purpose

- **Expand the evidence base** for sexual violence (SV) prevention

- Focus on **promising practice-based prevention approaches** that already have traction within the field

- Projects funded in:
  - 2016 (5 awards)
  - 2020 (6 awards)

- Each project involves **collaborations** between academic researchers and RPE-funded organizations to advance the field of SV prevention

Implementation Research in RPE

Understand **adaptations and implementation** of evidence-informed practices

Increase the evidence for **practice-based approaches**

2016 Recipients

Colorado
Sources of Strength

Michigan
Youth Empowerment Solutions – Healthy Relationships

New York
Brothers as Allies

North Carolina
Wise Guys: The Next Level

South Dakota
Youth Voices in Prevention

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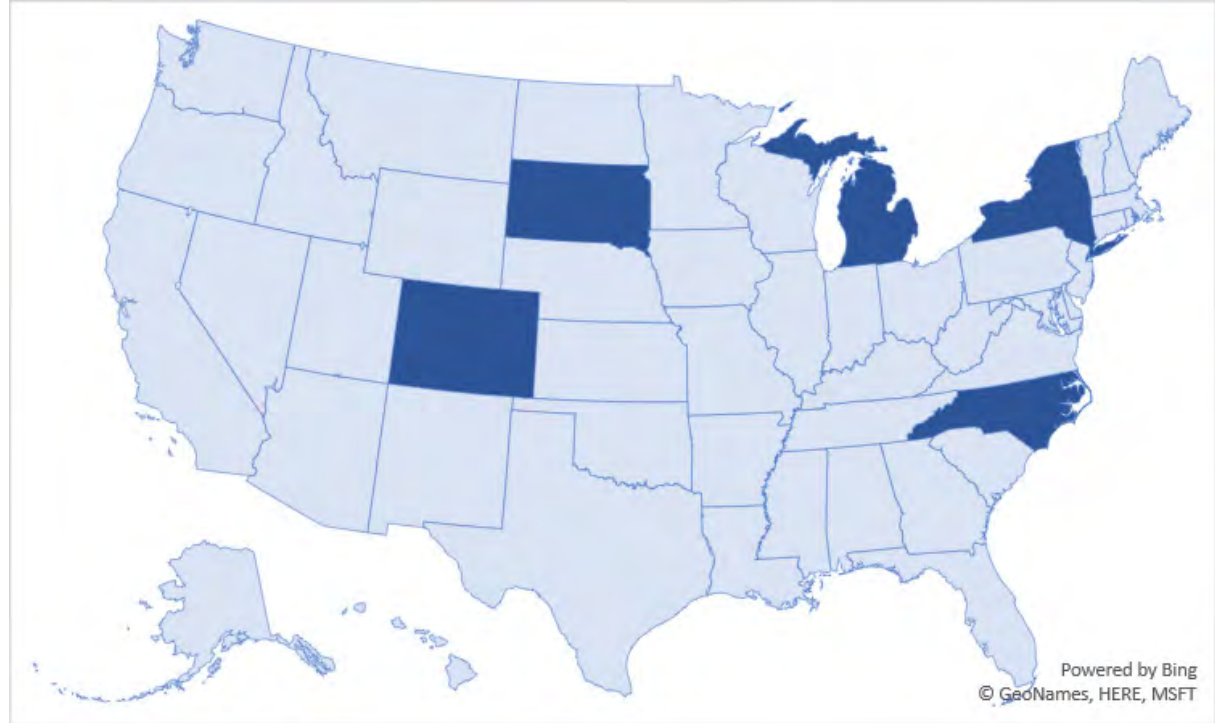
RPE Implementation Research Example: Health Equity

Focus on recruitment and retention of rural and/or tribal populations

Rural: Colorado, North Carolina, New York

CEILING TILE MAKEOVER

Tribal: Michigan, South Dakota

Engaging Native American Youth and Their Caregivers in Sexual Violence Research: A Case Study Documenting Challenges, Opportunities, and Lessons Learned

Katie M. Edwards, PhD[1], Ramona Herrington[1], Leon Leader Charge, MA[1], Damon Leader Charge, MA[2], Skyler Hopfauf, BA[1], Emily E. Camp, MA[1], Briana Simon, BA[1], Emily A. Waterman, PhD[3], and Victoria L. Banyard, PhD[4]

YOUTH VIP

WORKING TO CREATE A SAFER RAPID

CITY.

