How to Select an Evidence-based Strategy and Program to Fit Your Needs

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Source: NCI’s Using What Works
http://cancercontrol.cancer.gov/use_what_works/start.htm
What are evidence-based programs (EBI)

- Identify important characteristics of an organization, strategy, and a program to help selection process (EBI)

- Review Community Guide to select strategies

- Review Cancer Control P.L.A.N.E.T to finally select EBI

- Tips on using programs.
Question

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

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

An evidence-based program has been:

- Implemented within a specific population.
- Critically appraised for its validity and relevance.
- Found to be effective.
Asking Answerable Questions

Problem – “How would I describe the my community and the health needs it faces?”

Intervention – “Which main intervention am I considering?”

Comparison Intervention – “What are some alternatives to compare with the intervention?”

Outcome – “What can I hope to accomplish and how will I assess whether I accomplished it?”
Evidence-Based Program Barriers, cont.

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

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

Higher level:
• Peer-reviewed: funding, publication, systematic review, strategies guide recommended

Lower level:
• Not peer-reviewed: funding, publication, systematic review, strategies not guide recommended
Where can we find evidence-based programs and strategies

- Cancer Control Planet
  - http://cancercontrolplanet.cancer.gov/

- Guide to Community Preventive Services
  - http://www.thecommunityguide.org/

- Research-tested Intervention Programs (RTIPs)

- National Resource for Evidence-based Programs and Practices
  - http://www.nrepp.samhsa.gov/

- Other sources
Before You Hit the Ground Running

- Consider the characteristics of the organization or setting

- Consider the goals, objectives and target audience for your proposed strategy/program

- Then, select evidence-based strategies or programs to match those goals, objectives, and audience
Which Organizational Characteristics Should be Considered?

- Commitment to success of strategy
- Commitment in high places
- Capacity & Resources
  - Personnel (#s, expertise)
  - Finances/Infrastructure
  - Partnerships
  - Time
- Capacity to evaluate the strategy/program
Selecting a Strategy or Program

- Acquire information about potential strategies/programs
- Review the materials from each for fit to your objectives and community
- Decide on a which to adopt or adapt
Why it is important to understand evidence-based strategies/programs

Reading about potential programs helps to:

- Consider how a program matches with your goals and audience
- Gauge fit of the program to your community and organization or the need for adaptation
- Review the program’s methods, facilitators guide, or implementation protocol to understand the steps of the program
- Learn the costs of program implementation
Finding the Connection

How does a needs assessment help in choosing an evidence-based strategy/program?
Drafting Program Goals and Objectives

They help to:

- Narrow program scope
- Avoid straying from the needs assessment.
- Direct your search for evidence-based program
Activity: Goals and Objectives

Questions

- How can a needs assessment help you decide your goals and objectives?
- How do you think your goals and objectives might change after you select an evidence-based program?
Activity: Criteria for Selecting a Program

- Refer back to your needs assessment, goals and possible objectives

- Match the goals and objectives derived from the needs assessment to consider program options.

- What are some criteria you would use when selecting a strategy or program?
Criteria for Selecting a Program

Refer back to your needs assessment and think about:

- Was the program conducted with people with similar:
  - Socioeconomic status
  - Community structure and values
  - Traditions
  - Ethnicity
  - Priorities
  - Resources

- Is the program appropriate for the age of your audience?
- Are the program materials current?
Criteria for Selecting a Program

- Choose a program that is well-matched with:
  - Your health topic (e.g., breast or cervical cancer, nutrition, physical activity)
  - What your audience is already doing about the health issue
  - Program Setting & Organizational Capacity
  - Strategies (the programs used to achieve their objectives) that fit your objectives
    - Giving information
    - Enhancing skills
    - Promoting access
    - Making policy changes
Criteria for Selecting a Strategy/Program

Pay attention to the strategies used to achieve the objectives.

