
Using What Works: Adapting Evidence-Based Programs to Fit Your Needs

Reference: National Cancer Institute. U.S.
Department of Health and Human
Services, National Institutes of Health.

Question

What do you think of when you hear
the term
“evidence-based”?

Answer

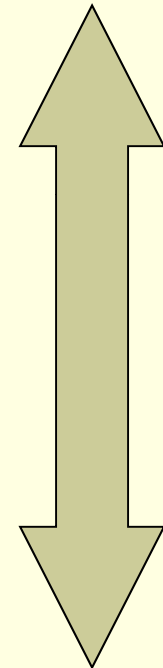
An evidence-based program has been:

- Implemented with a group
- Evaluated
- Found to be effective.

What Is Evidence?

- Surveillance Data
- Systematic Reviews of Multiple Intervention Studies
- An Intervention Research Study
- Program Evaluation
- Word of Mouth
- Personal Experience

OBJECTIVE



SUBJECTIVE

Why the Fuss?

- More Federal funders are requiring program planners to use evidence-based programs.
- Some consider evidence that is proven through research (explicit).
- Some consider evidence that is derived from experience or practice (tacit).
- The best evidence may be a combination of research and practice.

Advantages to Evidence-Based Programs

- What are advantages to evidence-based programs?
 - Effective in the study populations
 - Cost effective
 - Shorten the time it takes to develop a program
 - Reduce the time it takes to research a community
 - Help narrow the evaluation.

Evidence-Based Program Barriers

- Using evidence-based programs limits my creativity.
- Evidence-based programs take too much time and/or money.

Evidence-Based Program Barriers, cont.

- Evidence-based programs are too scientific.
- My community is unique. An evidence-based program will not be as appropriate as if I developed the program myself.

Evidence-Based Program Barriers, cont.

- I do not know what evidence-based programs are or where to find them.



Level 1 Programs

- Funded by peer-reviewed grant
 - Published in peer-reviewed journal
 - Part of systematic review
 - Strategies from Community Guide
-
- See Module 1, Handout #2: Evidence-Based Practice

Partnerships: Definition



The goal of a partnership is to create synergy. This is a state in which each partner is a resource. Together they create a stronger unit. Synergy gives each partner a chance to volunteer his or her strengths, experience, skills, and knowledge in order to achieve what the individual could not do alone.

□ See Module 2, Handout #7 : Steps for Involving Partners in the Program

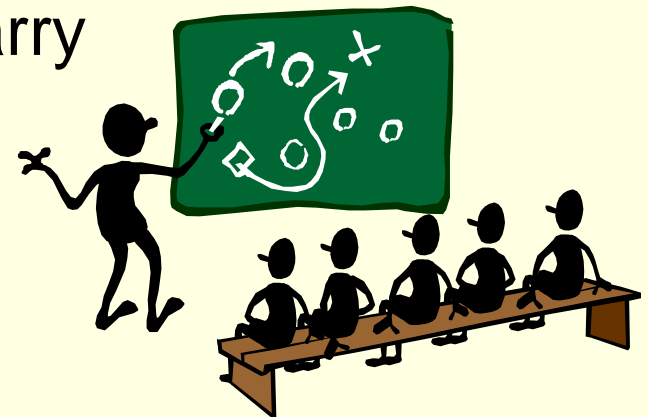


Finding an Evidence- Based Program



Strategies

- Will depend on which evidence-based program you select
- Answer these questions:
 - What specific behaviors do I want my audience to acquire or enhance?
 - What information or skills do they need to learn to act in a new way?
 - What resources do I need to carry out the program?
 - What methods would best help me meet my objectives?



Where Can I Find Evidence-Based Programs?

- National Registry of Effective Programs and Practices (NREPP) www.modelprograms.samhsa.gov
- Guide to Community Preventive services www.thecommunityguide.org
- Cancer Control PLANET—
<http://cancercontrolplanet.cancer.gov>
 - Step 4: Research-tested Intervention Programs (RTIPs)
 - Program summaries include a list of journal articles about the program.

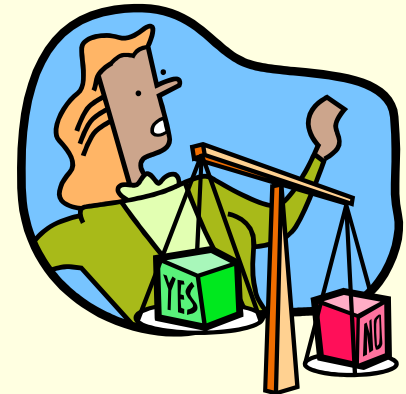


Other Sources for Evidence-Based Programs

- Journals that report on evidence-based programs, such as *Evidence-based Healthcare and Public Health*
 - See Module 3, Handout #3: Alternative Sources for Evidence-Based Programs.

Criteria for Selecting a Program

- Refer back to your needs assessment and think about:
 - Was the program conducted with people who had similar:
 - Socioeconomic status
 - Resources
 - Ethnicity
 - Traditions
 - Priorities
 - Community structure and values.
 - Is the program appropriate for the age of your audience?



