



ICTP
Implementation
Capacity for Triple P

“What Does It Take, and How Are We Doing?”
Measuring implementation capacities
across multiple levels that together
support the effective use of Triple P locally

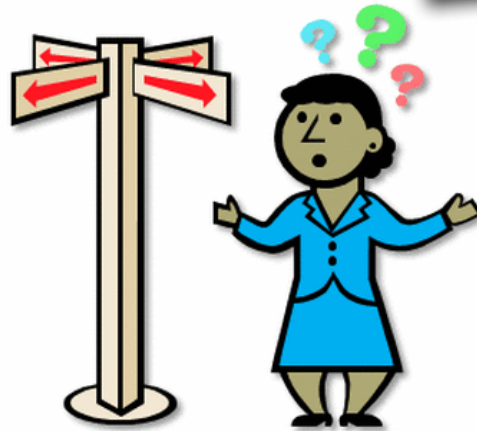
Jessica J. Reed & Renée I. Boothroyd

*The Impact Center at FPG Child Development Institute,
University of North Carolina at Chapel Hill, USA*

Helping Families Change Conference, February 2020
Brisbane, Queensland, Australia



Implementation is a Process . . .



Where is this going?



Implementation is a Process . . .

Implementation Support helps communities to develop and ensure “what it takes” . . .



**Effective
Prevention
and Wellbeing
Strategies**



**Improved Health
and Wellbeing
for Individuals,
Families, and
Communities**

- II. Leadership & Implementation Teams
- III. Workforce Development Systems
- IV. Quality & Outcome Monitoring
- V. Media & Networking Systems

Implementation is Local . . . With External Support

2. Ensuring “What It Takes” For Effective Implementation is Hard Work

10-15% can do this on their own . . .

Support

1. All Implementation is Local

In and With Community

Service Delivery Organization Leadership

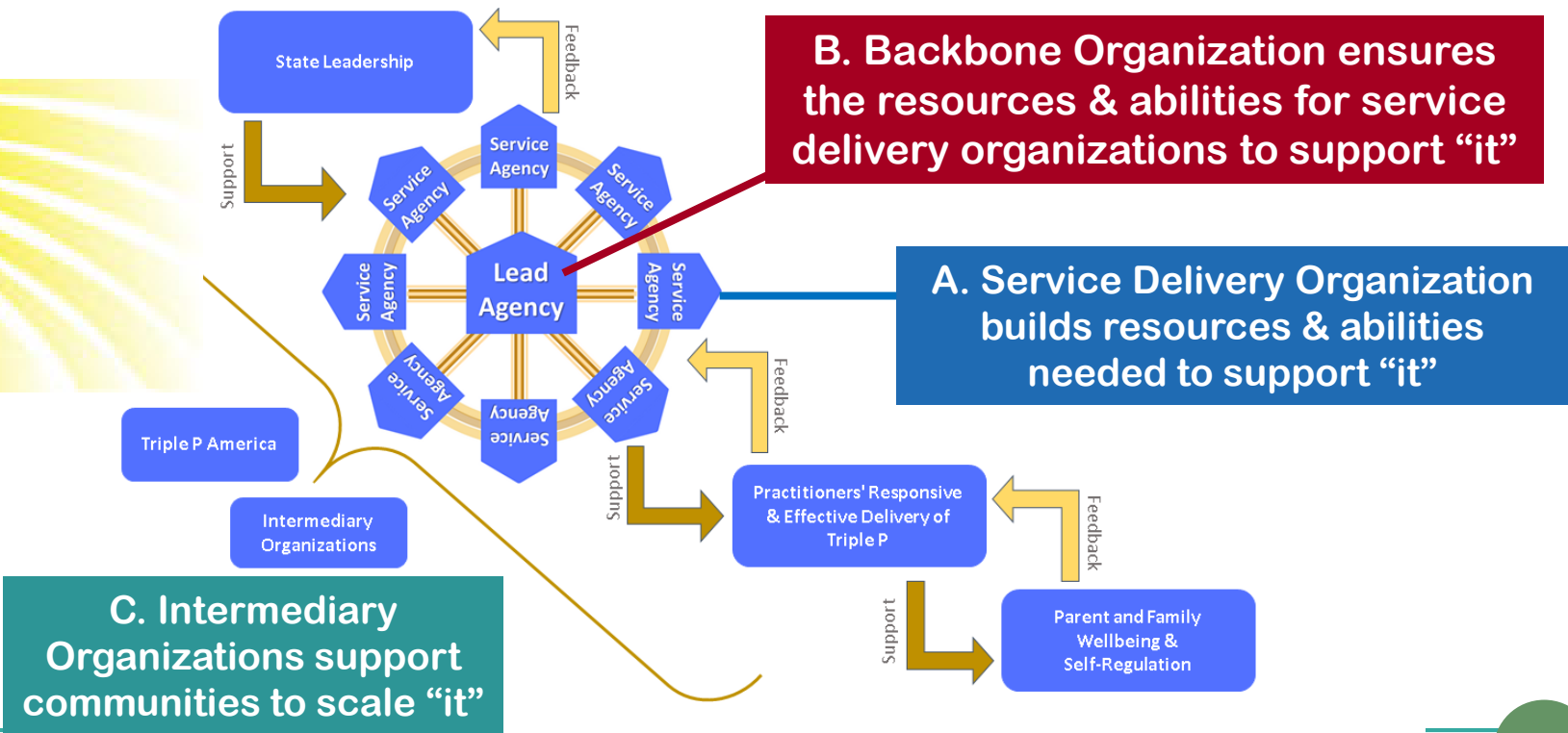
Practitioners delivering the program

For Children & Families

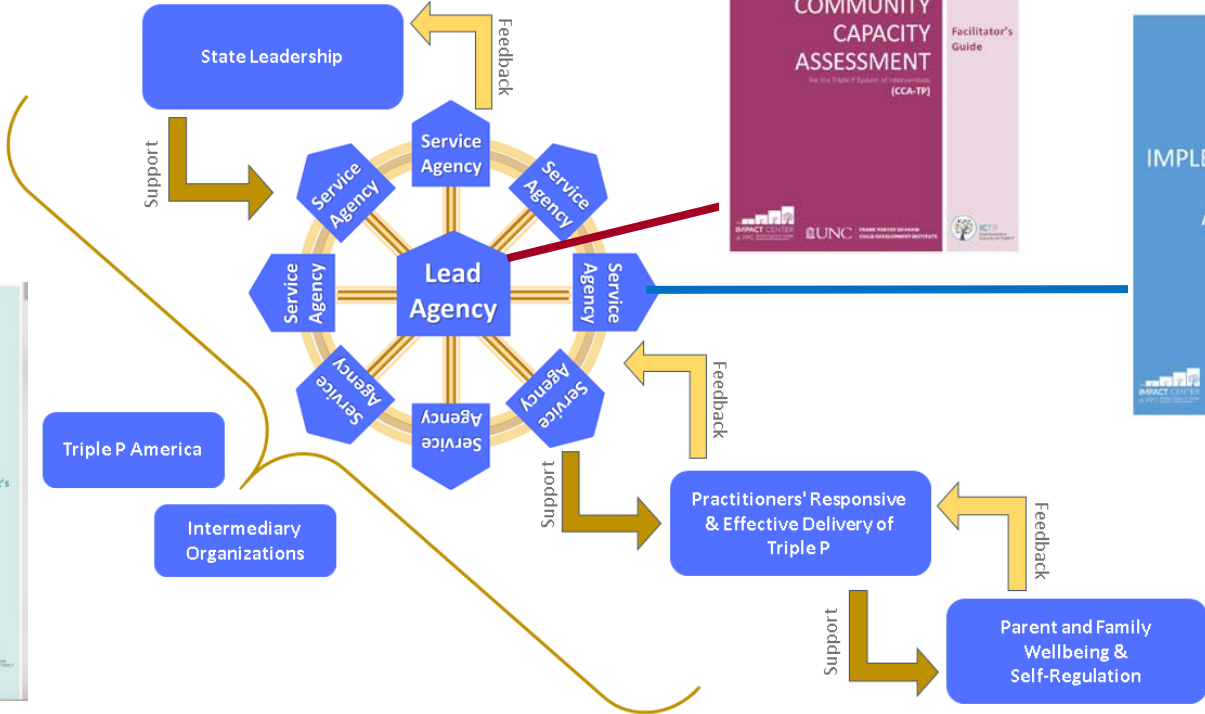
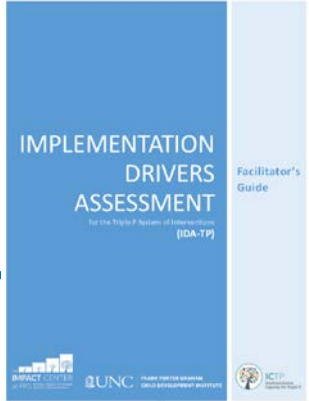
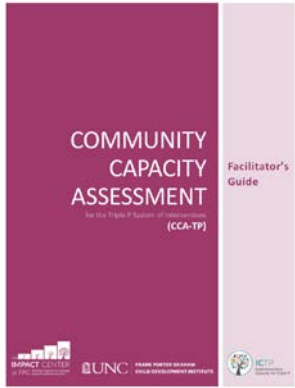
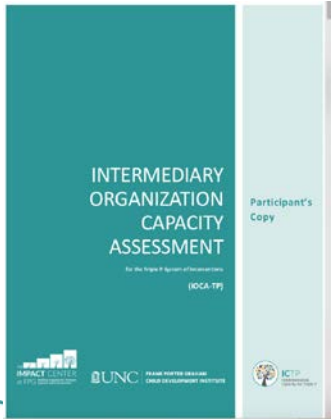
3. Support for Implementing Sites Can Help Build “What It Takes”



Local Implementation & Levels of Support



Measuring Implementation Capacities & Support





Intermediary Support Service

Research, Evaluation, & Data Linking

Policy & Finance Support

Workforce Development

Partnership Engagement & Communications

Implementation Support

THIS is the work of intermediaries to ensure they have what it takes to do their work with local teams



Local Implementation Capacity

Co-Creation Partners

Leadership & Implementation Teams

Workforce Development Systems

Quality & Outcome Monitoring Systems

Media & Networking Systems

THIS is the work of local teams with external supports

Local Implementation Performance

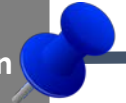
Co-Creation Partner Processes/Support

Leading & Supporting Implementation

Developing Confident & Competent Practitioners

Gathering, Analyzing, & Reporting Data Learning/Improv.

