## ICTP Media & Networking Goals, Approach, & Theoretical Underpinnings

The specific goals of ICTP media and networking activities are to

* accelerate the reach, awareness, accessibility, and application of effective implementation practices;
* provide information about typical issues related to program implementation and scale-up;
* model effective implementation practices;
* normalize the need for peer and ISP support to learn and apply effective implementation practices; and
* leverage existing professional networks to accelerate communication efforts and facilitate improved access to implementation support [1].

The ICTP media and networking approach relies on four components:

1. identifying existing networks through which system partners interact for implementation information, advice, and expertise;
2. measuring partners’ perceptions of how supportive existing networks are in meeting their needs and preferences;
3. utilizing media, messaging, and public communication strategies to integrate and model effective implementation practices within these existing networks; and
4. implementing strategies to increase partners’ experience of support in ways that meet their needs and preferences.

We believe that overlaying—and expanding—media and communications about effective implementation practices within existing networks provides the opportunity to accelerate implementation and scaling outcomes in a way that direct supports alone would be unable to achieve. This provides a complementary mechanism with broad reach to guide co-creation partners’ activities toward effective practices and equitable, sustainable outcomes.

This approach aligns with social cognitive theory in several ways. First, ICTP media and networking opportunities employ the concept of [reciprocal determinism](https://ictp.fpg.unc.edu/wp-content/uploads/theoreticalunderpinnings.docx). When we foster Triple P system environments that promote effective implementation practices, we influence cognitive and behavioral factors across community leaders and implementation teams, who then may be more likely to use such practices. Macro-level environments begin to shape micro-level thoughts and behaviors.

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Download Brief #5: Foundations of the ICTP Implementation Support Practice Model, section [Theoretical Underpinnings](https://ictp.fpg.unc.edu/wp-content/uploads/theoreticalunderpinnings.docx) (docx) to learn more on the Social Cognitive Theory in action: Observational Learning, Personal Agency, & Self- Efficacy.

Similarly, when community Triple P leaders and implementation teams model effective implementation practices throughout the larger network, observational learning opportunities multiply. As exemplified in **Box 9.1**, using community agents as models may also reinforce their own perceptions of personal agency and self-efficacy.

Reference sidebar Dive Deeper for more information on the Social Cognitive Theory in action: Observational Learning, Personal Agency, & Self- Efficacy.

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| Box 9.1 ICTP Case Example of Using Community Agents as Models of Effective Implementation Practices  [*The Implementeer*](https://impact.fpg.unc.edu/implementeer) is a quarterly eNewsletter that shares implementation stories from community Triple P agents, who act as models for their peers. Recent editions have focused on [data walks](https://mailchi.mp/email/implementeer-march2023?e=%5bUNIQID%5d), [connecting with key leaders](https://mailchi.mp/email/implementeer-dec-2022), and community [coalitions](https://mailchi.mp/email/implementeer-sept-2022-16539368). In alignment with ICTP media and networking goals, the stories provide information about typical issues related to program implementation and scale-up and share effective implementation practices. Similarly, the ICTP project’s short podcast series, “[Implementation Science at Work](https://impact.fpg.unc.edu/implementation-science-work),” uses an audio format to weave stories from multiple perspectives with an equity lens. These episodes bring in community agents and field and national academic perspectives to shape their narrative. Episodes have addressed [community engagement](https://impact.fpg.unc.edu/episode-1-community-engagement-implementation-practice), [equitable program adaptation into different community contexts](https://impact.fpg.unc.edu/episode-2-equity-implementation-field-funders), [fostering co-creation in a governmental system](https://impact.fpg.unc.edu/episode-3-hierarchy-co-creation-california-foster-care-system), [policy implementation](https://impact.fpg.unc.edu/episode-4-policy-implementation-creating-supportive-infrastructure-and-systems), and [program sustainability](https://impact.fpg.unc.edu/episode-5-planning-sustainability). |

Finally, these factors may combine to create a greater sense of collective agency (we can do it, together) and collective efficacy (we can do it, together) in the broader Triple P system network, which may increase sustainability.

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Refer to Brief #5: Foundations of the ICTP Implementation Support Practice Model, section [Theoretical Underpinnings](https://ictp.fpg.unc.edu/wp-content/uploads/theoreticalunderpinnings.docx) to learn more on the Social Cognitive Theory in action: self-regulation.

ICTP media and networking efforts are also informed by two other theories: diffusion of innovation theory [3] and social network theory [4]. *Diffusion of innovation theory* describes the pattern and speed at which new ideas, practices, or products spread through a population. Leveraging interpersonal communication and network assets, including positive relationships between people (or “social capital”) [5], helps ensure the spread of new implementation approaches, knowledge, and skills among peers.

Similarly, *social network theory* [4] focuses on the role of social relationships in transmitting information, channeling personal or media influence, and enabling attitudinal or behavioral change. This theory helps explain how relationships, seen through “network structures” and metrics, facilitate the exchange of knowledge, advice, and expertise among Triple P stakeholders—in other words, how Triple P network members learn from and support each other in their implementation work. This aligns with our goal to “leverage existing professional networks to accelerate communication efforts and facilitate improved access to implementation support.” **Box 9.2** illustrates how the North Carolina Triple P Learning Collaborative leverages social relationships for information sharing and other purposes.

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| Box 9.2 ICTP Case Example of The North Carolina Triple P Learning Collaborative as a Network of Social Relationships to Transmit Information About Effective Implementation Practices  The North Carolina Triple P Learning Collaborative (NCLC) leverages social relationships among the NCLC’s membership to   * share information about effective implementation practices, * collectively address concerns, * provide peer support, and ultimately * influence attitude and behavior change toward effective implementation.   A planning group co-creates agendas based on identified needs from the larger membership. Meetings typically have interactive sessions led by peers and members of the NC Triple P Support System. The sessions allow for peer-to-peer sharing and use facilitation techniques to maximize participant interactions and inclusion (e.g., small group discussions, jamboards, role modeling, and more).  A March 2023 learning collaborative meeting addressed how to best serve rural populations. NCLC members, placed in six small groups, rotated around a room and responded to multiple prompts around issues such as how to address rural communities’ awareness and acceptability of Triple P. The groups recorded ideas on chart paper at each station. At the end of the session, ideas were discussed as a large group with a facilitator, and the notes were later shared and archived in a shared online platform. |

Mass communications are more effective when community-based services are available and accessible and supportive policies are in place [6]. In the case of Triple P implementation support, this means that ICTP regional support teams, their counterparts in South Carolina, and ISPs providing design and consultation support play an invaluable role. Regional Triple P partners and broader system co-creation partners can turn to ISPs for support to put effective implementation practices—received through media, communications, and networking activities—into place within their unique contexts. Supportive Triple P implementation policies co-designed with ISPs and put in place by funders, policymakers, and administrators may also allow regional Triple P and broader co-creation partners the time, incentives, and resources to pursue and institutionalize effective implementation practices—received through these same means of communication—within their community or state initiatives.