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

- **Program**
  - Health behaviors/topics
  - Goals
  - Type of program strategies
  - Time span
  - Setting

- **Audience**
  - Age
  - Education
  - Gender
  - Race/ethnicity
  - Socioeconomic status

- **Organization**
  - Fit with mission
  - Leadership support
  - Availability of a project coordinator
  - Resources
    - Finances/cost
    - Staff & expertise
    - Facilities
    - Partnerships

- **Community**
  - Priorities and values
  - Readiness for prevention program
  - Fit with other programs
Evidence-based recommendations for programs, strategies, and policies to promote population health

www.thecommunityguide.org/index.html
Guide intervention strategies

- Covers strategies at multiple levels
  - Individual
  - Health care systems
  - Community
  - Policy
Hand-picking Strategies

- Should not choose a component from various evidence-based programs and combine them, assuming that they work.

- If you do, have a strong evaluation plan to determine the new program’s effect.
Follow 5 steps to develop a comprehensive cancer control plan or program

Learn why these steps are important

**Step 1** Assess program priorities
- State Cancer Profiles (CDC, NCI)
  - Statistics for prioritizing cancer control efforts in the nation, states, and counties

**Step 2** Identify potential partners
- Find Program Partners in Cancer Control
- Find Research Partners in Cancer Control
  - Contact information for ACS, CDC, CoC and NCI program partners and research partners by state and region

**Step 3** Research reviews of different intervention approaches
- Guide to Community Preventive Services (Federally sponsored)
- Recommendations for population-based intervention approaches
- Guide to Clinical Preventive Services (AHRQ)
- Recommendations on screening, counseling, and other clinical regimens
- Additional Research Evidence Reviews

**Step 4** Find research-tested intervention programs and products
- Research-tested Intervention Programs (RTIPs) (NCI, SAMHSA)
  - Summary statements, ratings, and products from cancer prevention and control programs tested in research

**Step 5** Plan and evaluate your program
- Comprehensive Cancer Control Plans
- Comprehensive Cancer Control Budgets
- State, tribal and territory plans and budgets
- Guidance for Comprehensive Cancer Control Planning (CDC)
- Guidelines for developing a comprehensive cancer control plan
- Put Prevention Into Practice (AHRQ)
- Guidance for linking research and practice

Find information by cancer control topic
- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Diet/Nutrition
- Informed Decision Making
- Physical Activity
- Sun Safety
- Survivorship
- Tobacco Control

Sponsors

List Serve
- Sign Up to receive monthly updates on Cancer Control P.L.A.N.E.T.

We welcome your feedback on the Cancer Control P.L.A.N.E.T. and its satellite Web sites. To submit feedback, please contact us. Thank you for helping to improve this site for the cancer control community.

Note: This web site is best viewed in Internet Explorer (version 6.0 or higher) or Netscape (version 7.0 or higher) at a screen resolution of 1024 by 768 or more.

http://cancercontrolplanet.cancer.gov
Use Research-tested Intervention Programs in your Program Description to identify potential programs.
Use this Web site to:

- Find research-tested intervention programs and products.
- Review summary information and usefulness/credibility scores for each program.
- Order or download materials to adapt for use in your own program.
- Obtain readability scores for products distributed to the public.

Program topics now available:

- Breast cancer screening promotion
  - Community-based interventions
  - Physician-based curriculums
- Cervical cancer screening promotions
  - Community outreach programs
  - Direct mail interventions
- Colorectal cancer screening promotion
  - Physician-based intervention programs
- Diet/Nutrition
  - Community-based social support interventions
  - Small group education interventions
  - Fruit and vegetable behavior change programs
- Informed Decision Making
  - Patient decision-making programs
- Physical activity
  - Physical health enhancement programs
- Sun safety
  - Sun protection awareness programs
- Surviviorship
- Tobacco control
  - Smoking prevention programs
  - Smoking cessation programs
  - Smoke-free environmental campaigns

RTIPs and Research Reviews

The Guide to Community Preventive Services evaluates the effectiveness of broad intervention categories through systematic reviews. RTIPs is a database of actual programs and products that you can adapt for your own use. Look for links to applicable Community Guide findings where you see the symbol.