Mobilizing Knowledge & Behavior Change



Sustainment



IOCA: Proactive & Responsive Implementation Support Index (PRISI)

CCA: Community Implementation Team (CIT)

IDA: Agency Implementation Capacity (AIC)

Helping to ensure multi-level capacity and performance to scale Triple P with success and sustainability.

Often involves helping to ensure:

- **Leadership and team structures and processes**
- Workforce development infrastructure
- Quality and outcome monitoring systems
- Media and networking capacity



IOCA: Proactive & Responsive Implementation Support Index (PRISI)

CCA - Coaching

IDA: Coaching

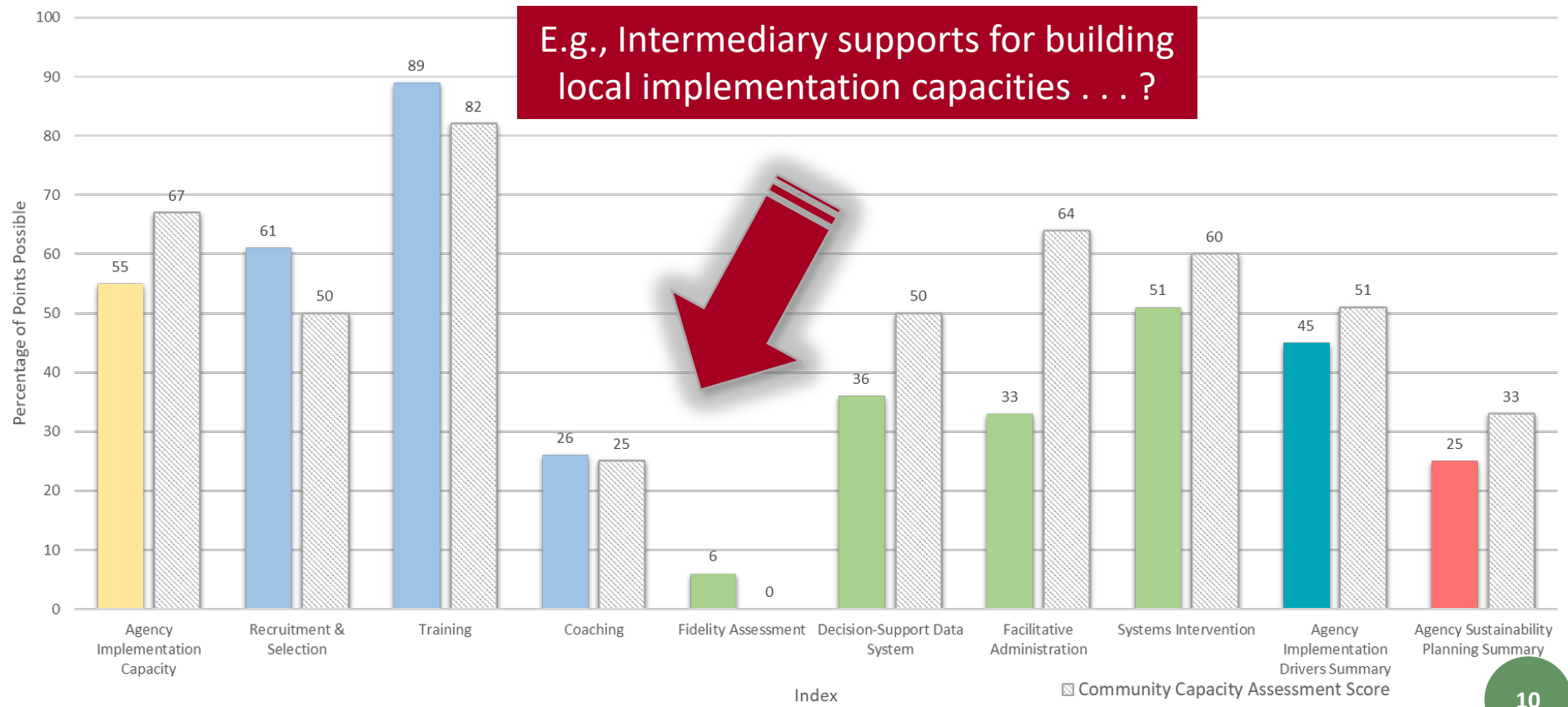
Helping to ensure multi-level capacity and performance to scale Triple P with success and sustainability.

Often involves helping to ensure:

- Leadership and team structures/processes
- **Workforce development infrastructure**
- Quality and outcome monitoring systems
- Media and networking capacity

Sample Data at Local Implementation Levels

Collective IDA-TP Scores vs. CCA-TP Scores



MEASURING IMPLEMENTATION AT MULTIPLE LEVELS

A Few Considerations

- How might we use this kind of data to explore what capacity development is relevant and feasible, and at what levels of a system?
- How might we measure and use data about the amount and quality of intermediary support to explore how it is contributing to changes in local implementation capacities?
- How might we better link IO capacity development to the capacities we are trying to facilitate building locally?
- *And stay tuned for a more in-depth look at the Community Capacity Assessment (CCA) in the next presentation!*

Thank you

James B. Duke
THE DUKE ENDOWMENT



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**



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ICTP
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Capacity for Triple P

Building organizational capacity to implement Triple P: Can external implementation support help?

Ariel B. Everett, Rebecca H. Roppolo, Will Aldridge

The Impact Center at FPG Child Development Institute, University of North Carolina at Chapel Hill

Helping Families Change Conference 2020

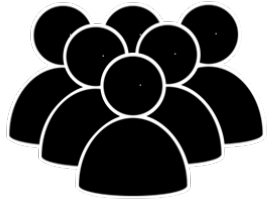
Brisbane, Queensland, Australia



Outline

- External Implementation Support
- How do we measure capacity?
 - Community Capacity Assessment (CCA)
- Results
- Takeaways
- Where do we go from here?

Integrated Theory of Change for Successful, Sustainable Implementation & Scale Up



External
Implementation
Support



Local Implementation & Scale-up
Capacity



Performance



Triple P System
Optimization



Population-level
Outcomes

Sustainment

(Aldridge, Boothroyd, Veazey, Powell, Murray, & Prinz, 2016)



