



Evidence Based Program Planning and Implementation

Illinois Association of Behavioral Health
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5 Cornerstones for Solid Program Planning

- ▶ Tie to organizations mission
- ▶ Tie to strategic plan (Board)
- ▶ Conduct as a team
- ▶ Involve potential clients
- ▶ Don't worry about perfection

Questions to Ask

- ▶ What is the primary **purpose** of the program?
- ▶ Is there a **need** for the program? Describe the need using statistics/community reports.
- ▶ Who is the **target population**?
- ▶ How will the **program design** help meet the community need?
- ▶ What are the **true costs** associated with program development, implementation, and reporting?
- ▶ What **resources** are critical for both the short-term and long-term success of the program?
 - ▶ Financial (program fees, grants, donors, etc.)
 - ▶ Program materials and/or services
 - ▶ Community Partnerships/Collaborations
- ▶ How will the organization **sustain** this program?
 - ▶ What is your organization's current/long-term capacity?
 - ▶ Diversified funding streams
 - ▶ Financial systems/procedures
- ▶ Does the **Board of Directors** agree there is a need for the program and commit to supporting it?

**Let's Create a program
now: 10 Minute Activity**

8 Guidelines to keep program planning on track

- ▶ Focus on outcomes
- ▶ Examine your intended outcomes
- ▶ Coordinate the new program with other programs
- ▶ Explore if client services can be delivered more effectively via collaboration
- ▶ Plan key indicators of program success
- ▶ Include short range focus in a long-term plan
- ▶ Learn by “testing the waters”
- ▶ Plan program reviews

Components of Program Design

- ▶ **Need Statement:** Doesn't need to sit in program design but should exist somewhere
- ▶ **Program Overview**
 - ▶ Big picture outcome
 - ▶ Target number of populations served
 - ▶ Brief description of need
 - ▶ Components of the program
- ▶ **Target Population**
 - ▶ Demographic Description
 - ▶ "Risk" Factors
 - ▶ Recruitment & Referral sources
 - ▶ Client Retention
 - ▶ Client Termination
- ▶ **Program Enrollment**
 - ▶ Intake
 - ▶ Referral Process
 - ▶ Assessments
- ▶ **Program Timeline**
 - ▶ Flow of program start to finish, include Ramp up Periods
 - ▶ Out-of- school time calendar
 - ▶ Curriculum Timeline
- ▶ **Program Theories and Methodologies**
- ▶ **Program Services**
 - ▶ Activities description
 - ▶ Dosage & Frequency
 - ▶ Curriculum Outline
 - ▶ Referral Sources

Components of Program Design

▶ Evaluation

- ▶ Logic Model: Output and Outcome measurements
- ▶ Data Collection Methods
 - ▶ Client File Requirements
 - ▶ Intake Forms
 - ▶ Assessments completed
 - ▶ Other Data: Surveys, Pre/post tests
 - ▶ 3rd Party data
- ▶ Reporting Requirements
 - ▶ Frequency
 - ▶ Indicators and numbers captured
- ▶ Program Monitoring
- ▶ Technology Used
- ▶ External Evaluations

▶ Program Staffing

- ▶ Roles and Responsibilities
 - ▶ Staff credentials
 - ▶ Support staff included
- ▶ Staff Recruitment, Hiring, and onboarding
- ▶ Staff Training and development
- ▶ Staff Retention
- ▶ Key Personnel Bios

▶ Budget

- ▶ All Expenses including personnel
- ▶ Income: How will this be funded

Implementation Timeline and Milestones

- **Planning Phase (Month 1-2)**

- **Needs Assessment & Initial Research:**

- Conduct a thorough needs assessment to identify the target population and specific community needs.
- Compile community reports, statistics, and other relevant data to support the program's foundation.
- Engage with potential clients and stakeholders to gather input and ensure the program aligns with their needs.

- **Program Design & Strategic Alignment:**

- Develop a comprehensive program overview that aligns with the organization's mission and strategic goals.
- Outline the key components, including target population, program objectives, and desired outcomes.
- Secure approval from the Board of Directors and ensure their commitment to supporting the program.

