

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

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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

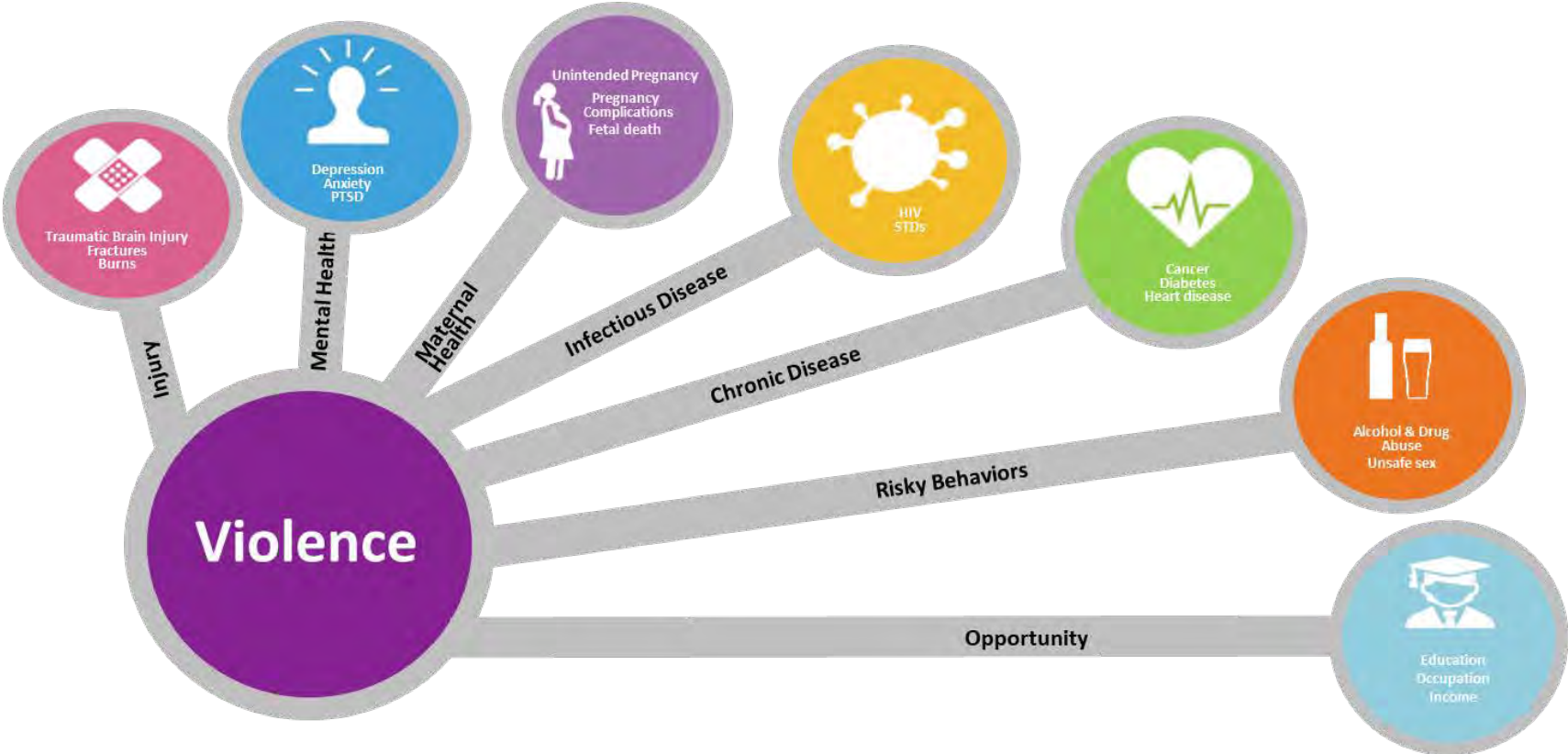
- Identify ways to apply implementation science to support the implementation and dissemination of evidence-informed programs, practices, and policies.
- Discuss approaches to increase implementation research of evidence-informed violence prevention programs.
- Increase awareness of DVP's tools for supporting 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.