Qualitative Process Evaluation of Rural Schools: Uptake of Change Processes and Contextual Factors Influencing Implementation Within a Primary Prevention Program for Youth

Check for updates

Jamie Yoder[1] · Anne Williford[1] · Lilyana Ortega[2] · Dorothy L. Espelage[3] · Scott LoMurray[4] · Daniel Ruiz[1] · Natalie Kennedy[1]

SOURCES OF STRENGTH

Implementation and Equity Outcomes

- **Research on engagement of rural and tribal individual, schools, and communities**

- **Increased representation of these groups**

2020 Recipients

California
Close to Home

Georgia
Step Up Step In

Maryland
Hot Spot Mapping

Michigan
School Policy

North Carolina
Bar Outreach Project

Washington
YES!
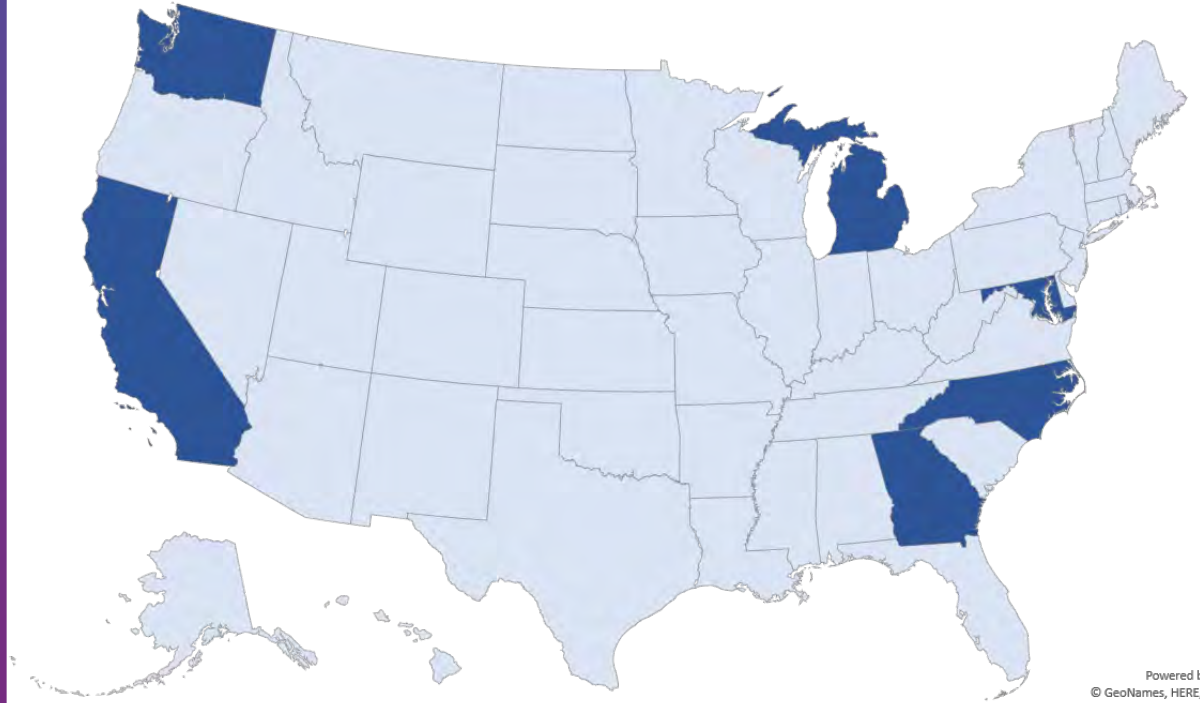
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Implementation research for populations disproportionately affected by SV

- + Refine measurement
- + Enhance recruitment
- + Enhance engagement
- + Evaluate impact of RPE programs on disproportionately affected populations

Implementation Research:

Dating Matters®: Strategies to Promote Healthy Teen Relationships

A Comprehensive Dating Violence Prevention Model

- Multiple, coordinated prevention strategies across the social ecology

- Reduces the risk for teen dating violence and promote healthy teen relationships

- Engages local public health sector as leaders

- Builds on existing evidence base

Goals of the Dating Matters Toolkit

🤝 **Increase Adoption**

🎯 **Ensure Quality Implementation**

🔗 **Support Maintenance**

Learn more: https://vetoviolence.cdc.gov/apps/dating-matters-toolkit

Implementation Research to Improve the Dating Matters Model

Training

Technical Assistance

Model Flexibility

Accessibility

Improving the Toolkit with User Feedback

75% **Toolkit contains resources needed for implementation**

82% **Implementation of entire model is possible**

84% **Interested in implementing Dating Matters**

Perceived barriers to implementation

- Stakeholder buy-in (e.g., schools, parents, org. leadership)
- Resource constraints (i.e., time, funding)
- COVID-19

Prevention During a Pandemic

Adaptation Guidance for Virtual Implementation

- **Developed in response to COVID-19 but can be used any time**

- **Increases model flexibility and accessibility**

- **Potential to address parent recruitment and retention concerns**

Knowledge translation is the process used to make science-based knowledge understandable and create actionable products to facilitate adoption of programs, practices, and policies for widespread use.