Core Components of Our Support

Readiness & Exploration

Build Collaborative Relationships

Assess Capacity, Performance, Progress

Set Goals and Strategies

Capacity Development

Adult Learning

Organizational Change

Supported Performance

Real-Life Application of Skills

Supportive Behavioral Coaching

Collective Learning and Problem Solving

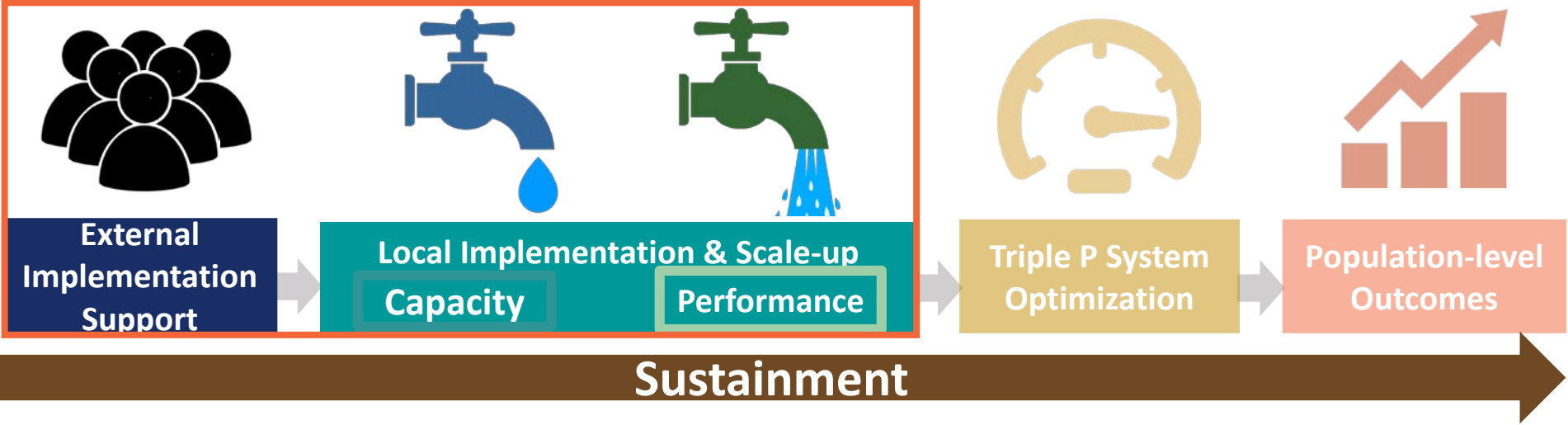
Local Regulation

Reinforce Local-Regulation

Transition of Intensive Support



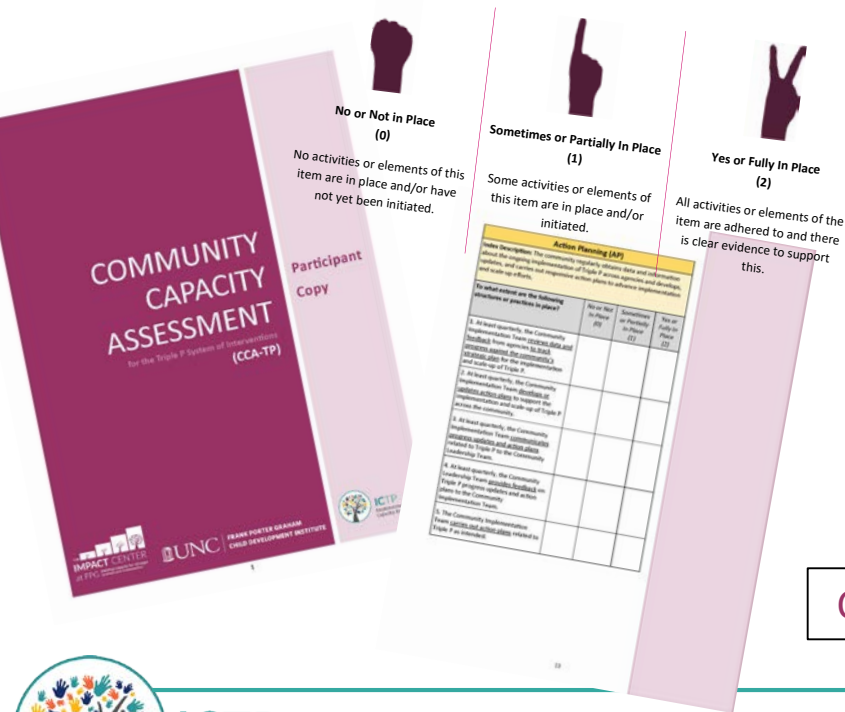
Integrated Theory of Change for Successful, Sustainable Implementation & Scale Up



(Aldridge, Boothroyd, Veazey, Powell, Murray, & Prinz, 2016)

How do we measure capacity?

Community Capacity Assessment



- CCAs are administered once every six months
- There are 116 items separated into 11 indices with three summary indices
- Instrument as Intervention
- Simultaneous Public Polling
 - Modified Consensus

Capacity: resources and abilities of people and organizations

Community Implementation Teams Summary (CITS)

Community Leadership Team (CLT)

An organized team with the authority to lead Triple P scale up

Community Implementation Team (CIT)

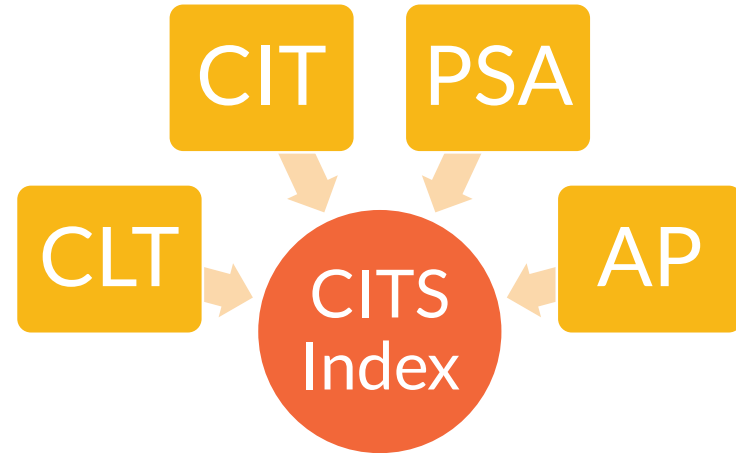
An organized team with the ability to coordinate day-to-day activities

Prevention System Alignment (PSA)

Triple P interventions are aligned with wellbeing needs of children and families

Action Planning (AP)

Regularly develops, updates, and carries out responsive action plans



Community Implementation Teams
Summary (CITS) Index

Community Implementation Drivers Summary (CIDS)

Recruitment & Selection (RS)

Best practices for recruitment and selection of Triple P practitioners

Training (T)

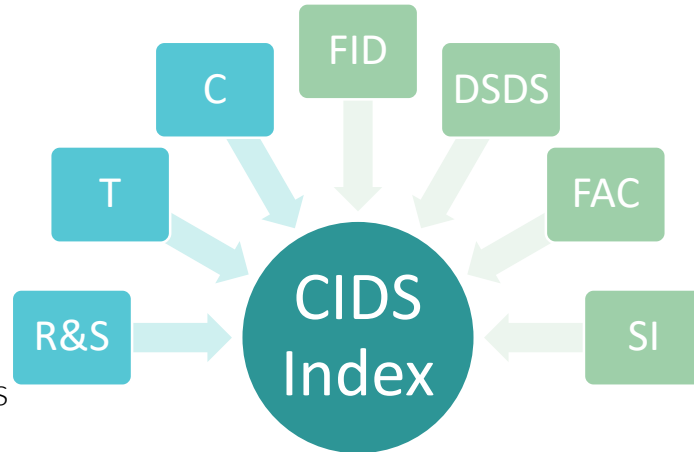
Best practices for training Triple P practitioners

Coaching (C)

Best practices for coaching Triple P practitioners

Fidelity Assessment (FID)

Assessing whether Triple P components are being delivered as intended



Decision-Support Data System (DSDS)

Gathering, using, and sharing implementation data for decision making

Facilitative Administration (FAC)

Solicits, documents, and uses information about policy, practice facilitators and barriers

Systems Interventions (SI)

Solicits, documents, and uses information about Triple P successes and larger systems needs

Community Implementation Drivers Summary (CIDS) Index

Community Sustainability Planning Summary (CSPS)

Community Leadership Team Item 7

The community has documented a sustainability plan for the Community Leadership Team's involvement in the implementation and scale-up of Triple P beyond the community service grant.

Community Implementation Team Item 13

The community has documented a sustainability plan for the positions on the Community Implementation Team (including the Community Implementation Coordinator) beyond the community service grant.

Systems Intervention Item 15


The community has documented a sustainability plan for the necessary financial and programmatic resources needed to support the ongoing implementation of Triple P beyond the community service grant.



Community Sustainability Planning Summary (CSPS) Index

CCA Reports

CCA Administration



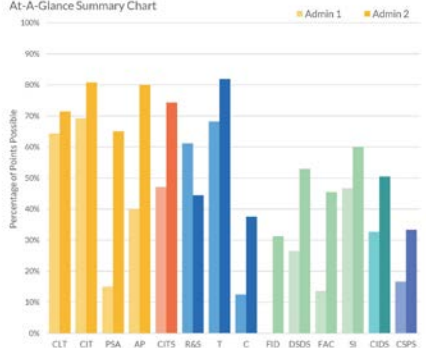
Community Capacity Assessment for the Triple P System of Interventions

The Implementation Capacity for Triple P project team has developed a measure of the capacity of a community to implement and scale-up the Triple P-Positive Parenting Program System of Interventions.

The Community Capacity Assessment for the Triple P System of Interventions (CCA) includes eleven indices that measure the resources and abilities of people and organizations needed to develop, improve, and sustain the use of Triple P as intended. Information from these indices and three summary indices can be used to inform action planning for community Triple P initiatives.

CCA Index Scores


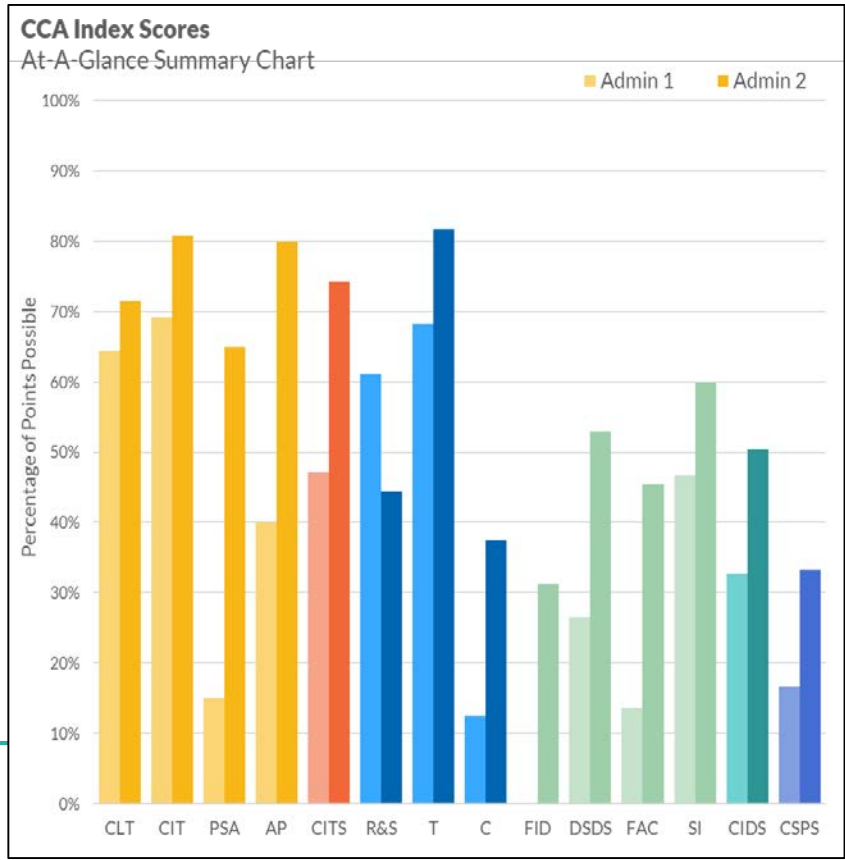
At-A-Glance Summary Chart



Legend: Admin 1 (Yellow), Admin 2 (Blue)

Notes for CCA Score Interpretation: These scores are meant to be used for action planning and may develop or regress over time.