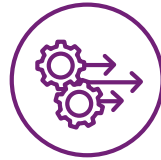


Division of Violence Prevention's (DVP) 5-Year Strategic Vision

**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

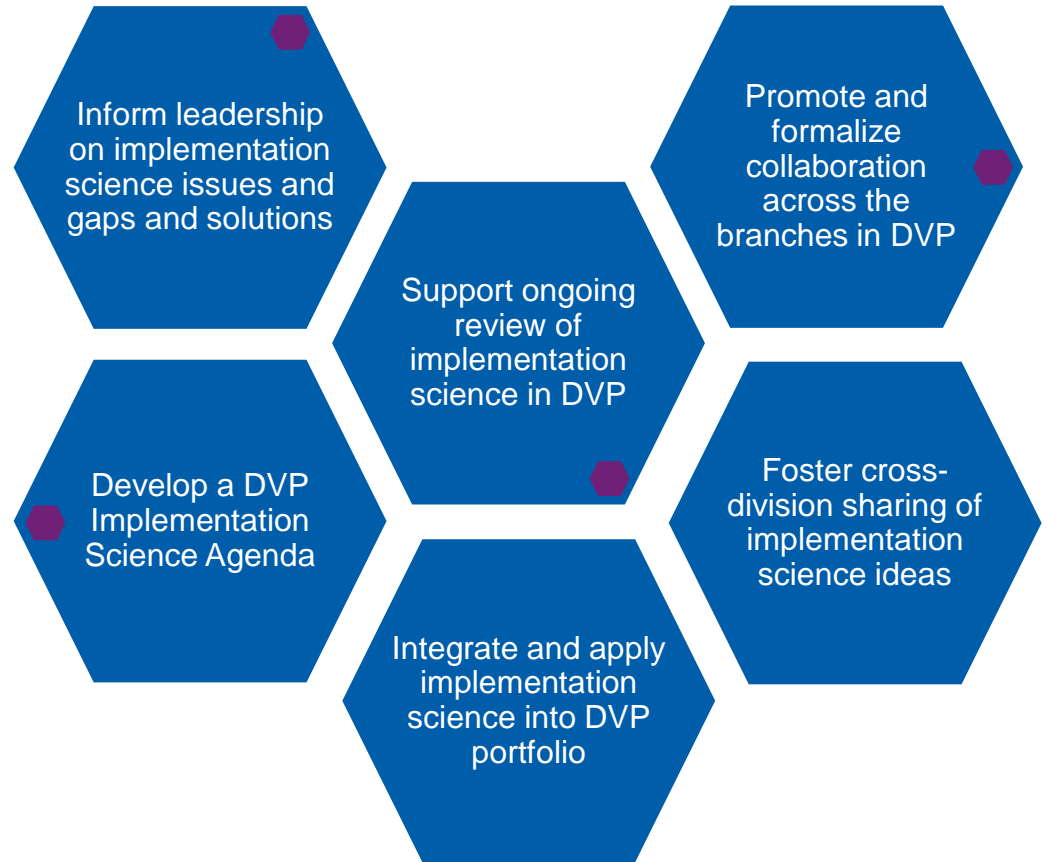


Focus efforts on those at greatest risk for violence

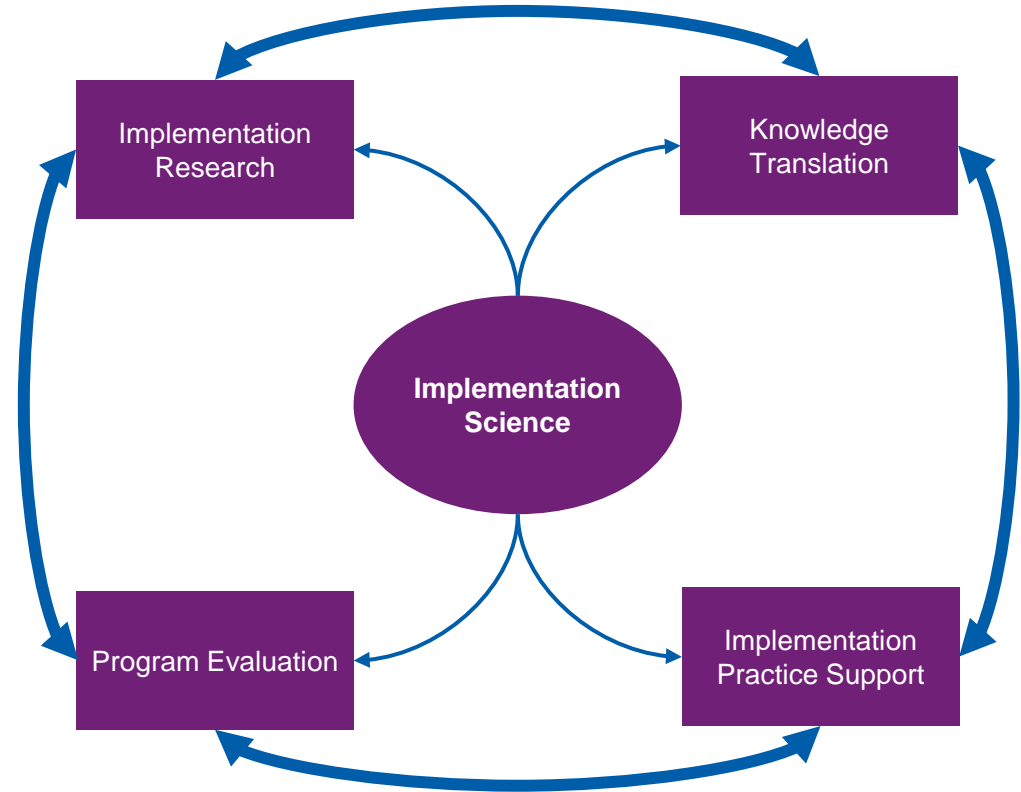
- Monitor violence-related behaviors, injuries, and deaths
- Conduct research on the factors that put people at risk for or protect them from violence
- Create and evaluate the effectiveness of violence prevention programs, practices, and policies
- Help state and local partners plan, implement, and 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

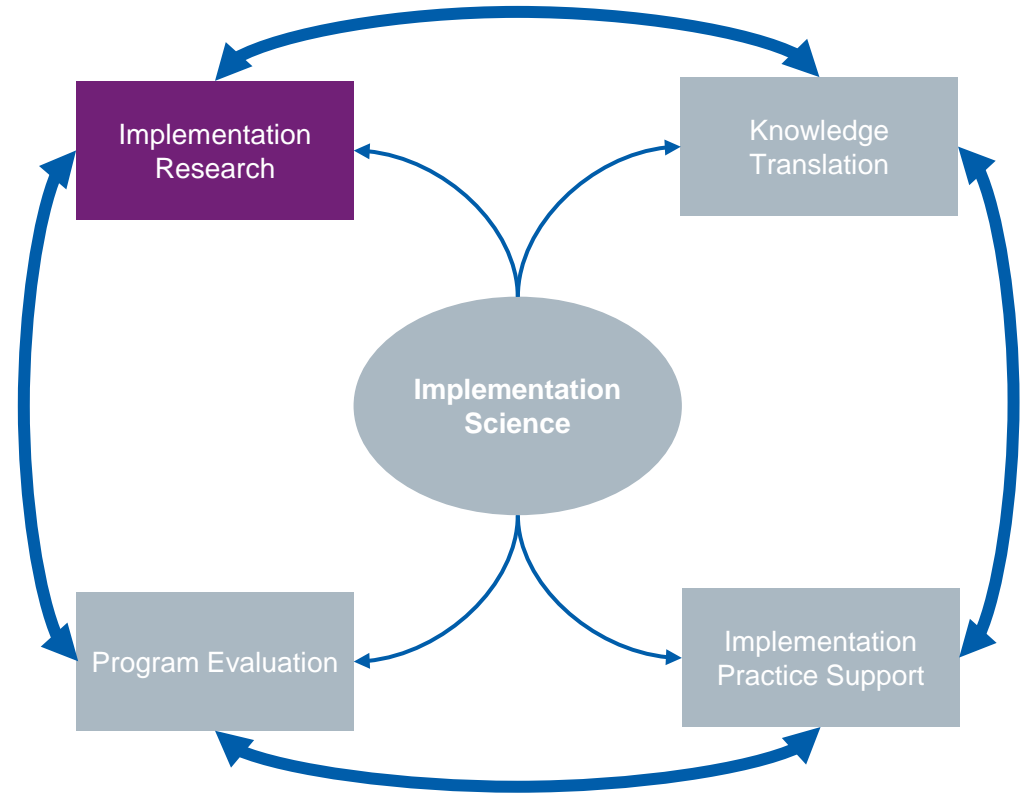
Advancing Implementation Science within DVP