DVP Technical Packages
Helping States and Communities Take Advantage of the Best Available Evidence

Preventing Child Abuse and Neglect:
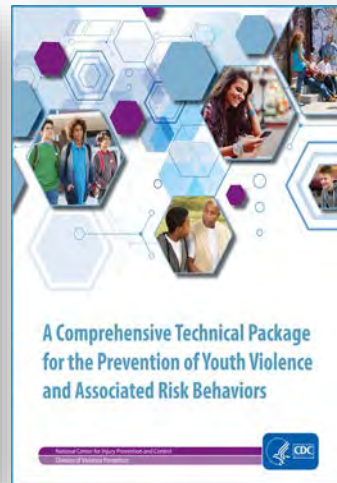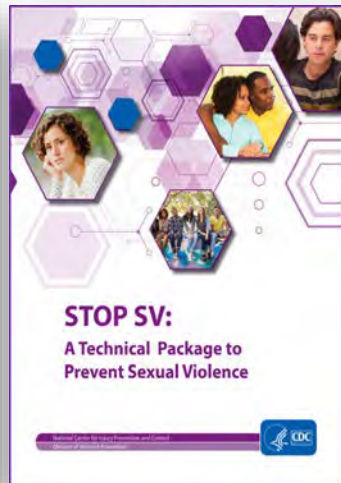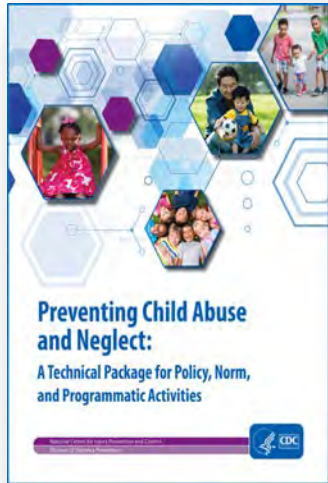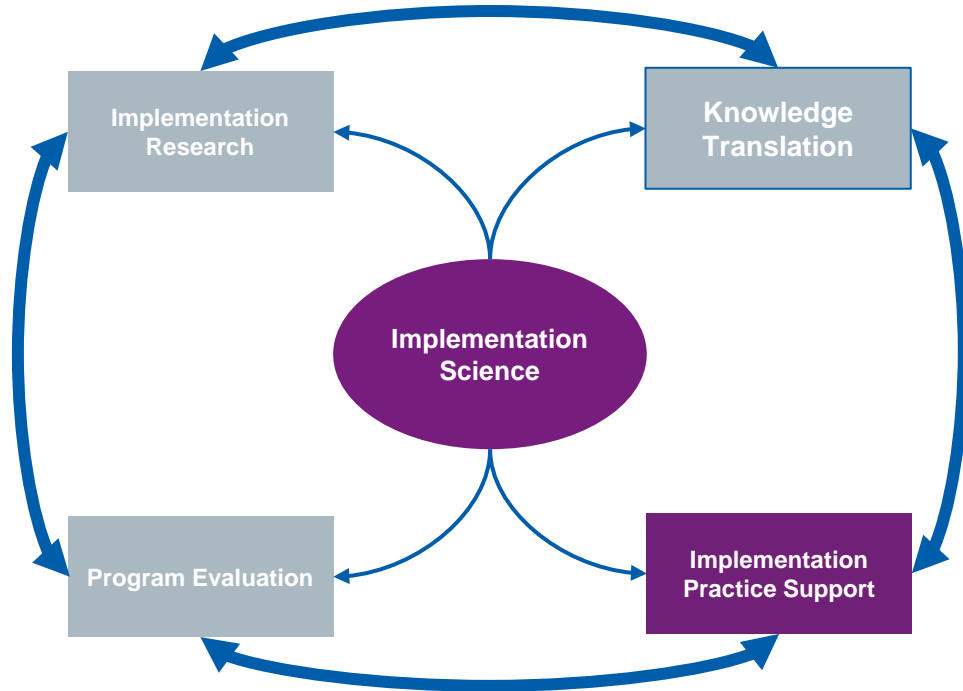A Technical Package for Policy, Norm, and Programmatic Activities