Participants:

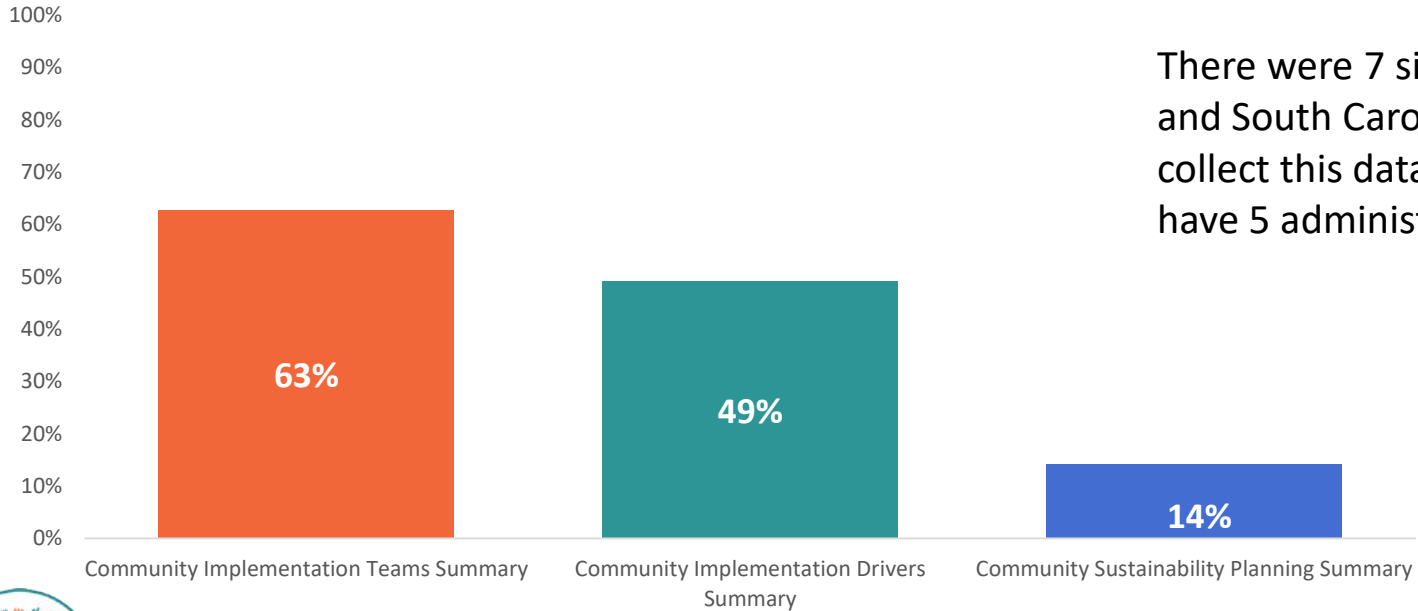
Indices that are 70-80% in place are considered good and over 80% are considered strong.



What do our site scores look like?

Community Capacity Assessment Summary Indices

Average CCA Summary Scores

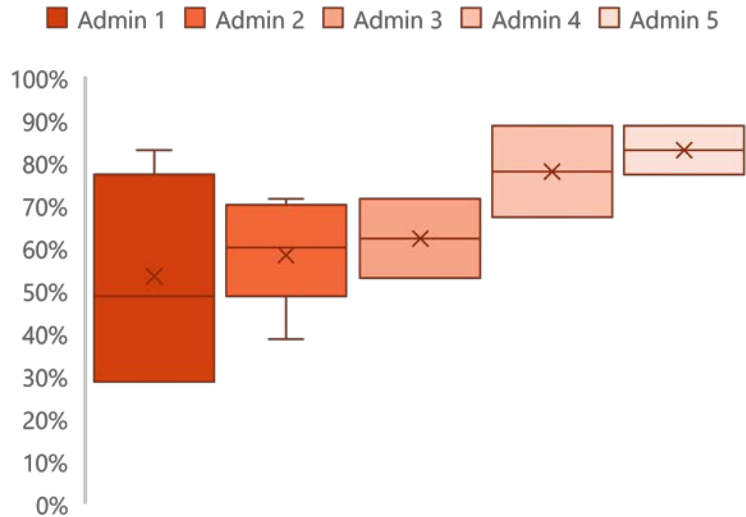


There were 7 sites across North and South Carolina used to collect this data. Of these, 2 sites have 5 administrations.

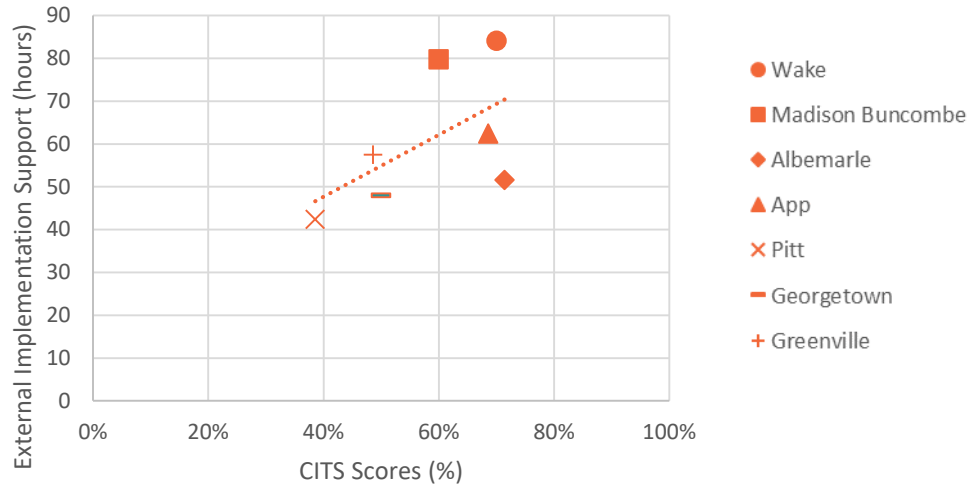


Community Implementation Teams Summary Data

CITS Scores across Administrations



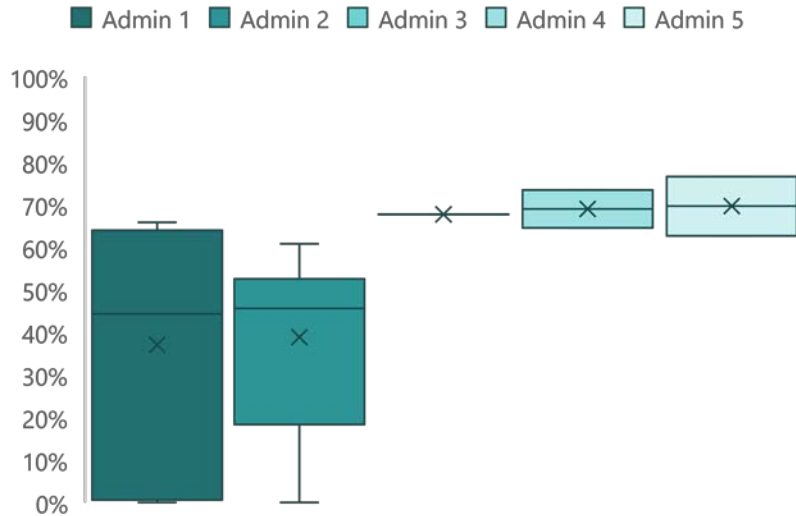
Hours of Support v. CITS Scores on 2nd Administration



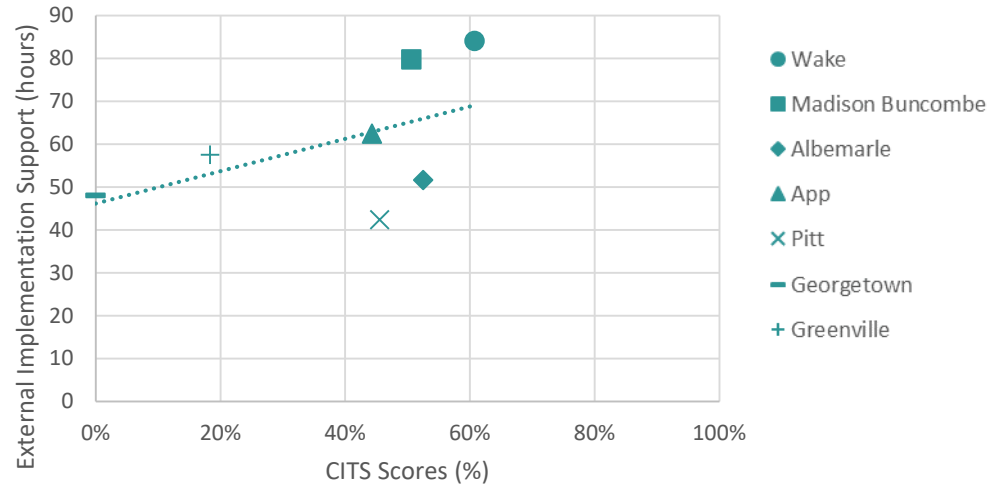
Relative Change from administration 1 to 5 is 55% across all sites

Community Implementation Drivers Summary Data

CIDS Scores across Administrations



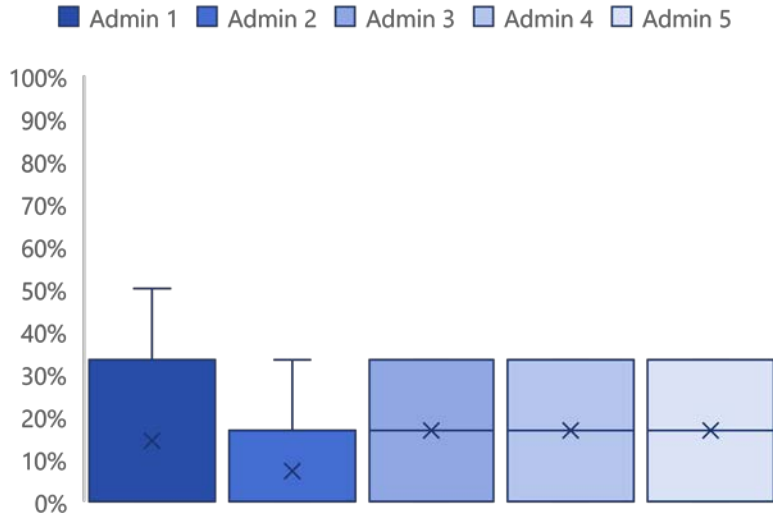
Hours of Support v. CIDS Scores on 2nd Administration