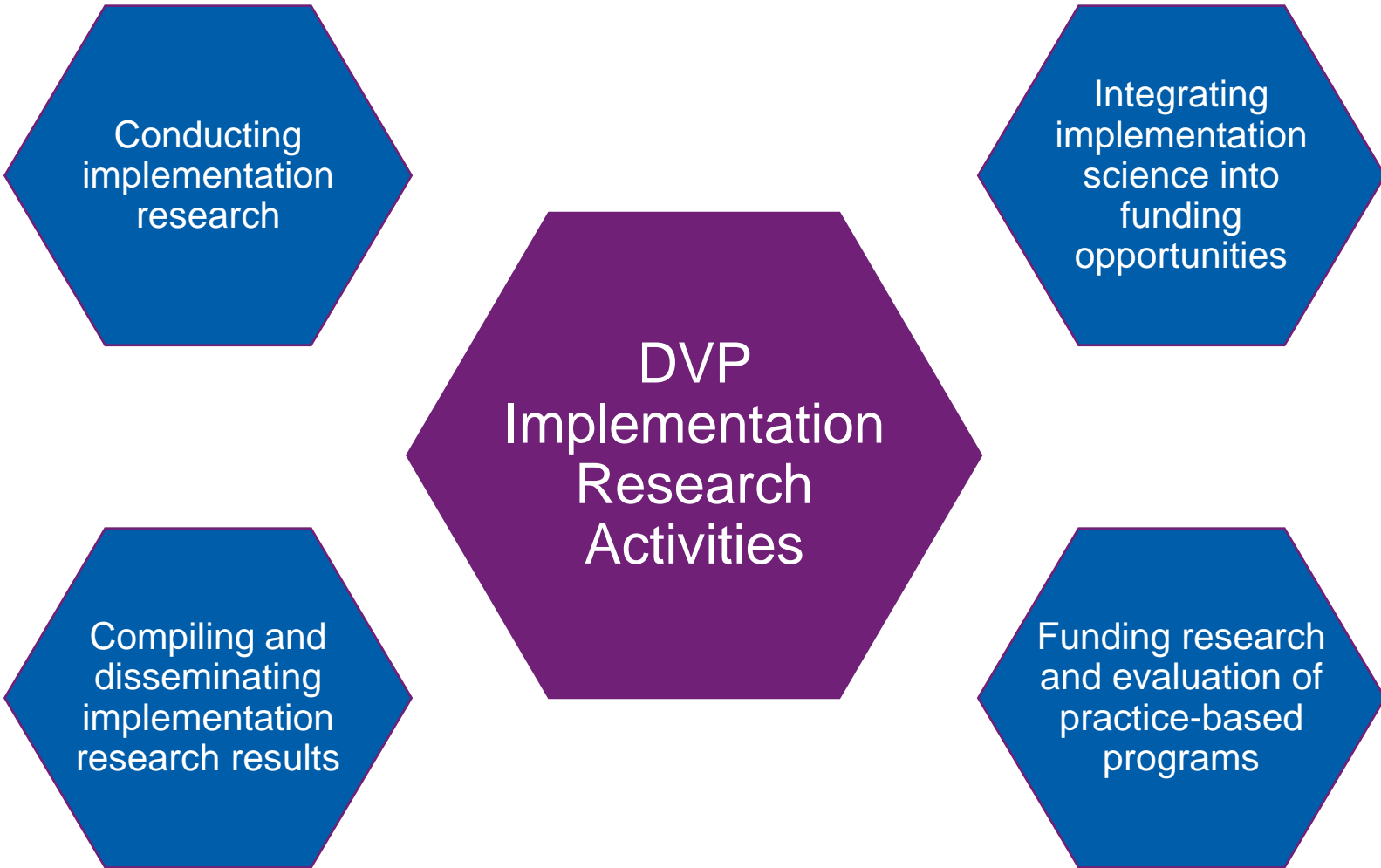


Implementation science is the creation, adoption, use, support and integration of the best available evidence on programs, practices, and policies in real world settings, including 1) research; 2) program evaluation; and 3) dissemination.



