

Diffusion of Effective Behavioral Interventions

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Prevention Program



Implementing Prevention Strategies

- The *Procedural Guidance for Selected Strategies and Interventions for Community Based Organizations*
- Disseminating Effective Behavioral Interventions (DEBI)
 - www.effectiveinterventions.org



Dissemination of Evidence-Based Interventions: An Eight-Step Process

- 1 Planning
- 2 Health Marketing
- 3 Policy Incentives
- 4 Package Design
- 5 Training
- 6 Capacity Building
- 7 Quality Assurance
- 8 Evaluation



DEBIs for All Populations

Intervention	Type	Target Population
Community PROMISE	Community Level	All
RESPECT	Individual level	All

DEBIs for MSM

Intervention	Type	Target Population
Popular Opinion Leader	Community level	MSM
D-Up	Community level	African American MSM
Many Men Many Voices	Group level	MSM of color
Mpowerment	Community level	Young MSM & Bisexual men



DEBIs for Women

Intervention	Type	Target Population
RAPP	Community	Women in high prevalence areas
SISTA	Group	African American women
WILLOW	Group	HIV+ women
Sister to Sister	Individual	Women in medical care

DEBIs for Drug Users

Intervention	Type	Target Population
Safety Counts	Group & Individual level	IDUs and crack cocaine users
Modelo Intervencion Psichomedica	Individual level	Active, out of treatment IDUs (Spanish & English)
CLEAR	Individual level	HIV+ drug users (originally)

DEBIs for HIV+ Populations

Intervention	Type	Target Population
Healthy Relationships	Group level	HIV+ men and women
WILLOW (ready 7/2009)	Group level	HIV+ women
CLEAR (ready 7/2009)	Individual level	HIV+ men and women
Partnership for Health	Individual level	HIV+ men and women in primary care setting



DEBIs for Heterosexual Adults

Intervention	Type	Target Population
VOICES/ VOCES	Group Level	African American & Latino men and women (English & Spanish)
CONNECT	Couples	



DEBIs for Youth

Intervention

Type

Target Population

Street Smart

Group
level

Runaway and homeless
youth
(up to age 18)

Focus on Youth,
IMPACT

Group
level

African American youth
(13-15); parents

SIHLE
(ready 7/2009)

Group
level

African American
female teens (14-18)

DEBI for Correctional Settings

Intervention	Type	Target Population
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START	Individual level	Prison inmates (pre- and post release)
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Intervention Information on DEBI Website

www.effectiveinterventions.org

- Starter Kits – in depth information to select the intervention and assess agency capacity
- Sample budgets
- Fact sheets
- Logic models
- Implementation plans
- Monitoring tools
- Evaluation Guides
- Technical Assistance Manuals



Training Results

- 736 Trainings in last 7 years
- 8262 employees of over 2200 CBOs.
- 1595 employees of 255 City, County, State, and Territorial Health Departments.