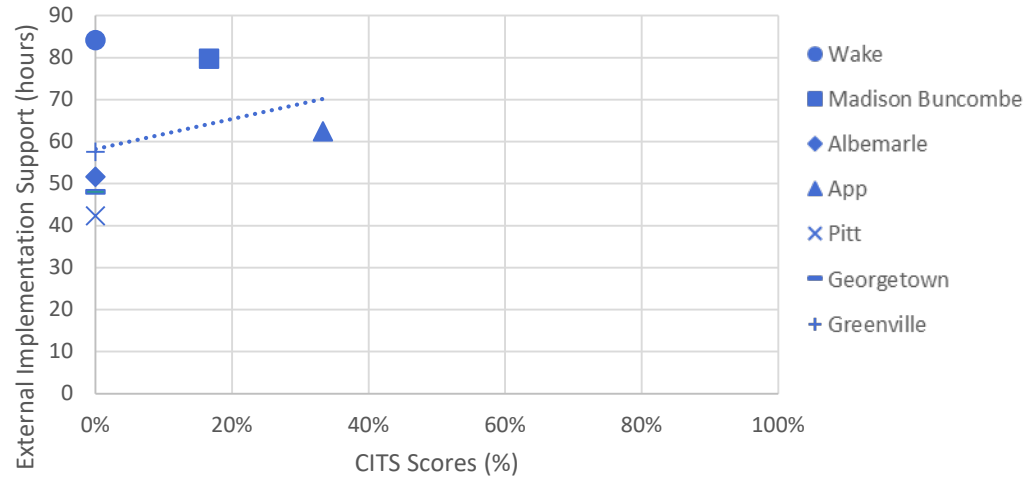
Relative Change from administration 1 to 5 is 88% across all sites

Community Sustainability Planning Summary Data

CSPS Scores across Administrations

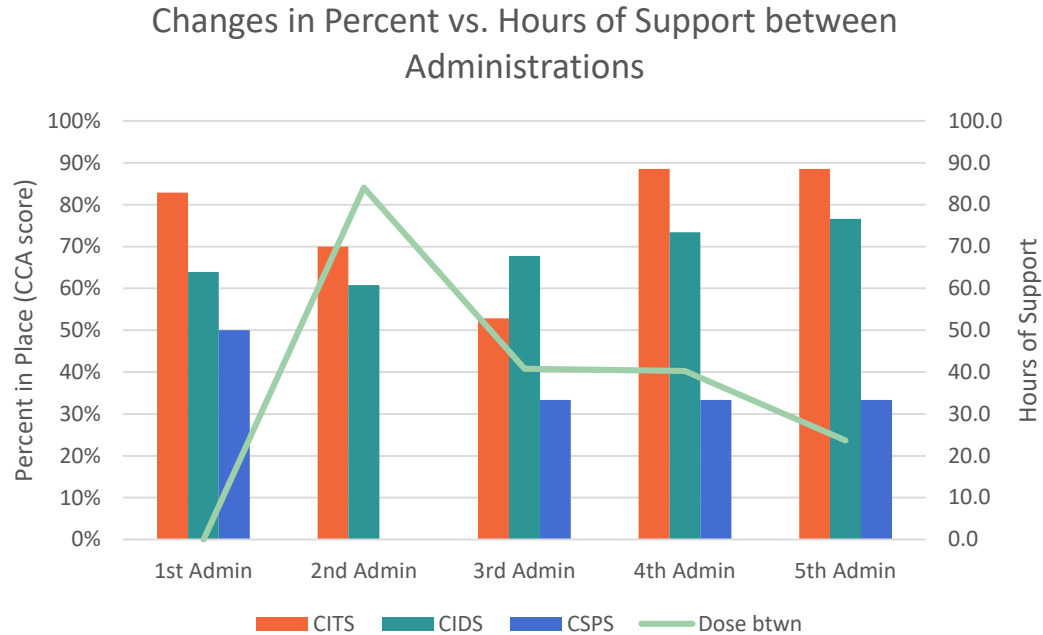


Hours of Support v. CSPS Scores on 2nd Administration

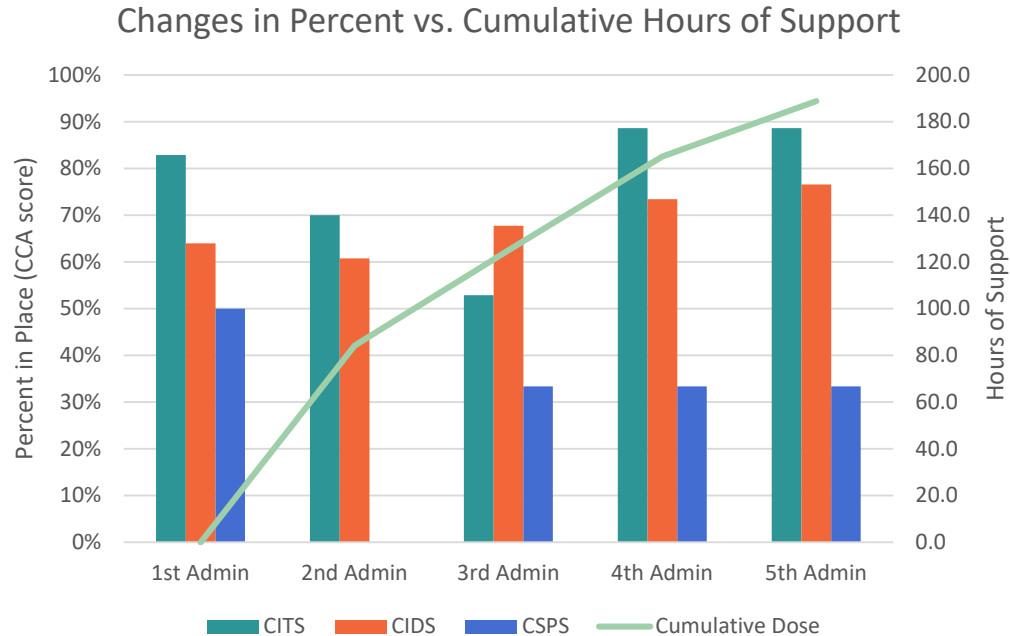


Relative Change from administration 1 to 5 is 17% across all sites

Changes in Capacity Scores and Hours of Support for One Site



Changes in Capacity Scores and Hours of Support for One Site



What do we take from this?

Takeaways

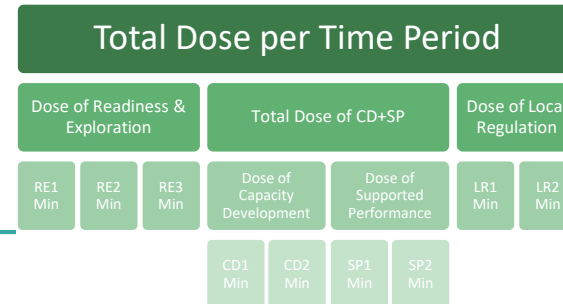
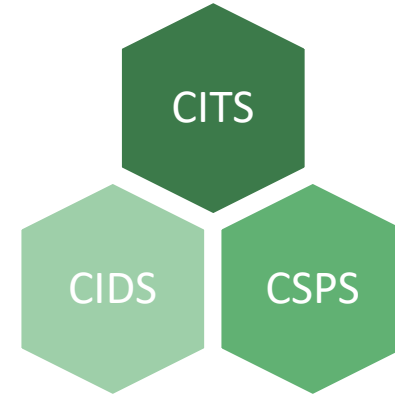
- Capacity increases over administrations
 - Positive relative change for all three summary indices
 - Less change in the Community Sustainability Planning Summary Index
- Positive correlation between the hours of external implementation support provided and capacity scores at the second administration
 - CITS: $r= 0.582$
 - CIDS: $r= 0.514$
 - CSPS: $r= 0.296$

Limitations

- Need for more data
 - We have 15 sites total but most only have two administrations.
 - Administering the assessment once every six months provides less data points
- We see a decrease in some site CCA Scores between the 1st and 2nd administrations
 - Implementation science is new to most of our sites and it is common for there to be greater understanding upon the second administration.

Where do we go from here?

- Formative Evaluation
 - Dose
 - By core component
 - Reach and Engagement
 - Fidelity



Thank you



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HUMAN SERVICES**



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ICTP
Implementation
Capacity for Triple P

Applying Self-Regulatory Principles to an Organizational Setting

*A novel measure of teams' abilities
to implement Triple P*

Rebecca H. Roppolo & William A. Aldridge II

*The Impact Center at FPG Child Development Institute, University of North Carolina at
Chapel Hill*

Brisbane, Queensland, Australia

Wednesday, February 5, 2020



Purpose

- Low burden instrument
- Grounded in self-regulation
- Inform decision-making for Triple P implementation

Implementation Capacity for Triple P Project

WHO ARE WE?

- Impact Center at FPG, University of North Carolina, Chapel Hill USA
- Implementation Capacity for Triple P (ICTP) projects

WHAT DO WE DO?

- Build implementation capacity of organizations supporting Triple P practitioners

HOW ARE WE DOING?