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

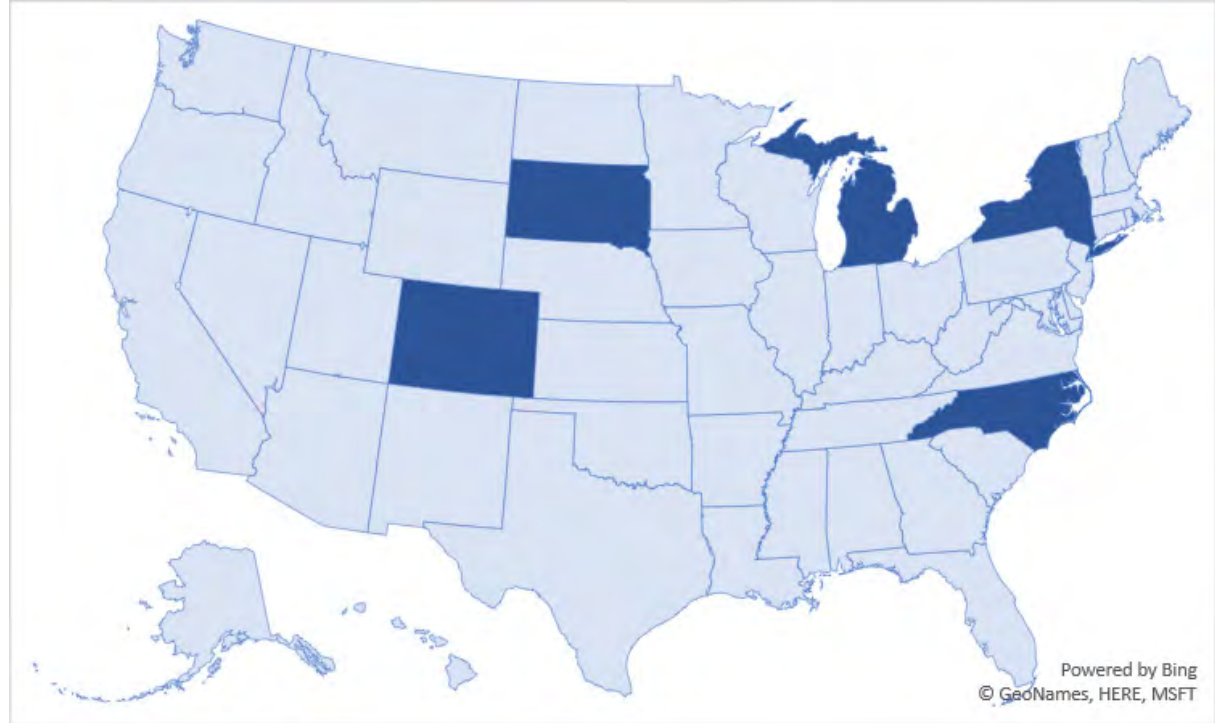
Brothers as Allies

North Carolina

Wise Guys: The Next Level

South Dakota

Youth Voices in Prevention



RPE Implementation Research Example: Health Equity



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




Rural: Colorado, North Carolina, New York




Tribal: Michigan, South Dakota

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

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

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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

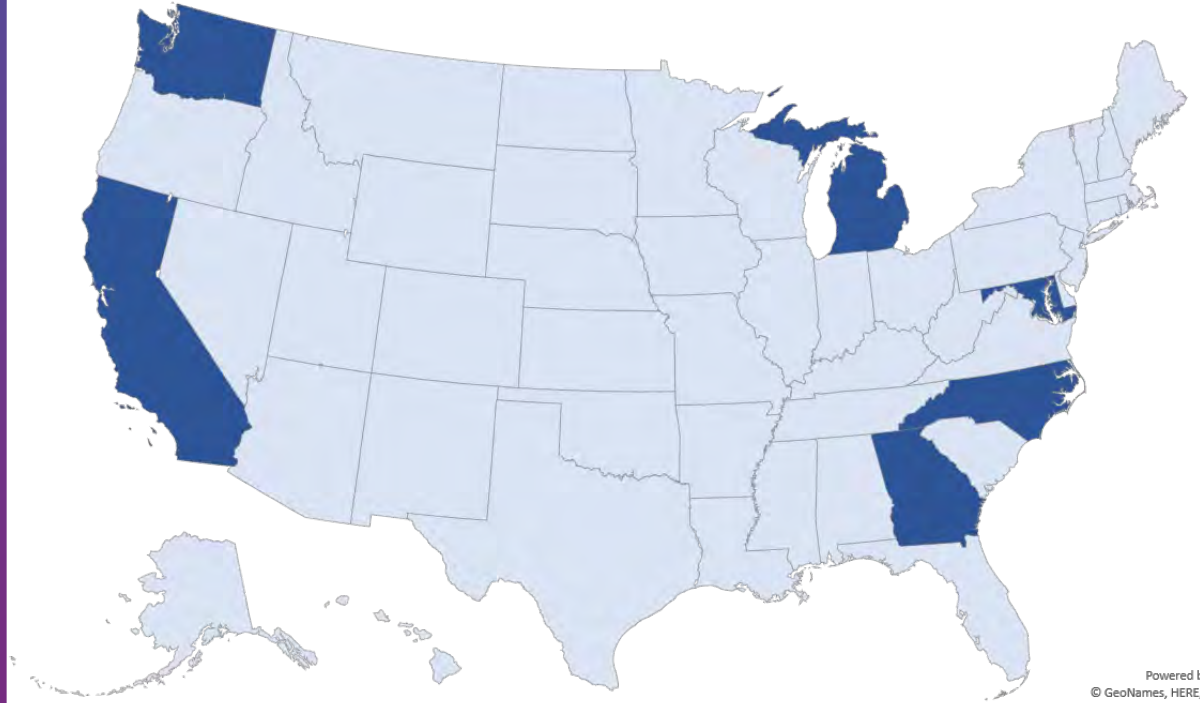
School Policy

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

DATINGMATTERS[®]

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS



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

DATING MATTERS[®]

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

PREVENTION DURING A PANDEMIC:

Dating Matters[®] Adaptation Guidance for Virtual Implementation

The COVID-19 pandemic has changed how we live, work, learn, and play to keep ourselves, our families, and our communities safe. Many schools and community-based organizations have closed or restricted access to slow the spread of the virus, requiring the development of new and innovative ways of delivering education, prevention, and intervention services virtually. A [survey](#) conducted by Blueprints for Healthy Youth Development between May and June 2020 found that 78% of the evidence-based youth development interventions included in their database had received requests to change the mode of program delivery as a result of COVID-19, and 76% had received requests for changes to training and/or support. Most of these programs reported providing online resources (55%), online training workshops (72%), and tele-sessions or video conferencing support services (60%) in response to these requests from communities.

This guide provides adaptation guidance for the virtual implementation of the [Dating Matters](#) youth, parent, and youth communication programs to assist communities in carrying out the programs with fidelity and flexibility in the context of the COVID-19 pandemic. This guidance can also be applied by any community or organization in which virtual implementation is preferred.

Although the potential impact of virtual implementation on program effectiveness is unknown, the adaptations suggested here were designed to maintain [essential elements](#) of the program without compromising fidelity or efficacy. These adaptations primarily provide alternate options for delivery of the original content.

This guide includes:



TECH TIPS

with ideas for harnessing the power of technology to reach participants and deliver program content in an online environment.



GENERAL PROGRAM ADAPTATIONS

for training and supervision, program and implementation materials, and virtual implementation tips that apply across programs.



SUGGESTED ADAPTATIONS BY PROGRAM AND SESSION

to guide facilitators to identifying activities in need of adaptation and providing suggested alternatives to complete them through virtual instruction.