New programs featured:

- Diet/Nutrition
  - High 5 Flyers (Post date: March 2008)
  - WIN (Worksite Internet Nutrition) (Post date: February 2008)
- Colorectal cancer screening promotion
  - Effect of a Mailed Brochure on Appointment Keeping for Screening Colonoscopy (Post date: January 2008)

★ New programs are released periodically. Please check for updates.

New Adaptation Tool Available:

- Using What Works: a train-the-trainer course that teaches users how to adapt a research-tested intervention program to the local community context

Register your program now and be part of the RTIPs Community.

We welcome your feedback on the Research-tested Intervention Programs Web site. To submit feedback or a program for review, please contact us. Thank you for helping to improve this site for the cancer control community.

If you use tobacco and are trying to quit, please visit Smokefree.gov
Looking for general information about cancer? Please visit Cancer.gov or call the Cancer Information Service at 1-800-4-CANCER.
<table>
<thead>
<tr>
<th>Title</th>
<th>Purpose</th>
<th>Program Focus</th>
<th>Population Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Cancer Screening Among Non-adherent Women</td>
<td>Designed to address barriers to mammography screening and to identify strategies for motivating women to have regular mammograms.</td>
<td>Motivation</td>
<td>Underscreened Women</td>
</tr>
<tr>
<td>Empowering Physicians to Improve Breast Cancer Screening (EPICS)</td>
<td>Physician-based educational curriculum designed to increase physicians' efforts to encourage women to receive regular mammograms.</td>
<td>Awareness building</td>
<td>Primary Care Physicians</td>
</tr>
<tr>
<td>Friend to Friend</td>
<td>Community-based intervention designed to increase mammography utilization among low-income women residing in public housing.</td>
<td>Awareness building</td>
<td>Underserved</td>
</tr>
<tr>
<td>Increasing Breast and Cervical Cancer Screening Among Filipino American Women</td>
<td>Designed to increase breast and cervical cancer screening among Filipino women.</td>
<td>Awareness building</td>
<td>Underserved</td>
</tr>
<tr>
<td>Increasing Mammography Among Long-term Noncompliant Medicare Beneficiaries</td>
<td>Designed to increase breast cancer screening by encouraging Medicare beneficiaries to obtain a mammogram.</td>
<td>Awareness Building and Behavior Modification</td>
<td>Medicare beneficiaries without a recent mammogram</td>
</tr>
<tr>
<td>Maximizing Mammography Participation</td>
<td>Designed to increase breast cancer screening by encouraging women to schedule and keep mammography appointments.</td>
<td>Motivation</td>
<td>Women with no history of breast cancer.</td>
</tr>
</tbody>
</table>
Maximizing Mammography Participation

- The Need
- The Program
- Community Guide Finding
- Time Required
- Intended Audience
- Suitable Settings
- Required Resources
- About the Study
- Program Scores
  - Dissemination Capability
  - Cultural Appropriateness
  - Age Appropriateness
  - Gender Appropriateness
  - Research Integrity
  - Intervention Impact
- Publications

For optimal printing results, it is recommended to use the landscape orientation when printing program summary pages.

The Need
Mammography offers the best protection from breast cancer mortality for women aged 50 years and older. Mammography screening among women in this age group reduces breast cancer mortality by 40% when 80% of the population obtains examinations regularly. Despite an overall increase in mammography use and decrease in breast cancer mortality over the past decade, mammography remains underused by older women. A common method of reminding women of their need for a mammogram is a letter from their physician or health maintenance organization. Motivational and reminder telephone calls may also be an effective strategy to boost the rate of adherence to mammography screening guidelines.

