

TITLE: Step It Up! Survivors: Implementation of an Evidence-Based Walking Program in Oregon Communities

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: All public health professionals interested in implementing and evaluating evidence-based approaches, researchers

ABSTRACT: Background: Many evidence-based interventions (EBIs) do not achieve intended population health outcomes due to challenges of real-world implementation. This research-to-practice gap is of increasing interest to public health researchers and practitioners. Purpose: Assess the implementation strategy of providing grant funding and technical assistance for Step It Up!, a 6-month evidence-based walking program to promote physical activity and social support among cancer survivors. Methods: We assessed the effectiveness of this implementation strategy in eight sites across Oregon by measuring fidelity, reach, and adaptations through monthly progress reports, site visit observations, grantee interviews, and a final grantee report. Results: Fidelity scores ranged from 61-88%; reach was over 399 participants. Five grantees reported making two or more adaptations to the EBI. Despite receiving monthly technical assistance, some grantees experienced challenges recruiting participants, developing community partnerships, and adhering to the prescribed implementation plan. Grant requirements at times felt burdensome to grantees. Reported implementation facilitators included community partners and specific EBI components (e.g., incentives). Conclusion: Providing funding and technical assistance through an existing community grant program was a promising EBI implementation strategy. Our results indicate a need to better tailor technical assistance and balance maintaining EBI core elements with meeting the needs of each organization.

OBJECTIVE(S): Describe challenges and barriers to implementing an EBI in community based organizations and explain one approach to measuring fidelity in the implementation of an EBI in community based organizations