JUMP TO SUGGESTED ADAPTATIONS BY PROGRAM AND SESSION

[Youth Programs, pg. 5](#)

- [Dating Matters 6th Grade Youth Program, pg. 5](#)
- [Dating Matters 7th Grade Youth Program, pg. 7](#)
- [Safe Dates 8th Grade Youth Program, pg. 8](#)

[Parent Programs, pg. 10](#)

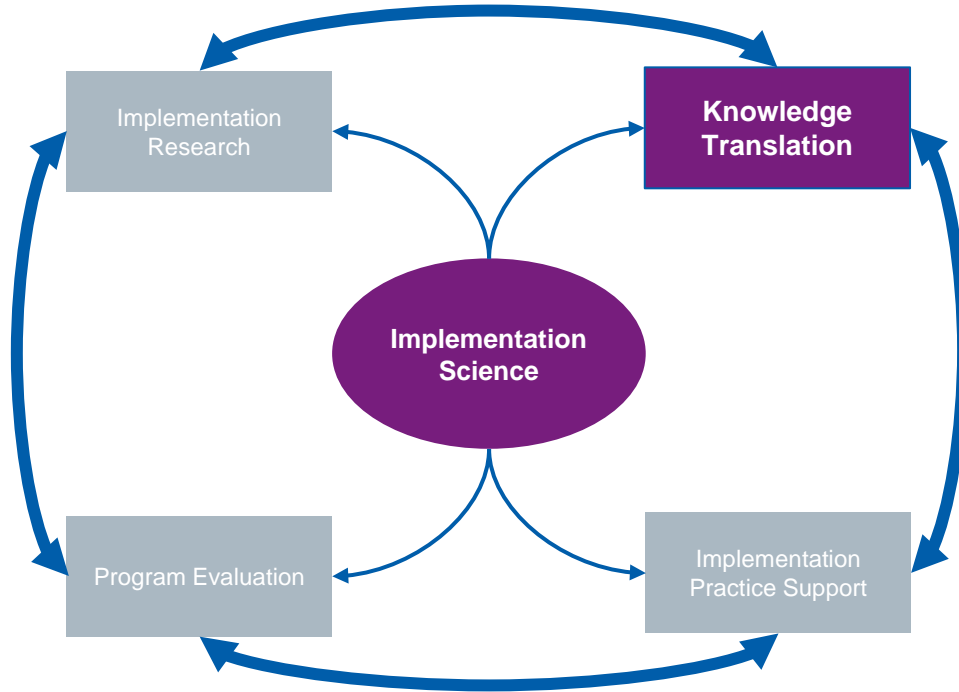
- [Parents Matter! for Dating Matters 6th Grade, pg. 10](#)
- [Dating Matters for Parents 7th Grade, pg. 12](#)

[Youth Communications Program, pg. 13](#)

- [i2i What R U Looking 4?, pg. 13](#)



Centers for Disease
Control and Prevention
National Center for Injury
Prevention and Control

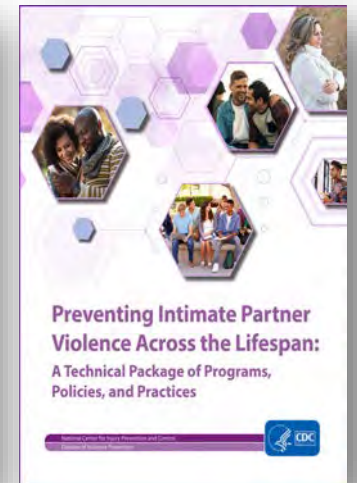
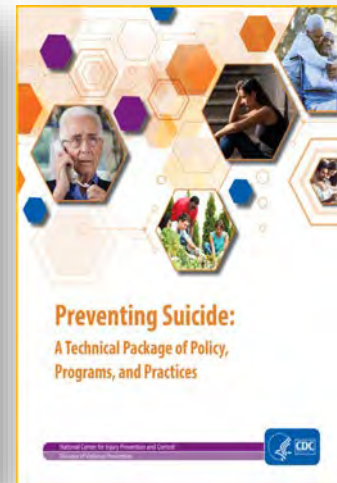
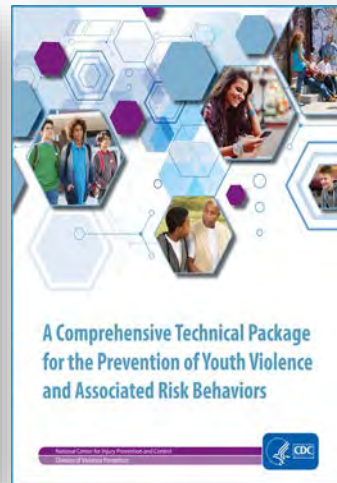
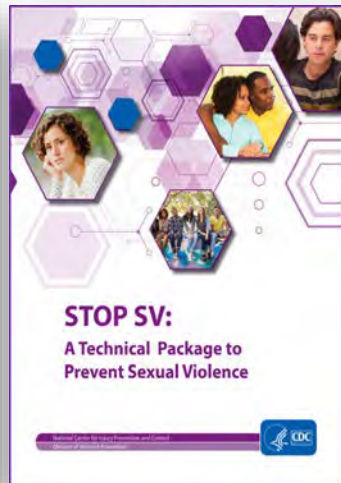
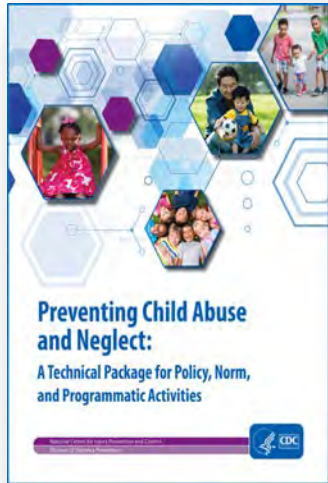