The Program
Maximizing Mammography Participation uses a reminder postcard, a reminder telephone call, or a motivational telephone call to encourage women to schedule and keep mammography appointments. The reminder postcard and reminder call serve as a means for inviting women to schedule a mammogram. The motivational call represents a more elaborate health care system intervention based on the principle of motivational interviewing. The motivational call provides an opportunity for women to ask questions and discuss concerns about the mammography exam with a knowledgeable person. The motivational call focuses on understanding the patient's decision-making process and assists them in obtaining a mammogram by discussing the pros and cons of the exam, beliefs, feelings, and logistics in a non-confrontational and empathetic way.

Community Guide Finding
This program is an example of Client reminder interventions, which is recommended by the Guide to Community Preventive Services.

Time Required
The time required varied among the three types of intervention used during the study. The reminder postcard required minimal time to send; the reminder call took 3 minutes to complete; and the motivational call was completed in 9 minutes. The motivational call also included a two-day training and a one-hour weekly meeting with program staff to review taped sessions and reinforce program protocols.

Intended Audience
Participants who tested this program were women between 50 and 79 years of age from Seattle, Washington. Participants had no history of breast cancer and were due to receive a mammogram. Eighty-nine percent of the women were White, 72% had had a prior mammogram. Other populations involved in the study were: Alaskan Native, American Indian, Asian, Black, Hispanic, and Pacific Islander.

Suitable Settings
The intervention is suitable for implementation in a physician's office, or a health plan.
Required Resources
The reminder postcard is available. The reminder call requires calling instructions, caller documentation descriptions, caller documentation sheets, a call script, and the ability to place a woman on the radiology schedule at the time of the call. The motivational call requires a telephone counselling manual which includes detailed protocols, training on motivational interviewing, baseline and 12-month surveys, and examples of resource guides and information pamphlets. It also assumes the ability to schedule the woman at the time of the call. Cost-effectiveness analyses estimate that the postcard costs $3.95 per scheduled mammogram, the reminder call costs $21.22 per scheduled mammogram, and the motivational call costs $25.99 per scheduled mammogram.

About the Study
Participants were members of a health maintenance organization (HMO) in Seattle that regularly sent recommendation letters to women when it was time to schedule their mammogram. A total of 1,785 women who did not schedule a mammogram within 2 months of receiving the mailed recommendation were randomly assigned to one of three intervention groups: a reminder postcard (n = 590), a reminder telephone call (n = 595), and a motivational call addressing barriers (n = 590). Women receiving reminder calls were contacted by a female scheduler who made the appointment through a computer linkage to the radiology center. If concerns arose during a call, the scheduler would refer the woman to the personnel knowledgeable about breast cancer or to her primary care physician. Participants in the motivational call intervention group were contacted by a female masters-level counselor who could also schedule mammography appointments. The women were followed for 1 year to see whether they obtained a mammogram.

Results indicated:
- Women who received a reminder or motivational call were more likely to get a mammogram than women who were sent a postcard. Motivational and reminder calls were equivalent with respect to getting an appointment. Controlling for intervention effect, women with prior mammography were more likely to get a mammogram compared to women with no prior experience.
- The postcard was more cost-effective than either the reminder or the motivational call, but the advantage of the postcard was less significant among women who had never had a mammogram.

Program Scores (10 = low, 5.0 = high)
- Dissemination Capability: 3.5
- Cultural Appropriateness: N/A: Not Applicable
- Age Appropriateness: 5.0
- Gender Appropriateness: 5.0
- Research Integrity: 4.0
- Intervention Impact: 4.5

Publications

What Gets Into RTIPS?

- Evaluated in peer-reviewed research grant
- Published in peer-reviewed journal
- Program and products can be adapted and used in community or clinical settings
Case Study Scenarios

- **Scenario 1:** You want to find an evidence-based program in Cameron County, Texas. This is a county that borders Mexico. You have chosen cervical cancer as your health topic.