Implementation Timeline and Milestones

- **Staff Training & Development (Month 3-4)**
 - **Staff Recruitment & Onboarding:**
 - Identify and recruit qualified staff with the necessary credentials and experience.
 - Develop and implement an onboarding process that includes orientation, initial training, and familiarization with the program's goals and methodologies.
 - **Training & Professional Development:**
 - Provide in-depth training sessions for all staff members, focusing on program theories, methodologies, and service delivery models.
 - Include specialized training on any curriculum or tools that will be used, ensuring all staff are fully equipped to implement the program.
 - Schedule follow-up training and professional development opportunities to address any gaps and enhance staff capabilities.

Implementation Timeline and Milestones

▶ Program Launch (Month 5)

▶ Pilot Program & Initial Rollout:

- ▶ Conduct a pilot phase to test the program design and make necessary adjustments.
- ▶ Begin the full-scale rollout of the program, ensuring all elements are in place, including materials, resources, and staff readiness.
- ▶ Monitor the initial implementation closely and gather feedback from participants and staff to identify any areas for improvement.

▶ Community Outreach & Engagement:

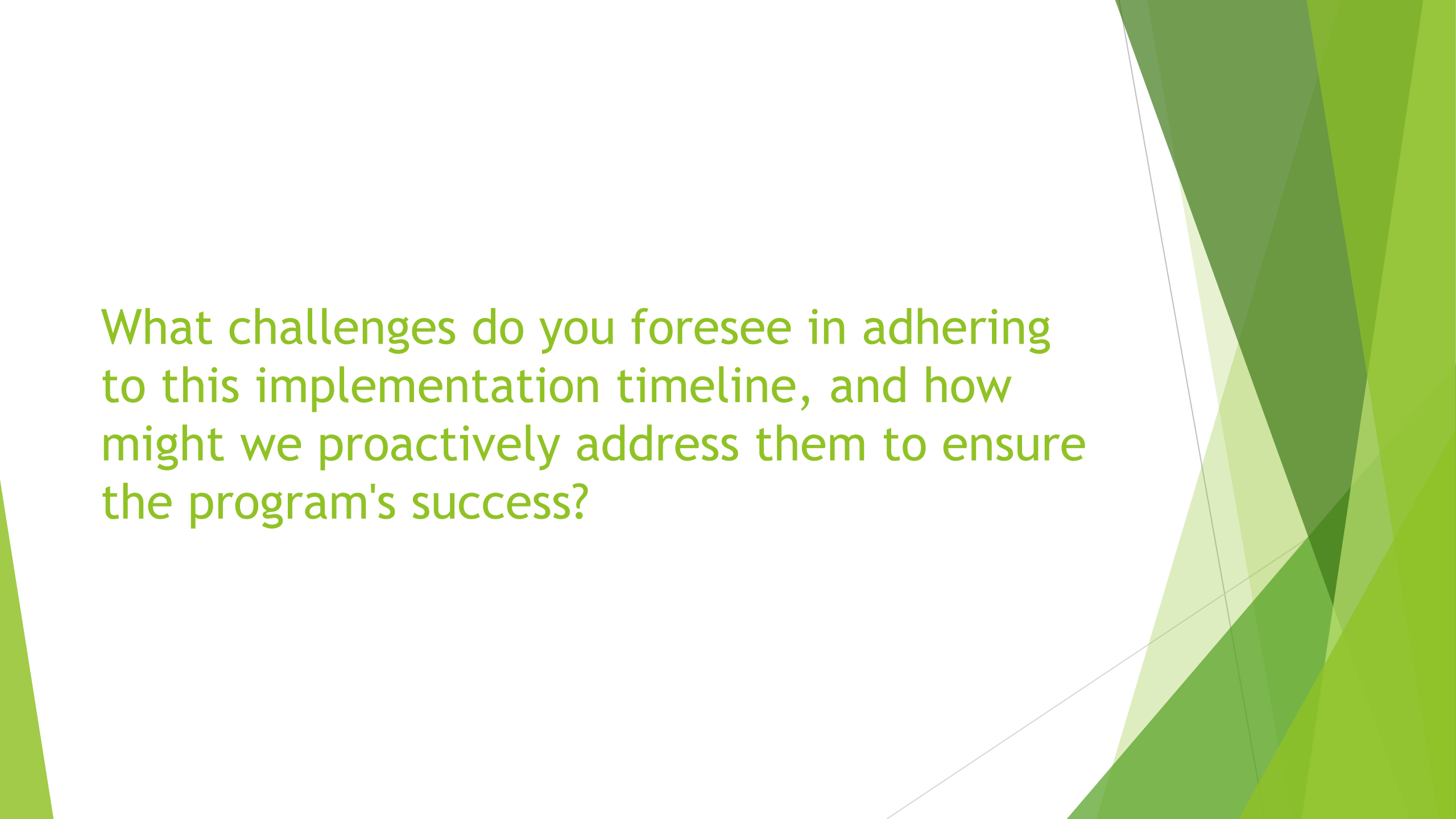
- ▶ Execute a community outreach plan to raise awareness and drive participation.
- ▶ Establish referral sources and partnerships to support program enrollment and client retention.
- ▶ Adjust communication strategies based on feedback and community needs.