Knowledge translation

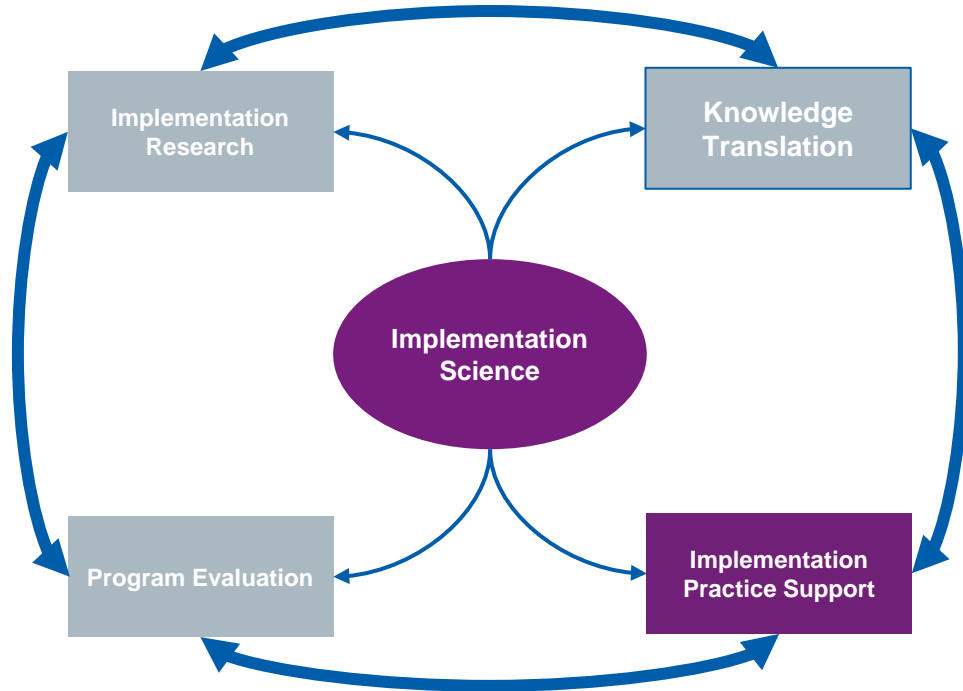
is the process used to make science-based knowledge understandable and create actionable products to facilitate adoption of programs, practices, and policies for widespread use.

DVP Technical Packages

Helping States and Communities Take Advantage of the Best Available Evidence



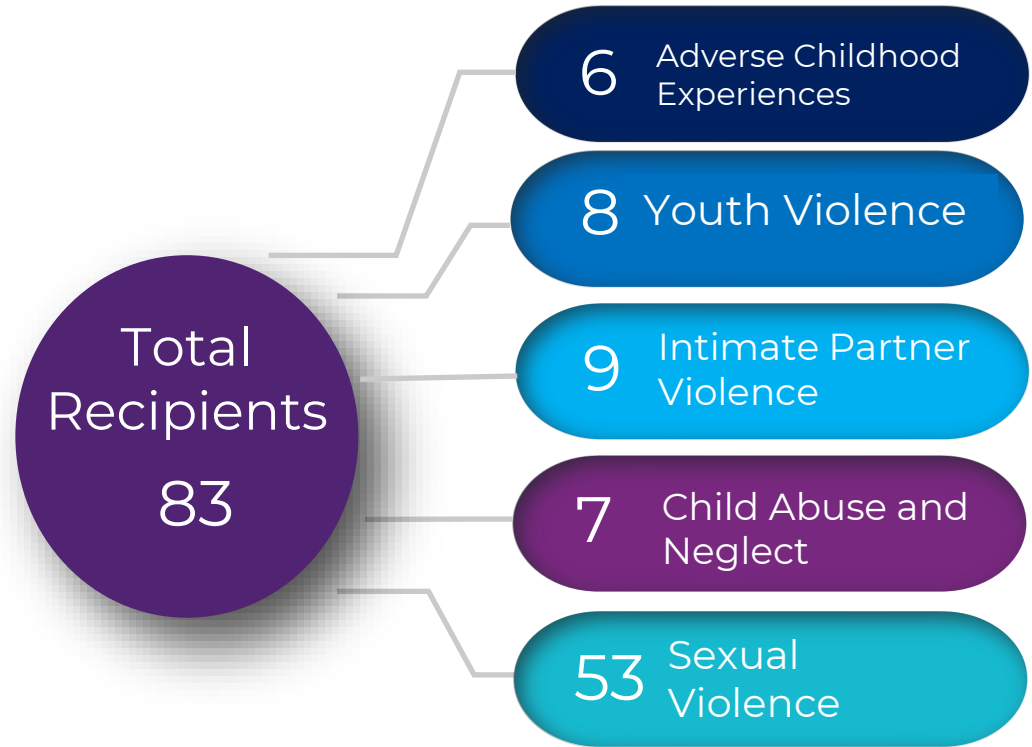
https://www.cdc.gov/violenceprevention/pub/technical_packages.html



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.





VetoViolence.cdc.gov

Violence Prevention in **PRACTICE**



7 phases in *comprehensive* violence prevention



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 disproportionately 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 fir