- What are your goals and objectives for this program?
Scenario 1: Goals

- The goal for the program is based on:
  - Location
  - Health issue
  - Population.

- Goal: Reduce cervical cancer mortality among Mexican American women, ages 18–65 years, in Cameron County, Texas.
Scenario 1: Objectives

- Program priorities:
  - Raise awareness about cervical cancer screening
  - Instruct women about when to first get a Pap test and how often
  - Mention the link between HPV and cervical cancer.
Scenario 1: Objectives, cont.

- Our draft objectives are:
  - **Objective 1**: Increase the number of women who receive Pap test screening by 20 percent during the life of the program
  - **Objective 2**: Find out about the cervical cancer screening behaviors of this group of women in Cameron County
  - **Objective 3**: Increase the number of Mexican American/Tejana women who can state that HPV is linked with cervical cancer by 20 percent.
Use Cancer Control Planet To Select Program

- Cancer Control PLANET-
**Scenario 2:** Search for evidence-based programs in the Research-tested Intervention Programs (RTIPs) section of Cancer Control PLANET- [http://cancercontrolplanet.cancer.gov](http://cancercontrolplanet.cancer.gov).

- There are several programs having to do with cancer.
- How might you narrow your search for this specific health topic and population?
Scenario 2: Narrowing the Search

- Refine your search by age, race/ethnicity, or setting on Cancer Control PLANET (http://cancercontrolplanet.cancer.gov)

- Narrow your search by:
  - Resources
  - Number of products
  - Number of interventions
  - Education level
  - Needs of your audience.
Use this Web site to:

- Find research-tested intervention programs and products.
- Review summary information and usefulness/integrity scores for each program.
- Order or download materials to adapt for use in your own program.
- Obtain readability scores for products distributed to the public.

Program topics now available:

- **Breast cancer screening promotion**
  - Community-based interventions
  - Physician-based curriculums

- **Cervical cancer screening promotion**
  - Community outreach programs
  - Direct mail interventions

- **Colorectal cancer screening promotion**
  - Physician-based intervention programs

- **Diet / Nutrition**
  - Community-based social support interventions
  - Small group education interventions
  - Fruit and vegetable behavior change programs

- **Informed Decision Making**
  - Patient decision-making programs

- **Physical activity**
  - Physical health enhancement programs

- **Sun safety**
  - Sun protection awareness programs

- **Survivorship**

- **Tobacco control**
  - Smoking prevention programs
  - Smoking cessation programs
  - Smoke-free environmental campaigns

**RTIPs and Research Reviews**

The Guide to Community Preventive Services evaluates the effectiveness of broad intervention categories through systematic research reviews. RTIPs is a database of actual programs and products that you can adapt for your own use. Look for links to applicable Community Guide findings where you see the symbol:  

**New programs featured:**

- **Informed Decision Making**
  - A Web-based Decision Aid for Prostate Cancer Screening (Post date: December 2008)

- **Sun Safety**
  - SunSafe in the Middle School Years (Post date: November 2008)

- **Physical Activity**
  - Evaluation and Modification of Exercise Patterns in the Natural Environment (Post date: October 2008)

★ New programs are released periodically. Please check for updates.

**New Adaptation Tool Available:**

- **Using What Works**: a train-the-trainer course that teaches users how to adapt a research-tested intervention program to the local community context

**Register your program now** and be part of the RTIPs Community.
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<tr>
<th>Program Title &amp; Description (6 programs listed)</th>
<th>Program Focus</th>
<th>Population Focus</th>
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<tbody>
<tr>
<td><strong>Title: Cambodian Women’s Health Project</strong></td>
<td>Awareness building</td>
<td>Underscreened Women</td>
</tr>
<tr>
<td>Purpose: Designed to increase cervical cancer screening among Cambodian American women.</td>
<td></td>
<td></td>
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<tr>
<td>Outcomes Evaluation Published: 2002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Original Grant Funded By: NCI (Grant number: CA83222)</td>
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<td></td>
</tr>
<tr>
<td>NCI (Grant number: CA70922)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intervention Category: <strong>Group education and One-on-one education</strong></td>
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2. **Title: Increasing Breast and Cervical Cancer Screening Among Filipino American Women**

