

Possible Barriers to Dissemination in Implementing Effective Interventions

- **Published findings appear in journals not oriented to clinicians** (Sobell, 1996)
 - Often, little description of steps needed to apply a treatment or intervention
- **Some publications or evaluations are not “user friendly”** (Backer, 2000)

Source: Larimer, Kilmer, and Lee, 2005

Possible Barriers to Adoption in Implementing Effective Interventions

- **Reactions from key individuals involved in the process** (DeJong and Langenbahn, 1996)
- **Diversity of opinion around how to proceed**
 - Could lead to difficulty in committing

Source: Larimer, Kilmer, and Lee, 2005

Possible Barriers to Adoption in Implementing Effective Interventions

- **Unreasonable expectations** (Liddle, et al., 2002)
- **Insufficient “buy-in”** (Liddle, et al., 2002)
- **Not enough time working with directors, administrators, staff, or students**

Source: Larimer, Kilmer, and Lee, 2005

Possible Barriers to Implementation in Implementing Effective Interventions

- Proper training of those delivering a program
- A tendency to “reinvent” innovations (Rohrbach, D’Onofrio, Backer, & Montgomery, 1996)

Source: Larimer, Kilmer, and Lee, 2005

Possible Barriers to Implementation in Implementing Effective Interventions

- Organizational factors (Simpson, 2002)
 - Resources, issues impacting effective delivery, attitudes among leaders, etc.
- Resistance among staff familiar and comfortable with a prior approach (Liddle, et al., 2002)

Source: Larimer, Kilmer, and Lee, 2005

Possible Barriers to Maintenance in Implementing Effective Interventions

- Therapist drift (i.e., issues of fidelity)
- Need for ongoing assessment and continued training

Source: Larimer, Kilmer, and Lee, 2005

Possible Administrative Barriers in Implementing Effective Interventions

- Tendency to move toward “next best thing”
 - One approach being pursued at the expense of another
- Concern that directing attention or funds toward a behavior indicates that “problem” exists

Source: Larimer, Kilmer, and Lee, 2005

Thoughts, Points for Discussion, Questions

- How do we effectively put findings in people's hands?
- Whose responsibility is this?
- How do we make research findings “digestible?”
- Look for opportunities to utilize existing expertise and skills across research domains, counseling centers, health centers, or elsewhere.
- The key is to consider what will help to get you where you want to go.

Top Things I Wish Someone Had Told Me Before I Started My Job

- Identify what helps you tell your story most effectively.
 - Identify ways to best make a case for and/or measure the impact of what you're doing.
 - What shows progress toward your goals?
 - If using surveys, ask questions that will help provide answers you're looking for.
 - Be aware of time frames.
 - Get at issues of interest in multiple ways.

Top Things I Wish Someone Had Told Me Before I Started My Job

- Once you've started measuring impact, try to find the answer to the question, "Do your data do you justice?"
 - Look for outliers
 - Think critically about your findings (maintain a healthy skepticism)
 - Analyze your data in a way that best detects and is sensitive to change.
 - Beware of categorical results...for example...

Categorical summaries

- Consider these data:
 - 85% are below criteria for depression on a screening measure in which the cutoff is 8
 - 15% are above this cutoff of 8
- If a number of students who are above the cutoff reduce their score from 20 to 10, they're still nevertheless in the 8 or more group.
- If a number of students who are below the cutoff reduce their score from 7 to 2, they're still nevertheless in the 7 or less group.
- These changes will not be detected!

Top Things I Wish Someone Had Told Me Before I Started My Job

- Any one thing we do is a part of an overall puzzle.
 - Consider where your particular piece fits
 - Identify the other pieces on your campus when considering a strategic plan
 - Find the missing pieces when examining "next steps"



Top Things I Wish Someone Had Told Me Before I Started My Job

- Don't reinvent the wheel.



Top Things I Wish Someone Had Told Me Before I Started My Job

- It's o.k. for things to be a work in progress.



WORK IN PROGRESS

Implications for your own campus

- Learn from each others projects.
- Learn from your own work.
- Consider approaches as part of overall strategic plan.
- Reduce barriers to implementation.
- Importance of evaluating efforts.
- Continue to evaluate strategies targeting other health issues, particularly given overlap between multiple domains.

Thank you!

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