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

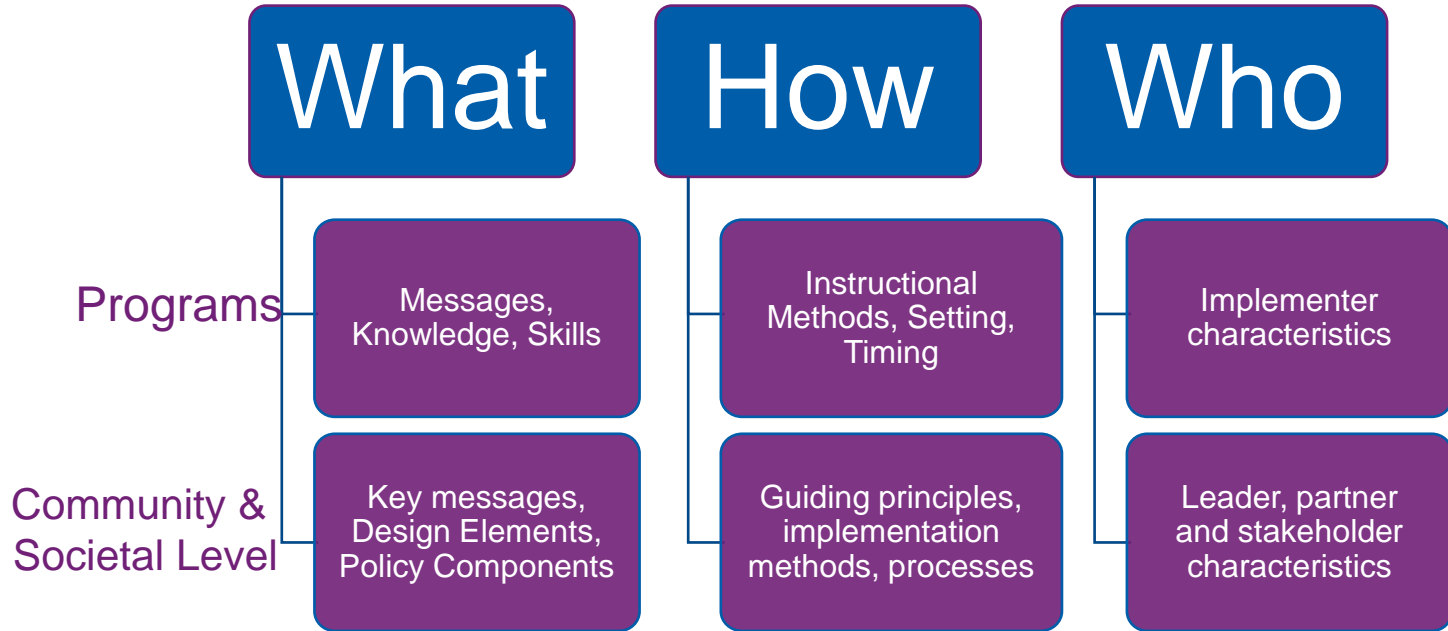
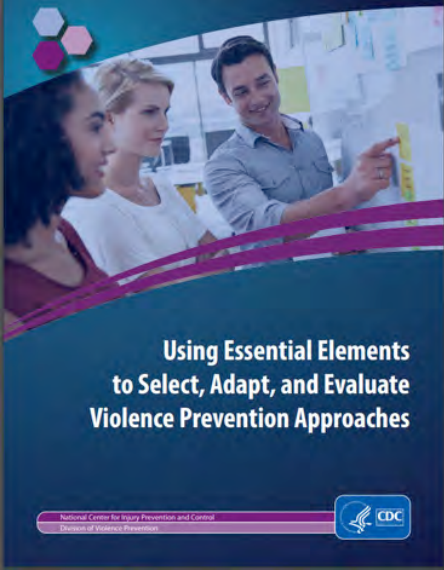
Implementation of Technical Package Strategies

951 Efforts



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

Essential Elements Framework



Adaptations

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

Reasons for adaptations may include:



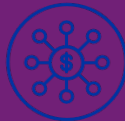
To increase the relevance of materials



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



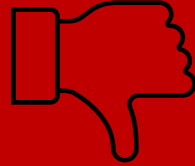
Seek input from others who have experience with the approach, including innovators, previous participants, implementers, technical assistance providers, and funders

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



Welcome to the General Capacity Assessment for Violence Prevention

This capacity assessment will ask about your organization's leadership, staffing, resources, skills, partnerships, and information currently in place to support a public health approach to violence prevention.

This assessment is not specific to one type of violence. It can be used to assess capacity in any organization with a mission or programs dedicated to preventing sexual violence, intimate partner violence, youth violence, teen dating violence, or child abuse and neglect.

The assessment will take approximately 20 minutes to complete. Once you complete it, you will have the option to save or print a PDF of the results and your responses.

Get Started

At the end of the assessment, you will have the opportunity to view resources for violence prevention. If you'd like to access resources now, click the link below.

Visit Resources Page >

Capacity Assessment Report

Organization Name: _____ Date of Assessment: _____

Your Capacity: The Big Picture

The General Capacity Assessment for Violence Prevention assessed five areas of capacity that your organization might need to implement violence prevention interventions. This graph summarizes the capacity scores for each area.

Overall Capacity:



How do I interpret my report?

This assessment is organized into five overarching domains: LEADERSHIP, STAFFING, SKILLS, COLLABORATION, and DATA. These five sections are key areas necessary for organizations to implement, evaluate, and sustain violence prevention strategies (see Figure 1).

This report provides the overall score for each capacity area. The score for each capacity area is given as a percentage. For example, the highest



Leadership

Questions in this section assess organizational leadership's commitment and knowledge. Leadership is defined as a person or group of people who have the primary responsibility to be spokespersons and decision-makers.

Read the following statements and indicate your level of agreement with each statement on the matrix below.

My organization's leaders are:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Knowledgeable about violence prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Committed to preventing violence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Able to obtain the necessary financial resources for prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. A strong advocate for violence prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Motivated to ensure that violence prevention strategies are a success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Supportive of staff implementing violence prevention strategies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Able to effectively communicate violence prevention messages to stakeholders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Able to gain support from elected or appointed officials when needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Able to develop new opportunities for younger persons and newer staff to take on leadership roles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

< Back

Progress

Next >


EvaluACTION

Basics of Evaluation Preparing for Evaluation CDC Framework for Evaluation **EvaluACTION** Resources

Putting Evaluation to Work

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

[BEGIN THE PROCESS](#)

EvaluACTION

<https://vetoviolence.cdc.gov/apps/evaluation/home>



Violence Indicators

GUIDE & DATABASE

Measuring Your Work to Help Prevent Violence

BREAKING IT DOWN STEP BY STEP

The Guide below explains the four steps you should follow to identify, assess, and properly use indicators to evaluate your violence prevention efforts. After exploring the steps and following an example program through each of the steps, you will be ready to use the [Sexual Violence Indicators Database](#) yourself and put these steps into practice for your own work.

- 1 Develop Your Logic Model and Identify Outcomes
- 2 Identify Potential Indicators and Available Data Sources
- 3 Assess the Fit of Potential Indicators
- 4 Create a Plan to Collect, Analyze and Use Indicator Data

Start with a **SEARCH**

Q Search database

or choose one or more **FILTERS**

Construct ▾

Data Source ▾

Data Population ▾

Type of Violence ▾

Reset

Download CSV

VIEW INDICATOR

GINI inequality index: # of substantiated child maltreatment

Primary link: Census | Secondary link: N/A

VIEW INDICATOR

% of households with housing cost burden: Includes % of those with more than 30% of their income on housing costs.

Primary link: CARES Engagement Network | Secondary link: N/A

VIEW INDICATOR

Female wage gap: The female wage gap is defined as the difference between what a woman would have to make for every dollar made by a man in order to have the same earnings. The lower the gap, the more equal women's pay is to men's.