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<td><strong>Title: Increasing Breast and Cervical Cancer Screening Among Filipino American Women</strong></td>
<td>Awareness building</td>
<td>Underserved</td>
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<tr>
<td>Purpose: Designed to increase breast and cervical cancer screening among Filipino women.</td>
<td></td>
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<tr>
<td>Outcomes Evaluation Published: 2003</td>
<td></td>
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<tr>
<td>Original Grant Funded By: NCI (Grant number: CA74576)</td>
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</tr>
<tr>
<td>Intervention Category: <strong>Group education interventions</strong></td>
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3. **Title: Prevention Care Management**

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<tr>
<td><strong>Title: Prevention Care Management</strong></td>
<td>Awareness Building and Behavior Modification</td>
<td>Underserved women</td>
</tr>
<tr>
<td>Purpose: Designed to help increase cancer screening among underserved women.</td>
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<tr>
<td>Outcomes Evaluation Published: 2006</td>
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<tr>
<td>Original Grant Funded By: NCI (Grant number: CA87776)</td>
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</tr>
<tr>
<td>Intervention Category: <strong>Client reminder interventions</strong></td>
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</table>

4. **Title: The Chinese Women’s Health Project**

<table>
<thead>
<tr>
<th>Program Title &amp; Description (6 programs listed)</th>
<th>Program Focus</th>
<th>Population Focus</th>
</tr>
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<tbody>
<tr>
<td><strong>Title: The Chinese Women’s Health Project</strong></td>
<td>Motivation</td>
<td>Underscreened Women</td>
</tr>
<tr>
<td>Purpose: Designed to decrease the incidence of invasive cervical cancer among Chinese women by increasing the frequency and regularity of Pap testing.</td>
<td></td>
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<tr>
<td>Outcomes Evaluation Published: 2002</td>
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<tr>
<td>Original Grant Funded By: NCI (Grant number: CA74326)</td>
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<tr>
<td>Intervention Category: <strong>One-on-one education interventions</strong></td>
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5. **Title: The Forsyth County Cancer Screening Project (FoCoS)**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Title: The Forsyth County Cancer Screening Project (FoCoS)</strong></td>
<td>Awareness building</td>
<td>Underserved</td>
</tr>
<tr>
<td>Purpose: Designed to improve the beliefs, attitudes, and behaviors regarding breast and cervical screening among low-income, predominately African American, women age 40 and older.</td>
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<tr>
<td>Outcomes Evaluation Published: 1999</td>
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<tr>
<td>Original Grant Funded By: NCI (Grant number: CA57016)</td>
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<td></td>
</tr>
<tr>
<td>Intervention Category: <strong>Multicomponent interventions using media, education, and enhanced access</strong></td>
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</tr>
<tr>
<td>Program</td>
<td>FoCaS</td>
<td>Cambodian Women’s Health</td>
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<tr>
<td>-----------------------------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Target audience</strong></td>
<td>• Ages 40+</td>
<td>• Ages 18+</td>
</tr>
<tr>
<td></td>
<td>• African American</td>
<td>• Cambodian women</td>
</tr>
<tr>
<td></td>
<td>• Low-income housing communities</td>
<td></td>
</tr>
<tr>
<td><strong>Cancer type</strong></td>
<td>• Breast and cervical</td>
<td>• Cervical</td>
</tr>
<tr>
<td><strong>Setting</strong></td>
<td>• Community centers</td>
<td>• Home-based</td>
</tr>
<tr>
<td></td>
<td>• Individual homes</td>
<td>• Community-based</td>
</tr>
<tr>
<td></td>
<td>• Community churches</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Clinic waiting and exam rooms</td>
<td></td>
</tr>
<tr>
<td><strong>“The need” (reasons why underscreened)</strong></td>
<td>• Limited access and referral to preventive and treatment services</td>
<td>• Refugees, relocated to mainly farming communities, not familiar with Western medicine, services, and prevention</td>
</tr>
<tr>
<td></td>
<td>• Fear and fatalistic views of breast cancer</td>
<td>• Low levels of being absorbed into the culture; limited English-language skills</td>
</tr>
<tr>
<td></td>
<td>• Distrust of medical community</td>
<td>• Limited access to preventive care</td>
</tr>
<tr>
<td></td>
<td>• Doctors may be less likely to recommend screening to older or minority women</td>
<td></td>
</tr>
<tr>
<td><strong>Program scores</strong></td>
<td>• Dissemination capability: 3.0</td>
<td>• Dissemination capability: 4.0</td>
</tr>
<tr>
<td></td>
<td>• Cultural appropriateness: 5.0</td>
<td>• Cultural appropriateness: 5.0</td>
</tr>
<tr>
<td></td>
<td>• Age appropriateness: 5.0</td>
<td>• Age appropriateness: 4.5</td>
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<td>• Gender appropriateness: 5.0</td>
<td>• Gender appropriateness: 5.0</td>
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<tr>
<td></td>
<td>• Research Integrity: 3.3</td>
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<tr>
<td></td>
<td>• Intervention Impact (Utility): 3.3</td>
<td>• Intervention Impact (Utility): 2.5</td>
</tr>
</tbody>
</table>
### Group Activity: Which Would You Pick?