- Literature search for scales, instruments, measures of organizational capacity

→ *How do we measure that?*

**“FURTHER, THE SAME SELF-REGULATORY PRINCIPLES
COULD ALSO APPLY TO ORGANISATIONS
SUPPORTING PRACTITIONERS DELIVERING
PARENTING INTERVENTIONS.”**

Sanders and Mazzucchelli, 2013



“FURTHER, THE SAME SELF-REGULATORY PRINCIPLES
COULD ALSO **APPLY TO ORGANISATIONS**
SUPPORTING PRACTITIONERS DELIVERING
PARENTING INTERVENTIONS.”

→ *Let's do that!*



Novel Scale Development

- Use self-regulation as framework to assess team capacity in an organizational setting
- Empirically and practically appropriate
 - Goal is 4-5 items per dimension, sufficient to obtain internal consistency
- Scale Development: Theory and Applications by Robert DeVellis

Methods

1. Determine clearly what you want to measure
2. Generate an item pool
3. Expert review of item pool
4. Development sample administration
5. Item evaluation

Methods

- 1. DETERMINE CLEARLY WHAT YOU WANT TO MEASURE**
2. Generate an item pool
3. Expert review of item pool
4. Development sample administration
5. Item evaluation

Self-Regulation Framework

1. Self-efficacy
2. Personal agency
3. Self-management tools
4. Problem solving
5. Self-sufficiency

→ How to reframe for teams in an organizational setting?

Preliminary Expert Review - Definitions

- N=14 participants
 - Experts in evidence-based program implementation, implementation scientists, and methods professionals
- Reviewed definitions of **local-regulation** domains
 - Clarity, adequacy, appropriateness
 - Suggestions for additional recommendations

→ *Minor modifications to language*

Defining Local-Regulation Domains

Self-efficacy → Collective-efficacy

Collective efficacy is the team's **ability to use** strategies and best practices to attain implementation outcomes.

Personal agency → Collective Agency

Collective agency is the team's **recognition of their responsibility** for and influence over the implementation process and changes needed for effective implementation.

Problem Solving

Problem solving is the team's ability to **identify and respond** to adaptive and technical challenges to implementation.

Defining Local-Regulation Domains

Self-management Tools → Implementation-management Tools

Implementation management tools are the **planning and evaluation** frameworks, tools, and strategies used by the team to attain implementation outcomes.

Self-sufficiency → Collective- sufficiency

Collective sufficiency is the team's resources and abilities to manage EBP implementation **with minimal or no external support.**

LOCAL-REGULATION

The resources and abilities of teams implementing EBPs to apply implementation best practices with confidence, competence, and minimal reliance on external support, resulting in achievement of implementation outcomes.



Methods

1. Determine clearly what you want to measure
- 2. GENERATE AN ITEM POOL**
3. Expert review of item pool
4. Development sample administration
5. Item evaluation

Item Pool

- Initial item pool **n=104 items**
 - Culled from n=204 items drawn from over 14 published measures of related concepts, theories to tap each of the five domains of local-regulation

Methods

1. Determine clearly what you want to measure
2. Generate an item pool
- 3. EXPERT REVIEW OF ITEM POOL**
4. Development sample administration
5. Item evaluation

Expert Review

- Assessed item **representativeness**
 - Matching exercise, identify which of the 5 domains the item best fit.
- Assessed item **clarity**
 - Rating exercise and suggestions for improvement
- Assessed item **adequacy**
 - Domain-specific review for comprehensiveness and redundancy of remaining items

→55-item revised pool

Is a 55-item instrument low burden?



Is a 55-item instrument low burden?

→ *No.*



Additional Expert Review

- **Content Adequacy Assessments**
 - ANOVA to find items with significantly stronger load with intended domain, cull failure to load
- **Content Validity Ratio**
 - Experts rate each item as “essential”, “useful, but not essential,” or “not essential”
 - Agreement ratio of .54 to be retained

→ *Revised pool n=16 items*

Local-Regulation Instrument

Used a variety of techniques to support the representativeness, clarity, comprehensiveness, and content validity and create a **16-item instrument to measure local implementation teams' capacity to self-regulate implementation processes in the community setting.**

→ *So what's in it?*



Collective Efficacy (n=3)

1. Our team **can perform** the tasks necessary to implement [program name]
2. Our team **has the skills** we need to effectively use implementation best practices for [program name]
3. Our team **uses** implementation strategies and **practices effectively**

Implementation Management Tools (n=3)

4. Our team **uses evaluation results** to inform [program name] implementation plans
5. Our team **develops a plan** to guide the implementation of [program name]
6. Our team has a **toolbox** of implementation frameworks, tools, and strategies to help with implementation of [program name]

Problem Solving (n=4)

7. When our team is confronted with a problem, we usually **find several solutions**
8. Our team **identifies new and creative** ways to solve problems
9. Our team **recognizes challenges** to [program name] implementation
10. Our team **adapts** how we solve problems to be more effective

Collective Sufficiency (n=3)

11. Our team can implement [program name] with **minimal or no additional support** from others
12. Our team **has the resources** to effectively implement [program name] with minimal or no outside support from others
13. Our team **has the abilities** to effectively implement [program name] with minimal or no outside support from others

Collective Agency (n=3)

14. Our team has **control over the decisions** that affect [program name] implementation
15. Our team is **responsible for the implementation** of [program name]
16. Changes needed to improve the implementation of [program name] are **our team's responsibility**

Methods – Next Steps

1. Determine clearly what you want to measure
2. Generate an item pool
3. Expert review of item pool
4. **DEVELOPMENT SAMPLE ADMINISTRATION** – *in progress*
5. **ITEM EVALUATION** – *planned*

INTERESTED IN USING THE MEASURE?

We'd love to discuss collaboration and opportunities for additional development samples.

Please contact Rebecca at
rebecca.roppolo@unc.edu



Questions?

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THE DUKE ENDOWMENT



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More Methods



Expert Review

- Assessed item **representativeness**
 - Matching exercise, identify which of the 5 domains the item best fit.
→ **N=52 items removed** due to lack of agreement (<60% amongst participants) on fit
- Assessed item **clarity**
 - Rating exercise and suggestions for improvement
→ **N=3 items removed** due to lack of clarity, suggestions for language incorporated

Expert Review

- Assessed item **adequacy**
 - Domain-specific review for comprehensiveness and redundancy of remaining items
 - 3 items added to for **efficacy** (n=10)
 - 6 items removed and 3 added for **agency** (n=12),
 - 3 items added for **implementation management tools** (n=10),
 - 5 items removed and 3 items added for **problem-solving** (n=12)
 - 2 items removed and 4 added for **sufficiency** (n=11)

→ 55-item revised pool

Additional Expert Review

- **Content Adequacy** Assessment
 - N=25 participants recruited to review 55-item pool
 - How consistent is each item with the domain definition?
- ANOVA
 - Items with significantly stronger load with intended domain
 - Collective-sufficiency (n=5) and collective-agency (n=5)
 - Problem solving (n=10)
 - Collective-efficacy (n=0) and implementation management tools (n=0) *(all items intended to load into Tools also loaded with Efficacy)*

Additional Expert Review

- Item language review
- Second **Content Adequacy** Assessment
 - Collective-Efficacy (n=10) and Implementation Management Tools (n=10)
 - still no significant loading, using results of CVR

Additional Expert Review

- **Content Validity Ratio**

- Experts rate each item as “essential”, “useful, but not essential,” or “not essential”
- Items meeting threshold (.54 agreement ratio)
 - Collective-sufficiency, n=3 (of 5 from Content Adequacy)
 - Collective-agency, n=3 (of 5)
 - Problem solving, n=4 (of 10)
 - Collective-efficacy, n=3
 - Implementation-management tools, n=3

→ ***16-item final instrument***



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Using social network analysis as a tool to drive Triple P communication strategies

Sandra J. Diehl, MPH, CHES; Ximena Franco, PhD; Leslie deRosset, MPH,
William A. Aldridge II, PhD

The Impact Center, Frank Porter Graham Child Development Institute
UNC-CH

Helping Families Change Conference, Brisbane, February 2020



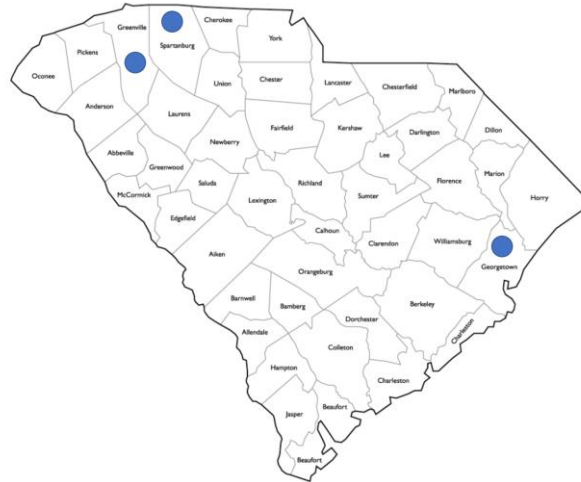
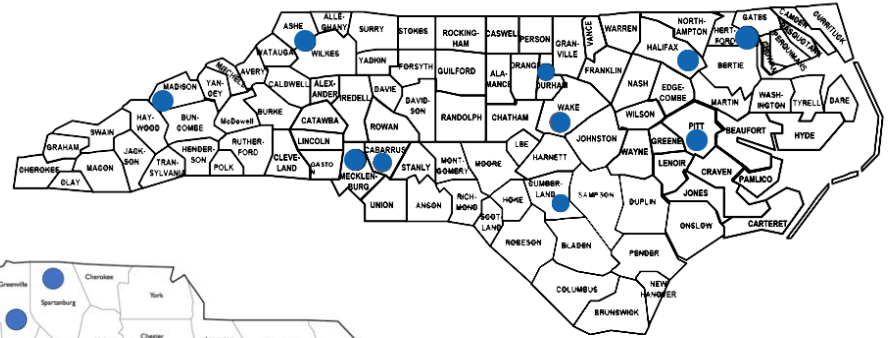
Background