Primary link: National Women's Law Center | Secondary link: N/A

VIEW INDICATOR

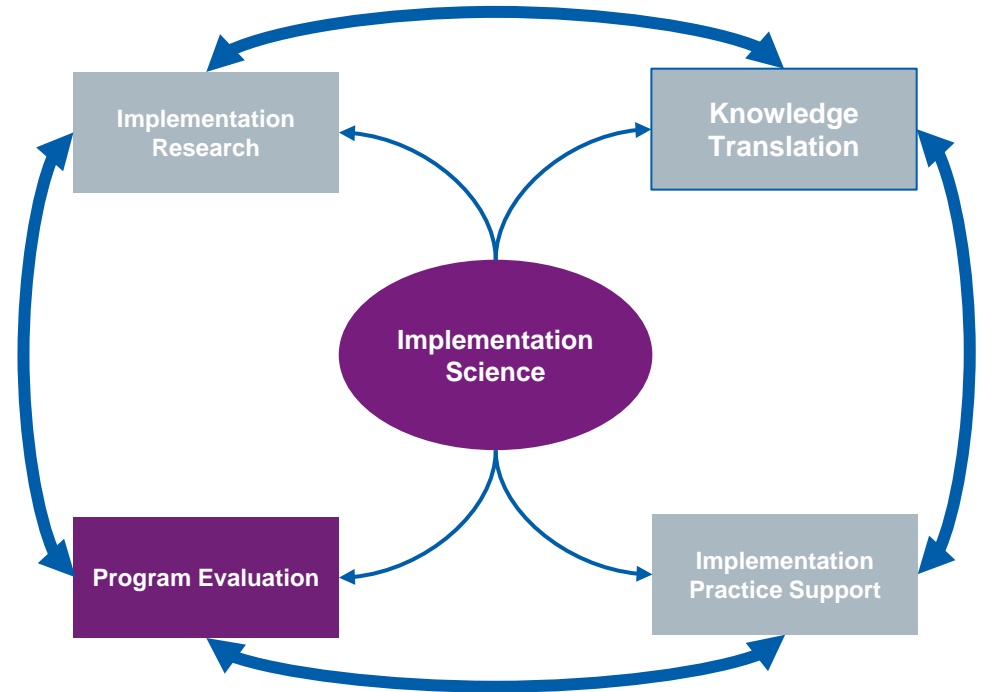
% of population ages 25+ with a bachelor's degree or higher: % of the population aged 25 years and older who reported completing a bachelor's degree or higher by reported sex.

Primary link: ACS: S1501 | Secondary link: N/A



<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



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

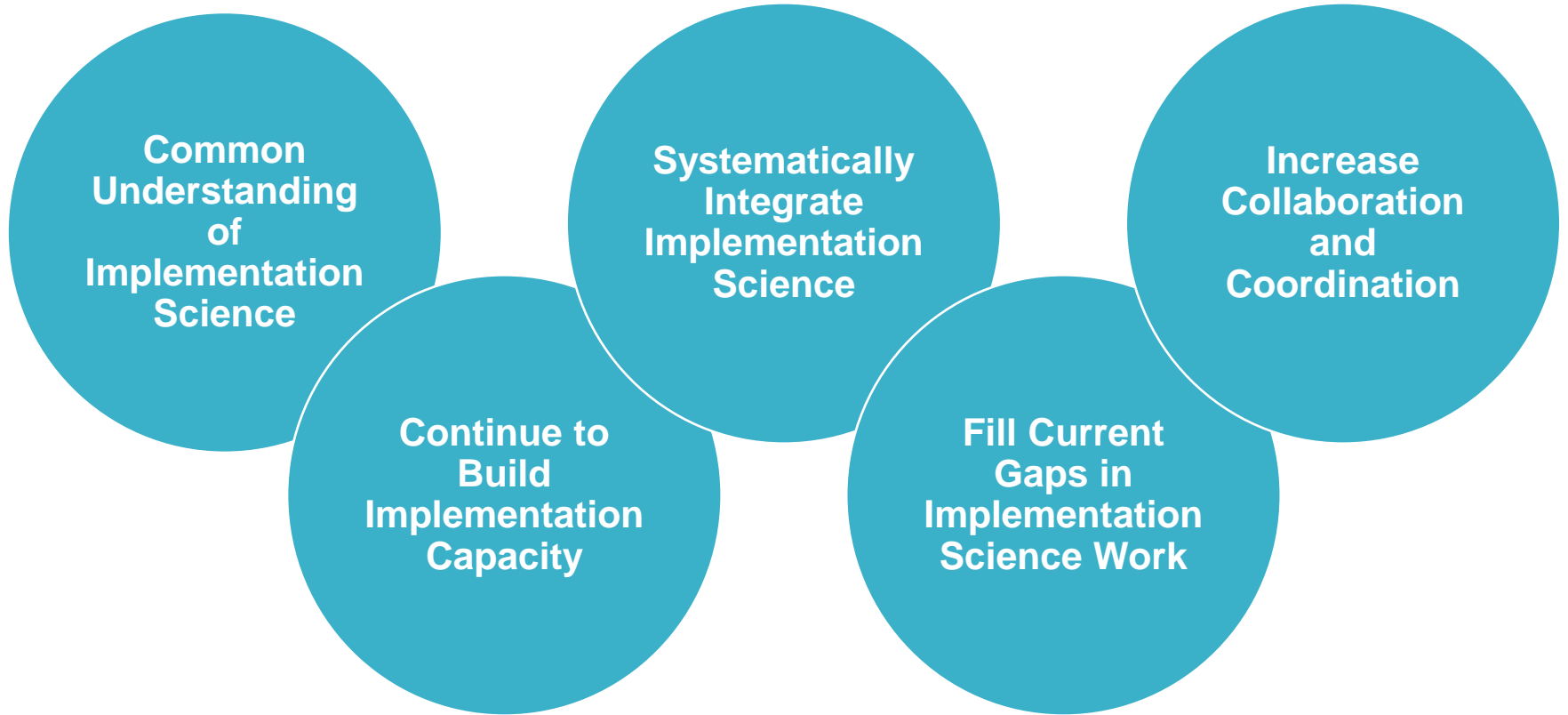
Cross-Initiative Evaluation

Initiative-level Evaluation

Recipient-level Evaluation

Moving Implementation Science Forward

Strengthening Implementation Science in DVP



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!

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