STOP SV:
A Technical Package to Prevent Sexual Violence

A Comprehensive Technical Package for the Prevention of Youth Violence and Associated Risk Behaviors

Preventing Suicide:
A Technical Package of Policy, Programs, and Practices

Preventing Intimate Partner Violence Across the Lifespan:
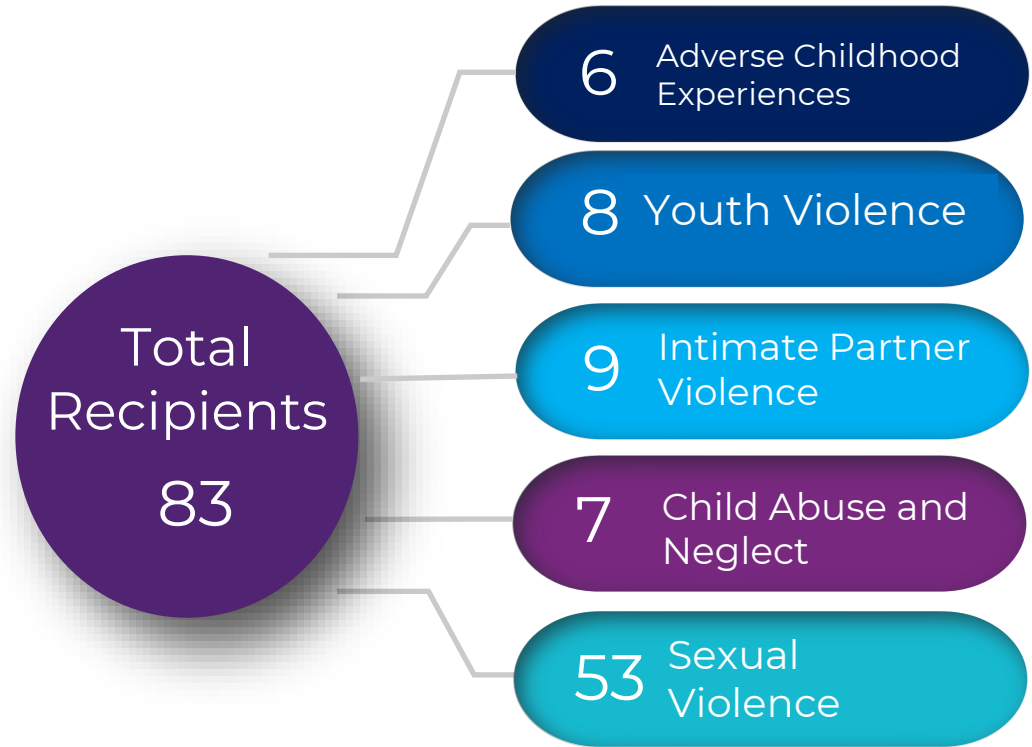A Technical Package of Programs, Policies, and Practices

https://www.cdc.gov/violenceprevention/pub/technical-packages.html

Implementation practice support is the structure and products used to purposefully and proactively distribute, engage and support users to adopt, apply, and adapt best available evidence programs, practices, and policies in their contexts and settings

Programmatic Funding

Division of Violence Prevention works with state and local health agencies, state coalitions, and other organizations to develop, implement, and promote effective violence prevention practices.

Total Recipients

83

6 Adverse Childhood Experiences

8 Youth Violence

9 Intimate Partner Violence

7 Child Abuse and Neglect

53 Sexual Violence

VetoViolence.cdc.gov

7 phases in *comprehensive* violence prevention

Planning

Partnerships

Policy Efforts

Strategies and Approaches

Adaptation

Implementation

Evaluation

FEATURES

TIP SHEETS
Downloadable documents that elaborate on specific implementation topics
mentioned in each section

TOOLS
include worksheets and checklists, build upon the guidance in each section
and can be downloaded for use

STORIES
Brief real-life examples that illustrate the concepts in each section

RESOURCES
Provide a searchable list of links to additional resources and tools

APPROACH SEARCH TOOL
Allows users to search by type of violence or specific strategy

HEALTH EQUITY CONSIDERATIONS
Highlighted throughout using a Health Equity icon in sections where
communities can identify and address the needs and challenges of
communities that are disproportionally affected by violence

