
Key Steps to Consider When Planning for Prevention Strategies

Plan for a balanced action plan

In collaboration with the community stakeholders, prevention professionals should plan for a balanced action plan that utilizes a mix of individual and environmental strategies as well as serves lowans across the lifespan. Having a balanced action plan that uses multiple prevention strategies will likely produce the best outcomes.

Plan for and build capacity

Key stakeholders must be identified and engaged in the planning process. This includes the population of focus, members of any disparate populations and those whose knowledge and permission are key to planning and implementation. Depending on the service, this may include school personnel, retailers, parents and law enforcement.

In addition to community stakeholders, prevention professionals should strive to engage a coalition/subcommittee in their prevention efforts.

Capacity Building

Create a capacity-building plan to continually engage community stakeholders.

Some ideas include:

- ▶ Build support for this strategy from community members, school districts and youth serving organizations.
- ▶ Focus on how the service can lead to reducing alcohol, tobacco and illicit drug use, problem gambling and/or suicide within the population of focus.
- ▶ Gain support from parents, educators, youth, and the community at-large.
- ▶ Hold individual meetings with those who are in key positions to affect change such as educators and administrators.
- ▶ Meet with groups and recruit individuals to participate in focus groups. Identified groups will vary depending on the population of focus identified; and include representatives from across the lifespan within the coalition.

Media Advocacy

Plan to build support and capacity for the priority and the strategies being implemented by creating a media advocacy plan. Media advocacy differs from media campaigns. Media campaigns serve to support and promote the work of EBPs identified by providing information related to the

priority issue. Media advocacy works to educate the community about the progress of each strategy in simple terms and promote opportunities for engagement and involvement in prevention services.

A media advocacy plan may involve:

- ▶ Press releases
 - County data regarding the priority and support of the strategies
 - Promoting the work of the coalition
 - Goals of the strategies and planned outcomes
 - Implementation of the strategies
 - Service and outcome status
- ▶ Fact sheets
- ▶ Email signature lines containing the vision of the coalition and priority resources
- ▶ Website landing pages
- ▶ Public Service Announcements
- ▶ Participation in community events

Plan for Fidelity

- ▶ Use the fidelity checklists provided, and any provided by the program/strategy developer, to ensure the EBP is implemented with fidelity. Delivering an EBP with fidelity increases the likelihood that the EBP's stated outcomes will occur.

Dosage and Frequency

- ▶ Dosage and frequency will be determined once the population of focus (grade/age/specific group and location) are selected during creation of the Strategic Plan.
- ▶ The dosage needs to be enough to reach a "tipping point" to make change for the focus population.

Plan for Evaluation

- ▶ Identify who will conduct evaluation efforts including data collection, interpretation and sharing of results.
- ▶ Identify needed permissions. This includes reviewing any Agency required pre/post survey instruments provided and securing needed permissions such as those from school/organization staff to conduct and parent permission for students to participate.

Plan for Sustainability

- ▶ Involve stakeholders throughout the process so they understand the Strategic Prevention Framework, EBP selection process and how implementing EBPs with fidelity builds capacity for sustaining effective prevention approaches and outcomes.
- ▶ Sustainability is more likely to be achieved if it is considered from the beginning. As the selection process is being considered in the Planning step, it can be helpful to consider core components, costs and level of time and effort that will be needed to sustain the service when funding ends.
- ▶ Sustainability planning should begin as early as the Capacity and Planning steps with efforts throughout implementation to work towards creating formalized agreements, including creating a Memorandum of Understanding, if applicable, that outline specific costs and responsibilities.

In summary, once prevention professionals and their community stakeholders have thought about the variety of key steps to consider when selecting a prevention service, now is the time to put the planning into action. On the next page, the Iowa HHS Evidence-Based Program/Policy Selection Checklist includes the key steps that need to occur once an EBP has been selected. In collaboration with community partners, continue to take a deeper dive into each of the steps. The last column of the checklist is for notes where your prevention professionals will identify strengths, opportunities and potential gaps to address prior to implementation.

Note: See the next page for the Evidence-Based Program/Policy Selection Checklist. This tool is to be used in collaboration with coalitions and community partners.