Implementation Timeline and Milestones

- **Mid-Term Review & Adjustments (Month 6-7)**
 - **Program Monitoring & Evaluation:**
 - Conduct a mid-term review to evaluate the program's progress against the set milestones and outcomes.
 - Collect and analyze data on participation, outcomes, and any issues encountered during implementation.
 - Make necessary adjustments to the program design, staffing, or resources to address any challenges.
 - **Ongoing Staff Support:**
 - Provide continuous support to staff, including additional training if needed, to maintain program quality.
 - Address any staff retention issues and make adjustments to workload or roles to optimize efficiency and job satisfaction.

Implementation Timeline and Milestones

- **Final Evaluation & Reporting (Month 8-9)**
 - **Comprehensive Evaluation:**
 - Conduct a final evaluation of the program, focusing on outcome measurements, client satisfaction, and overall effectiveness.
 - Use a logic model to assess whether the program met its intended outcomes and identify areas for future improvement.
 - **Reporting & Future Planning:**
 - Prepare a detailed report for stakeholders, including data on outputs, outcomes, and financials.
 - Use the findings from the evaluation to plan for the next cycle of the program, including any changes to the design or implementation strategy.

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What challenges do you foresee in adhering to this implementation timeline, and how might we proactively address them to ensure the program's success?

Roles and Responsibilities in Implementation

Program Director:
Overall Oversight &
Leadership

Program Manager:
Day to Day Operations

Training

Coordinator: Staff
Development &
Support

**Outreach
Coordinator:**
Community
Engagement & Client
Recruitment

Evaluation Specialist:
Program Monitoring &
Evaluation

Frontline Staff:
Implementation and
Execution

How can we ensure effective communication and collaboration among these roles to prevent any gaps or overlaps in responsibilities during program implementation?

Resources

- ▶ **Centers for Disease Control and Prevention (CDC).** "Developing an Effective Evaluation Plan." Available at: <https://www.cdc.gov/eval/guide/index.htm>
- ▶ Overview of Non-Profit Program Planning (nonprofitoregon.org)
- ▶ Designing a New Program? Questions to Ask - Funding for Good
- ▶ **Illinois Association of Behavioral Health.** Evidence Based Program Planning and Implementation. September 4, 2024.
- ▶ **Kettner, Peter M., Moroney, Robert M., & Martin, Lawrence L.** "Designing and Managing Programs: An Effectiveness-Based Approach." Sage Publications, 2017.
- ▶ **United Way Worldwide.** "Standards of Excellence: A Guide for Nonprofit Program Design and Management." Available at: <https://www.unitedway.org>
- ▶ **W.K. Kellogg Foundation.** "Logic Model Development Guide." Available at: <https://www.wkkf.org/resource-directory/resources/2004/01/logic-model-development-guide>