Violence Prevention in PRACTICE

STORIES RESOURCES **APPROACHES**

Filter   Clear All

VIOLENCE TYPE ▾   Clear

○ Child Abuse and Neglect

○ Youth Violence

○ Suicide

○ Sexual Violence

○ Intimate Partner Violence

STRATEGY ▾   Clear

○ Promote Social Norms that Protect Against Violence

○ Strengthen Economic Supports

○ Create Protective Environments

○ Promote Quality Education Early in Life

○ Promote Healthy Child Development

○ Teach Skills

○ Engage Influential Adults and Peers

○ Promote Connectedness

○ Provide Opportunities to Empower and Support Girls and Women

○ Disrupt the Developmental Pathways Toward Violence

○ Strengthen Access and Delivery of Suicide Care

○ Identify and Support People at Risk of Suicide

○ Lessen Harms

Strengthen Household Financial Security

This approach addresses several risk factors for violence, including poverty, unemployment, low income, financial stress and hardship, instability in child care arrangements, parental stress, family conflict, depression, and gender inequality. Providing income supports (e.g., tax credits, child care subsidies, livable wages, unemployment compensation, and other forms of temporary assistance), income generating opportunities to empower and support women, and decreasing the gender pay gap target these risk factors directly. These supports help individuals and families increase household income and buffer against the risk for multiple forms of violence.

APPROACHES

Strategies

- Strengthen Economic Supports for Families (Child Abuse and Neglect)
- Strengthen Economic Supports for Families (Intimate Partner Violence)
- Strengthen Economic Supports (Suicide)
- Provide Opportunities to Empower and Support Girls and Women (Sexual Violence)
- Create Protective Community Environments (Youth Violence)

Key Objectives

- Improve ability to satisfy basic needs ... unanticipated hardship, insufficient wa...
- Improve ability to access stable and a...
- Increase women's labor force particip...
- Reduce the impacts of poverty and fin...

Key Objectives	Example Outcomes
Implementation Considerations	Additional Resources
Sector Engagement	Example Programs, Practices, Policies

Use of Technical Packages and Violence Prevention in Practice Tools

Internal Use

Incorporating into funding requirements

Structuring technical assistance for funded programs

Training new staff

Partnering with other federal agencies

Guiding strategic planning

Strengthening collaborative partnerships

Training staff and subrecipients

Summarizing evidence and raising awareness for partners

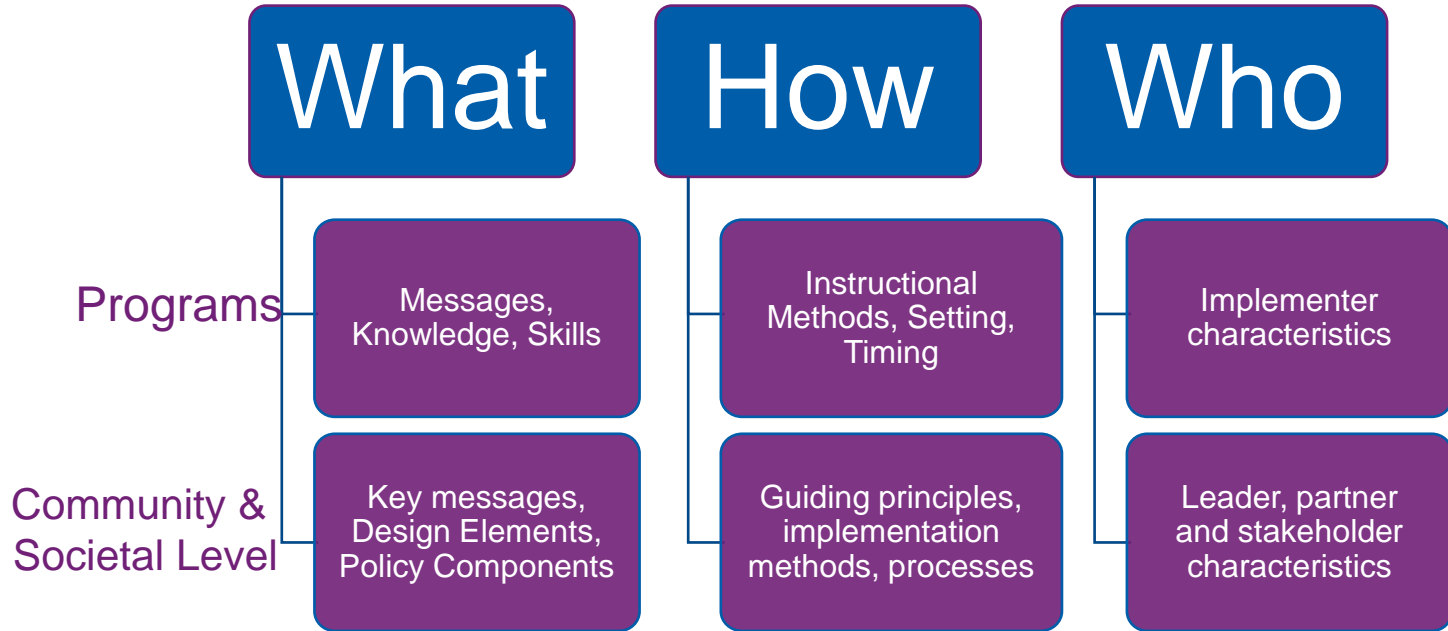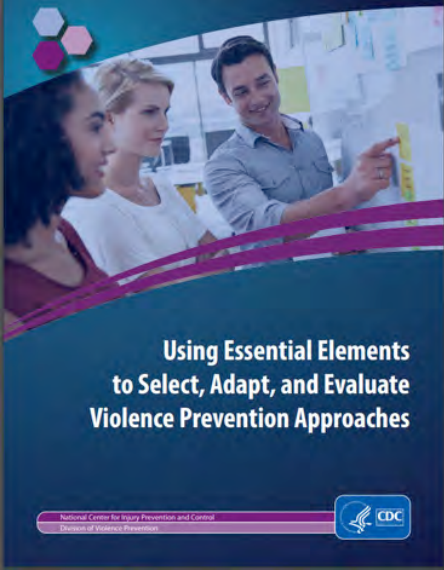Use of Technical Packages and Violence Prevention in Practice Tools