- You want to adapt an evidence-based program in Cameron County, Texas.
- You have selected cervical cancer as your health topic. You have narrowed your search to two evidence-based programs, Program A and Program B.

<table>
<thead>
<tr>
<th>Program A:</th>
<th>Program B:</th>
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</thead>
<tbody>
<tr>
<td>African American women</td>
<td>Cambodian women, refugees</td>
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<tr>
<td>Ages 40+</td>
<td>Ages 18+</td>
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<tr>
<td>Live in low-income housing</td>
<td>Live in a farming community</td>
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<tr>
<td>Distrust physicians</td>
<td>Limited English skills</td>
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<tr>
<td>Have limited access to medical care</td>
<td>Unfamiliar with Western medicine</td>
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<tr>
<td>Conducted in churches, community centers, homes, and clinics</td>
<td>Conducted in home and community settings</td>
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<tr>
<td>Included a church program and educational brochures and training health care providers who work with the target audience.</td>
<td>Included an outreach worker manual and letters to the target audience, a clinical resource manual, and a Khmer-language video.</td>
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</tbody>
</table>
Selected the Cambodian Women’s Health Project because:

- Target age: 18+
- Cancer type: Cervical
- “Need”: Immigrants, limited sense of belonging to majority community, limited English, farming community.
Key Tips for Finding an Evidence-based Program or Strategy

- For planning purposes, identify your program audience, key goals and objectives.
- Find evidence-based strategies or programs through the Community Guide, RTIPS, or other evidence-based resources to match your audience, goals and objectives.
- Compare candidate programs for the best fit to your audience, goals, and objectives.
But..... What if nothing fits?????
Adapting the Evidence-Based Program to Fit Your Needs
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).

Adaptation Resource:
- NCI’s Using What Works
Map of Adaptation Process

Assess
- Select
  - Assess
  - Select another intervention
  - Adopt intervention
  - Adapt intervention

Preparation
- Prepare
  - Operation
  - Pretest
  - Organization Preparation
  - Adaption of intervention

Implementation
- Pilot
  - Implementation plan
  - Successful pilot test of Adapted intervention or components

Implementation of adapted intervention

Goodness of Fit

Formative Research & Evaluation  Outcome Monitoring & Evaluation
Questions?