Criteria for Selecting a Program

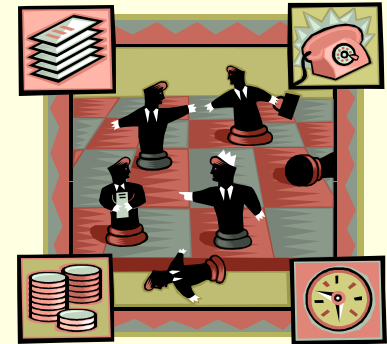
- Choose a program that is well-matched with:
 - Your health topic (e.g., preconception health, prenatal care, premature birth, maternal stress, nutrition, physical activity)
 - What your audience is already doing about the health issue.



Criteria for Selecting a Program

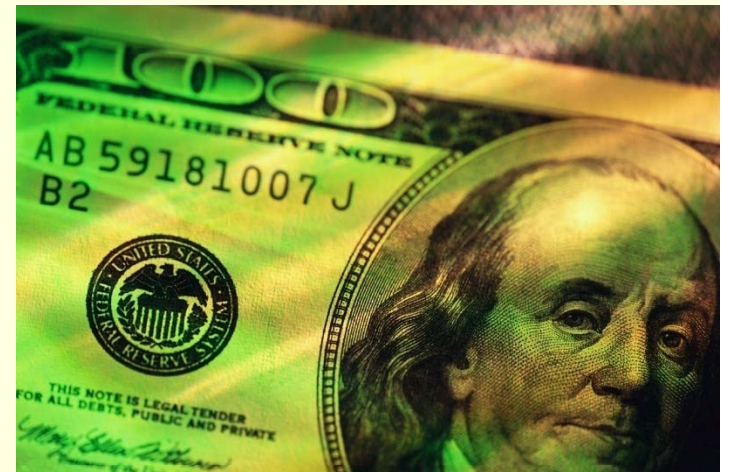
Pay attention to the strategies the programs used to achieve their objectives.

- These strategies can include:
 - Giving information
 - Enhancing skills
 - Improving the services and/or support systems that exist
 - Changing incentives or barriers that maintain the problem
 - Promoting access
 - Making suggestions for policy changes.



Your Resources

- Remember to avoid a program that takes more resources than you have.
- Different evidence-based programs will take different amounts of money, labor, and/or time.





Making the Evidence-Based Program Fit Your Needs



**Adaptation and Your
Program Summary**

Questions

- How do you define “adaptation”?
- What does it mean to you?



Adaptation

- Microsoft Encarta Dictionary definition of **adaptation** (ad·ap·ta·tion):
 - Adapting: the process or state of changing to fit new circumstances or conditions, or the resulting change
 - Something adapted to fit need: something that has been modified for a purpose (e.g., a film adaptation of a novel).

Step 1: Identify What Can and Cannot Be Modified

- Given the definition you wrote down for adaptation:
 - What do you think can be adapted in the evidence-based programs?
 - What is the difference between adapting an evidence-based program and changing it?

Things That Can Be Modified

- Names of health care centers or systems
- Pictures of people and places and quotes
- Hard-to-read words that affect reading level
- Ways to reach your audience
- Incentives for participation
- Timeline
- Cultural indicators based on population




Things That Cannot Be Modified




- The health topic
- Deleting whole sections of the program
- Putting in more strategies
- The health communication model or theory.

Step 2: What Do I Need To Modify and What Can Stay the Same?

- Now you are only looking at what can be modified and deciding if you need to make those changes or not.
-  See Module 4, Handout #2: Adaptation Guidelines.

Step 3: Making the Modifications

- Brand materials with your contact information. (This includes contact names, mail and e-mail addresses, and phone numbers).
- Replace general pictures and drawings with ones that reflect your audience's culture.
- Think about the best media and channels that should be used to publicize your program.
 -  See Module 4, Handout #3: Communication Channels and Activities: Pros and Cons.

Making the Modifications, cont'd

- Choose incentives that appeal to your audience.
- Make a timeline that makes sense based on your resources.
- Try not to remove existing or add extra materials.
- Use the original health or communication model from the evidence-based program.


Print Materials and Readability



- Your program may include print materials.
 - Be sure to measure their reading level.
 - Products you can get on Cancer Control PLANET (<http://cancercontrolplanet.cancer.gov/>) have their reading levels listed.
 - If the reading level is too high, you may have to rewrite sections.
- See Module 4, Handout #4: Readability Guidelines.

Print Materials and Culture

In addition to reading level, you should ask yourself:

- Is the language appropriate for the culture?
- Are there different meanings for words? Could the words be misinterpreted?
- Do the materials fit with my audience's culture?
-  See Module 4, Handout #5: Key Elements of Plain Language Printed Materials.

If you answer these questions, it may help you find other needed text changes.

Your Program



Your program should now include:

- A summary of the data you have collected
- Program goals and objectives from the evidence-based program
- Program management needs such as a timeline, staff needs, budget, and your resources
- Evaluation Plan.



Questions?