External Use

Implementation of Technical Package Strategies

951 Efforts

Promote Social Norms

Teach Skills

Create Protective Environments

Engage Influential Adults and Peers

Strengthen Economic Supports

Lessen Harms

Provide Opportunities to Empower and Support Girls and Women

Promote Healthy Child Development

■ % of Efforts in Strategy

A number of efforts have multiple components which fall in different strategies

Essential Elements Framework

Using Essential Elements to Select, Adapt, and Evaluate Violence Prevention Approaches

National Center for Injury Prevention and Control
Division of Violence Prevention

CDC

SELECT, ADAPT, **EVALUATE!**
HOW TO USE **ESSENTIAL ELEMENTS** TO INFORM YOUR VIOLENCE PREVENTION APPROACHES

	What	**How**	**Who**
Programs	Messages, Knowledge, Skills	Instructional Methods, Setting, Timing	Implementer characteristics
Community & Societal Level	Key messages, Design Elements, Policy Components	Guiding principles, implementation methods, processes	Leader, partner and stakeholder characteristics

Adaptations

Changes made to an approach with evidence of effectiveness, including **additions, deletions, modifications, and reordering.**

Reasons for adaptations may include:

To increase the relevance of materials

To increase participant engagement

To create or maintain relationships
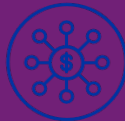
To respond to limited time and resources.

Common Types of Adaptation

Population characteristics

Program/policy location

Existing programs/policies

Partnerships

Program/policy focus

Using Essential Elements to Assess Fit

Before an approach has been selected:

Determine fit between approach and delivery setting or context

After an approach has been selected:

Help guide changes or adaptations to increase fit

Identifying Essential Elements

Empirically test strategy components, elements or adaptations

Social and behavioral theory and the strategy's theory of change

Implementation data; qualitative data from implementers, developer, participants

Usability testing after an evaluation study

A Practical Approach to Estimating Essential Elements

Review and consider what is known about the essential elements of your approach

Refer to the approach's logic model, materials, or other documents that identify stated outcomes and how actions lead to outcomes

Seek input from others who have experience with the approach, including innovators, previous participants, implementers, technical assistance providers, and funders

Evaluating Adaptations with the Traffic Light

Maintaining the balance between **fidelity** and **flexibility**

Green Light Adaptations
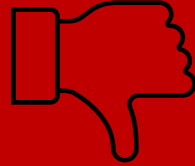
Red Light Adaptations

Online Tools and Resources

SELECT, ADAPT, **EVALUATE!**

HOW TO USE **ESSENTIAL ELEMENTS** TO INFORM YOUR VIOLENCE PREVENTION APPROACHES

https://vetoviolence.cdc.gov/apps/adaptation-guidance/

General Capacity Assessment & Planning Tool

EvaluACTION

EvaluACTION is designed to walk you through the process of putting together an evaluation plan. It lays out each step of program evaluation and things to consider as you plan and conduct your evaluation.