Triple P is supported by major systems and funders in North Carolina and South Carolina

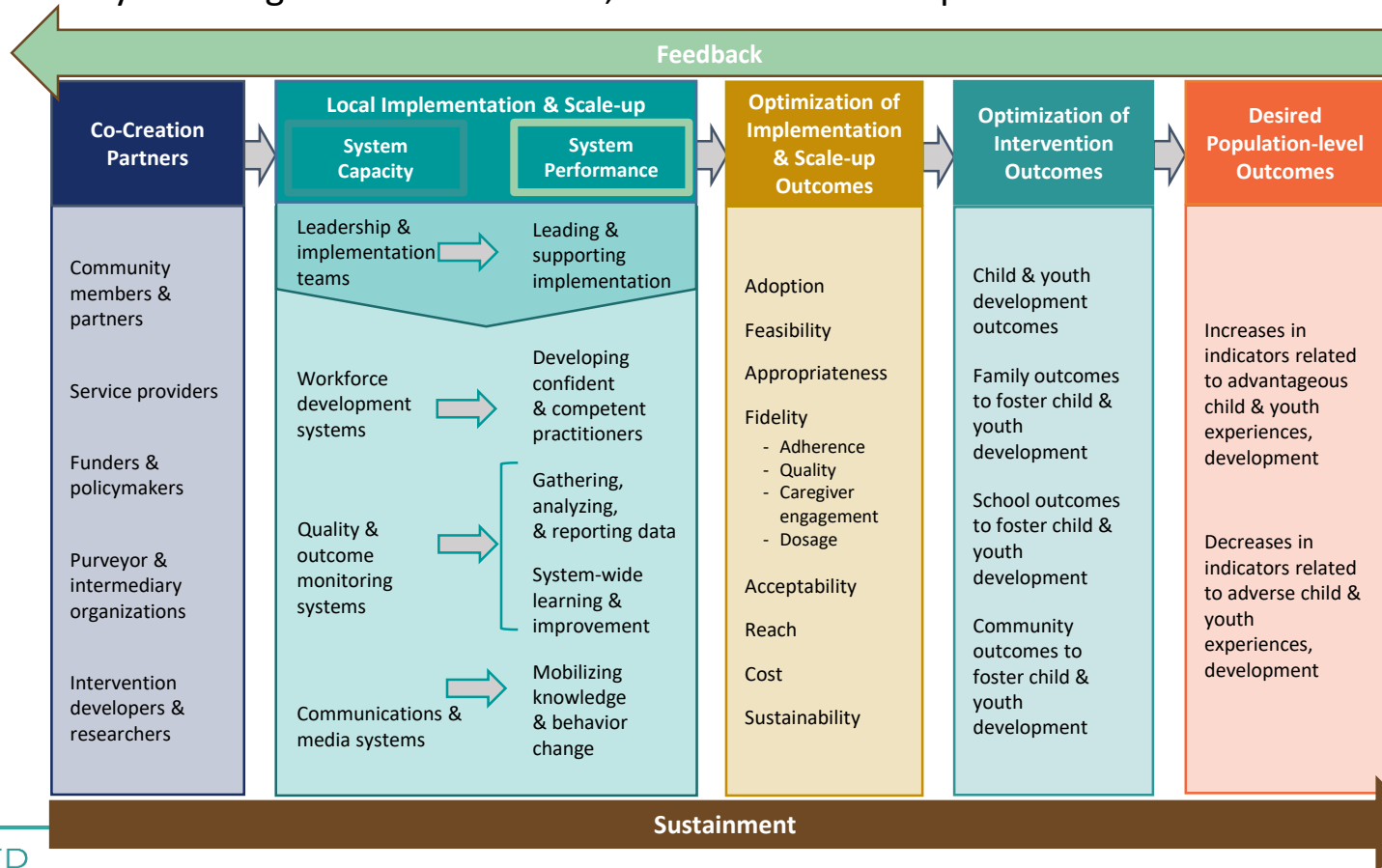
Scale-up efforts are underway in both states

Variable implementation quality was noted as a limiting factor in realizing program outcomes

5-15% of programs reach intended outcomes with traditional implementation approaches



Integrated theory of change for the successful, sustainable scale-up of evidence-based interventions



(Aldridge et al., 2016; Chinman et al., 2016; National Academies of Sciences, Engineering, and Medicine, 2019)

Premise

Ongoing media, messaging, and public communication strategies, in tandem with direct support, will promote and reinforce effective implementation practices



ICTP

Implementation
Capacity for Triple P

Communication Goals for Capacity

- Provide **information** about typical issues related to program implementation and scale-up;
- **Model** implementation best practices;
- **Normalize** the need for support to learn and apply implementation best practices;
- Leverage existing social and professional networks to **accelerate communication efforts** and **facilitate improved access to support**

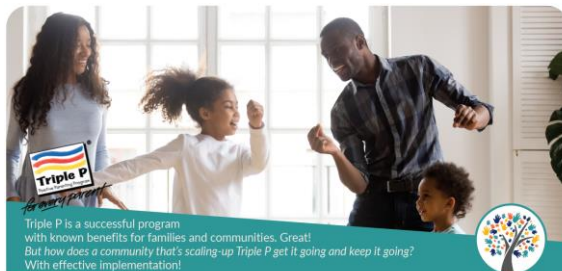
Communication Strategies

The Impact Center at FPG
@ImpactFPG

Announcing the launch of Module 6! Implementing a Decision-Support Data System
[modules.fpg.unc.edu/ncic/ICTPMod6/...](https://modules.fpg.unc.edu/ncic/ICTPMod6/) @PCANC @ChildrensTrustS @DukeEndowment @ncdhhs #GetDataUseData #TripleP #ImpSci



2:26 PM · Dec 19, 2019 · Twitter Web App



Triple P is a successful program with known benefits for families and communities. Great! But how does a community that's scaling-up Triple P get it going and keep it going? With effective implementation!

What is Effective Implementation?

Effective implementation is about ensuring community Triple P practitioners, organizations, and partners are engaged and well-supported to make positive parenting happen, together.



EFFECTIVE IMPLEMENTATION ENSURES:

- Triple P is put into practice as intended and in response to parent needs and preferences
- Community partners work together to identify and address barriers and promote community-wide support
- Triple P outcomes are realized and continually improved over time
- The development of community capacity that can apply beyond Triple P to other programs
- Appropriate return on investment for all Triple P stakeholders

Triple P helps define **WHAT** needs to be provided to parents and families. Implementation identifies **HOW** to support Triple P scale-up and improvement, **WHEN** certain activities may be the most helpful to undertake, and **WHO** will do the work so you see positive outcomes.

Why take such an intentional and active approach to implementation? We know that traditional ways of implementing programs through funding, training, and sharing information aren't enough to see the outcomes we want. Families and children will experience the full benefits of Triple P when communities develop resources and abilities (capacity) in 5 key areas and use those capacities in a systematic way.

Visit lctf.fpg.unc.edu



The Impact Center at FPG @ImpactFPG · Jan 3

We're better when we're in it together. Here's to 2020! Watch: buff.ly/2QpsBQZ #TripleP #parenting #impscipractice @DukeEndowment @ncdhhs @ChildrensTrustS @PCANC



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The Impact Center at FPG
@ImpactFPG

Community Capacity Assessment session in action!
@PCANC @ncdhhs @DukeEndowment #TripleP #ImpSci #GroupVote #MakeItFun



Building on our existing efforts...

- We need data to inform WHO is in our network; who are central actors; and HOW we should best reach our network so that we can leverage this potential
- SNA can help us answer this

What is a network?

- A network is a group of people who come together, in person or virtually, around similar interests, activities or relationships and who share information or advice.



Social Networks

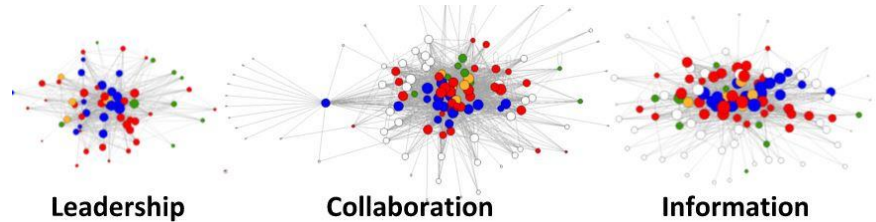
Have been shown to:

- Help translate effective interventions into policy and practice
- Sustain interventions
- Influence knowledge, attitudes, and behaviors around adoption, implementation and scale-up
- Bridge roles
- Strengthen connections to implementation support experts