Download the Evaluation Plan Template so that you can build a plan as you move through the steps of the evaluation framework.

Download Evaluation Plan Template

OR download a Blank Evaluation Plan Template

Why Evaluate?

It is important to evaluate your efforts as a whole, as well as track individual programs, policies, and practices.

Evaluation is important for many reasons:

Demonstrates the contribution and impact of your efforts

Improves your overall prevention strategy

Identifies adjustments that should be made during implementation

Maintains accountability to stakeholders

Makes the case for funding

Next: Preparing for Evaluation

CDC Framework for Evaluation Steps
Click on a step below to discover more.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Engage Stakeholders	Describe the Program	Focus Evaluation Design	Gather Credible Evidence	Justify Conclusions	Use and Share Lessons Learned

BEGIN THE PROCESS

Evalu ACTION

https://vetoviolence.cdc.gov/apps/evaluaction/home

https://vetoviolence.cdc.gov/apps/sexual-violence-indicators-guide-database/home

Program evaluation is a systematic method for collecting, analyzing, and using data to monitor and examine the effectiveness and efficiency of a specific program, and to continuously improve it for the specific context in which the program is being implemented

Implementation Research

Knowledge Translation

Implementation Science

Program Evaluation

Implementation Practice Support
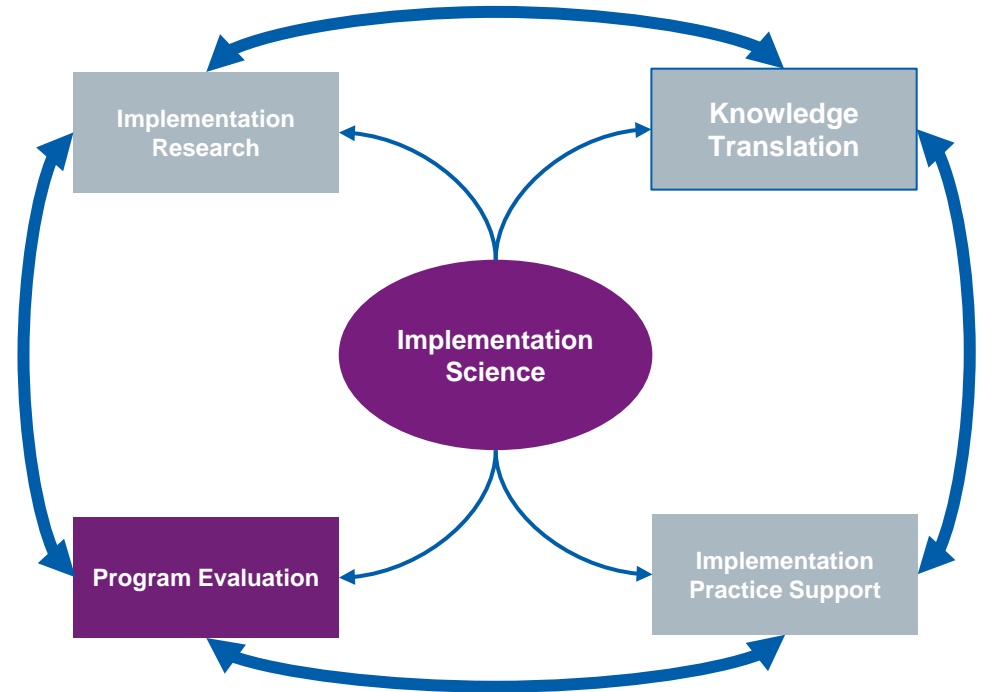
Programmatic Evaluation Efforts

- Common themes and connections between multiple forms of violence

- Integration of health equity

- Impact of CDC's investments in violence prevention

- Future violence prevention funding requirements and activities

Cross-Initiative Evaluation

Initiative-level Evaluation

Recipient-level Evaluation

Moving Implementation Science Forward

Strengthening Implementation Science in DVP

Common Understanding of Implementation Science

Continue to Build Implementation Capacity

Systematically Integrate Implementation Science

Fill Current Gaps in Implementation Science Work

Increase Collaboration and Coordination
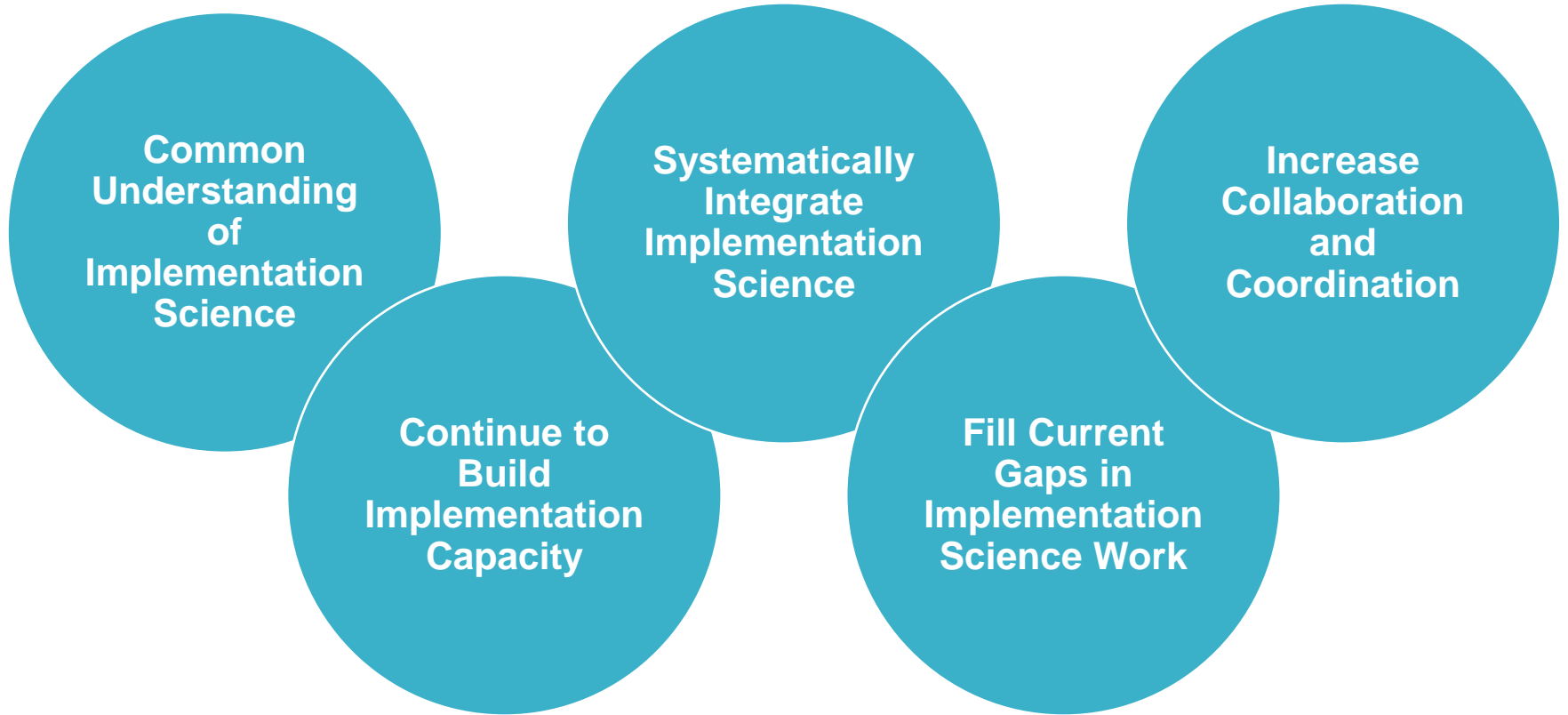
Increase collaboration between research and practice

Integrate implementation science into all phases of prevention research

Require incorporation of essential elements or core components in implementation research

Increase funding for implementation research using a range of methodologies

Looking toward the Future

Looking toward the Future

Increase research and evaluation on practice-based approaches

Integrate health equity and implementation science

Tailor knowledge translation and dissemination to practitioners

Develop resources that support implementation practice

Questions?

Additional Resources

+ **VETO Violence - https://vetoviolence.cdc.gov/apps/main/**

+ **Violence Prevention in Practice -
https://vetoviolence.cdc.gov/apps/violence-prevention-practice/**

+ **National Implementation Research Network -
https://nirn.fpg.unc.edu/**

+ **Implementation Science | Division of Cancer Control and Population
Sciences (DCCPS) - https://cancercontrol.cancer.gov/is**

Thank you!

Lindsey Barranco, yzi9@cdc.gov
Lianne Estefan, lpe4@cdc.gov