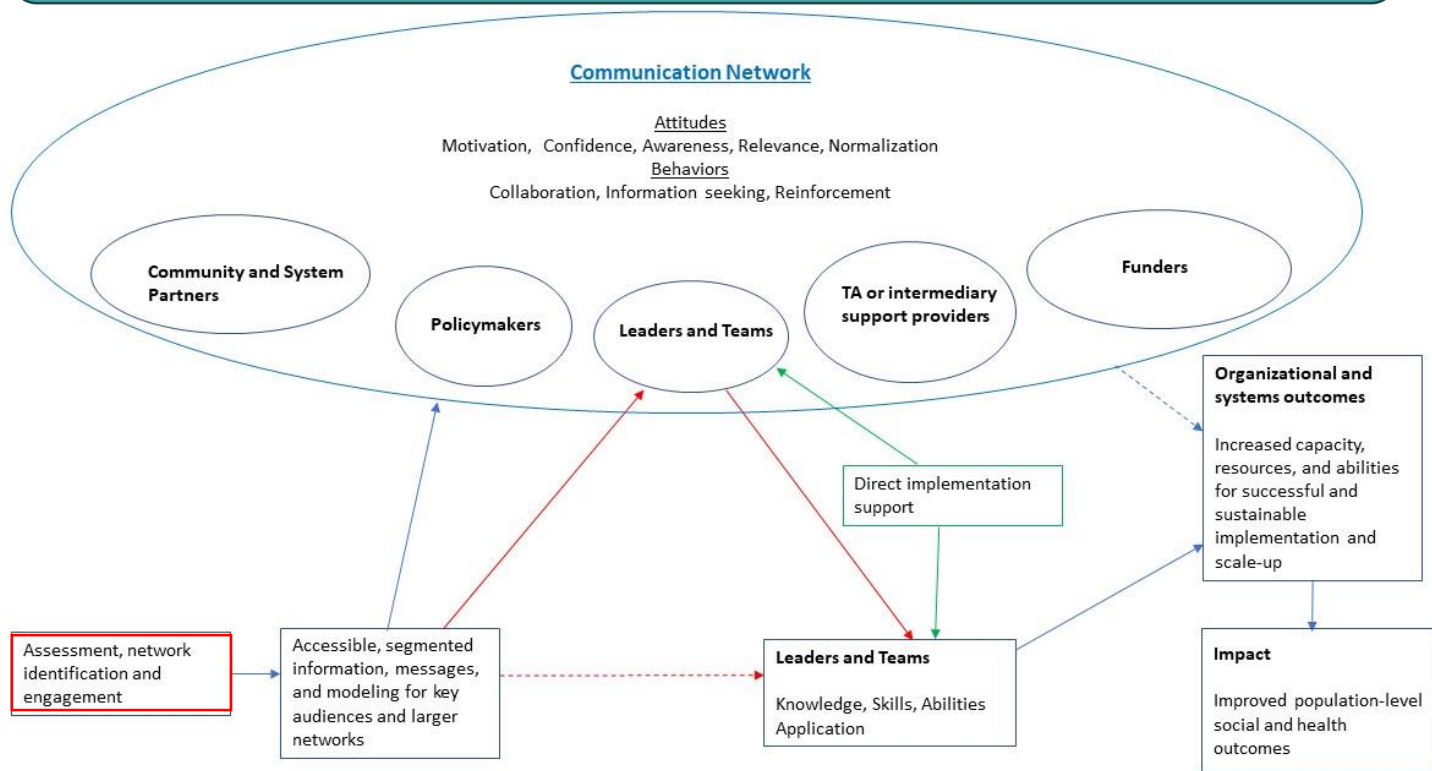


Social Network Analysis

- Identify who is in our communication network
- Network characteristics
- Identify opportunities to strengthen networks
- AND understand where to reach the network



Pathway



How will we do this?

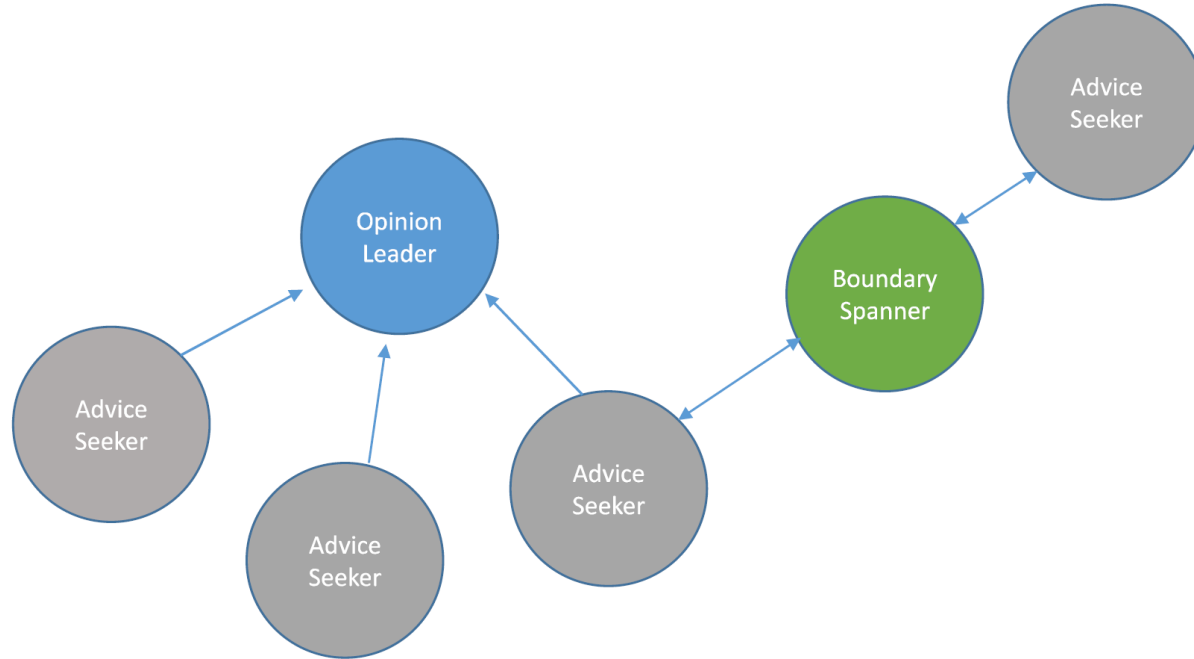
- E-survey to ID networks, channels, and network functioning
- Frame identified from existing contact lists
- Administered by our state partners
- Analyses and reporting – Impact Center
- Findings will be shared with state partners

Network Identification – “WHO”

Please name up to 5 people:

- Who do you go to for help applying research evidence to inform professional activities (**information-seeking network**).
- That are experienced and knowledgeable in finding evidence and translating it into practice (**expertise-recognition network**).
- That you turn to most often for advice and support making decisions about how to implement programs/policies, how to address local issues that arise, and/or how to identify and respond to community needs (**advice-seeking network**).

Sample Network Diagram



Channel Identification-“WHERE”

	Yes (check)	Name source	Name source	Top 3
LinkedIn pages				
Facebook pages				
Professional Journals				
Websites				
Webinars				
Conferences/Workshops				
Online learning and training (courses)				
Learning Collaboratives				
Twitter				
Podcasts				
Bulletins/Newsletters (online and print)				



Network Functioning Scale

- I have trusted people to turn to when I have questions about implementing programs.
- I know at least 1 person who I can turn to for advice or support about successfully implementing a program.
- I feel confident I can successfully implement a program.
- I feel confident I can sustain a program that's working well.
- I feel others around me are invested in implementation.
- I believe the benefits are greater than the challenges to implementation.
- I am part of a professional network that supports and validates my input.
- Effective implementation is relevant to improving kids' and families' wellbeing in my state.
- Effective implementation is important to me personally, even if it's a difficult process.

“WHAT”

The Theory of Change describes 5 key areas that your community needs to scale-up Triple P with success.

These capacities enable the necessary structures and practices within your organization and across your communities to effectively scale-up and sustain Triple P!



1
Getting the right partners at the table and fully involved in supporting Triple P activities



2
Developing leadership and implementation teams, linked within strong community coalitions



3
Developing a system for recruiting, selecting, training, and coaching practitioners



4
Developing data monitoring systems that help your organization and coalition improve and be efficient



5
Establishing ways to broadly share positive parenting messages through media and social networks



ICTP

Implementation
Capacity for Triple P

“HOW”

- Memes, video, information sheets, photos, photo stories, photovoice, podcasts, bulletin/newsletter, webinars
- Engagement is important for reach and influence

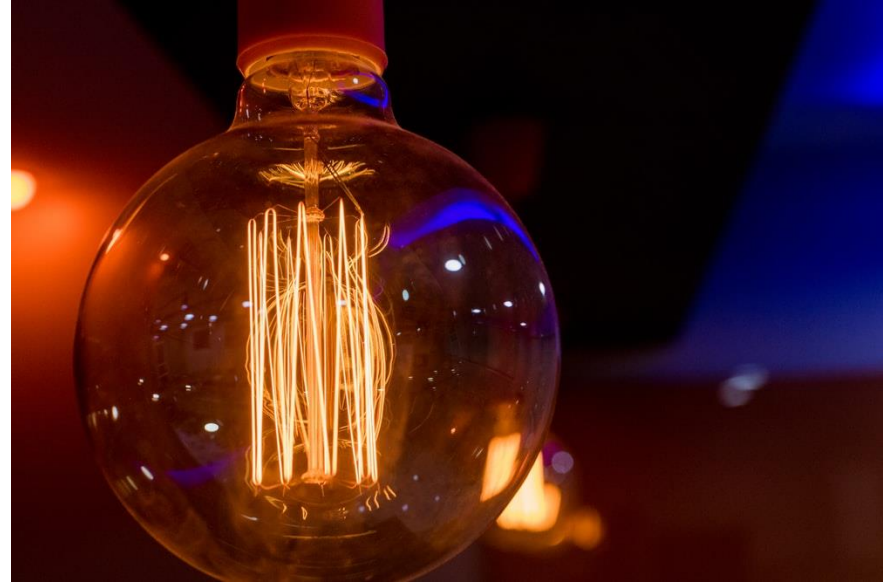
What does SNA add?

- Identify leaders to co-create and disseminate key messages
- Target key influencers “change agents” and connectors to serve as advocates
- Offer key informant feedback to inform priorities, messages and models
- To be an authentic voice



What makes this innovative?

- E-Format
- Adds new information to descriptive approaches
- Has potential for longitudinal analyses
- Most SNA has focused on health sector



Next Steps

- Survey launch in partnership with state partners
- Identify key people and channels; create multichannel communication plan
- Conduct annual assessments to evaluate network change over time; potentially link to implementation outcomes

Thank You

James B. Duke
THE DUKE ENDOWMENT



NC DEPARTMENT OF
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