



# The Flip-side of Technology Transfer

Helping Grow Local, Innovative, and Effective  
Prevention Programming through CSAP's  
Service to Science Initiative

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Presented by Kim Dash and Anne Rogers with Jayne Harper  
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## Presentation Outline

- Why Service to Science (STS)?
- What is Service to Science (STS)?
- Who participates in STS?
- How are participants involved?
- What are challenges to participation?



*Why Service to Science?*

## A Push for Evidence

- US Department of Education (USED), Office of Safe and Drug Free Schools (SDFS) – **Exemplary and Promising School-Based Programs** <http://www.ed.gov/admins/lead/safety/exemplary01/index.html>
- USED, Institute of Education Science – **What Works Clearinghouse** <http://whatworks.ed.gov/>
- Centers for Disease Control and Prevention (CDC) – **Guide for Community Preventive Services** <http://www.thecommunityguide.org/>
- Office of Juvenile Justice and Delinquency Prevention (OJJDP) and the Center for the Study and Prevention of Violence (CSPV) – **Blueprints for Violence Prevention** <http://www.colorado.edu/cspv/blueprints/>
- Substance Abuse and Mental Health Services Administration (SAMHSA) – **National Registry of Evidence-Based Programs and Practices (NREPP)** <http://www.nrepp.samhsa.gov/>



*Why Service to Science?*

## An Emerging Problem

- Model programs are sometimes ill-suited to address local needs and problems
- Model programs are, then, adapted to meet local needs
- Adaptations may reduce program effectiveness
- Evaluation may be warranted if adaptations are dramatic
- Evaluation can be expensive and require expertise



*Why Service to Science?*

## A Possible Solution

Service to Science is an intensive technical assistance initiative implemented across regions of the U.S. to help local programs advance evidence of program effectiveness.



*What is Service to Science?*

## Context

- National Registry of Evidence-based Programs and Practices (NREPP)
- Strategic Prevention Framework-State Incentive Grants
- National Outcome Measures



*What is Service to Science?*

## Purpose

- To increase pool of evidence-based interventions
- To support innovative local interventions seeking to demonstrate and document evidence of effectiveness



*What is Service to Science?*

## Guiding Theories

- **Concerns-Based Adoption Model** (Hall & Loucks, 1979, 1977)
- **Transtheoretical Model of Change** (Prochaska & DiClemente, 1983; Prochaska, DiClemente, & Norcross, 1992; Prochaska & Velicer, 1997)
- **Diffusion of innovation** (Rogers, 1995) **and adopter types** (Schlechy, 1993)

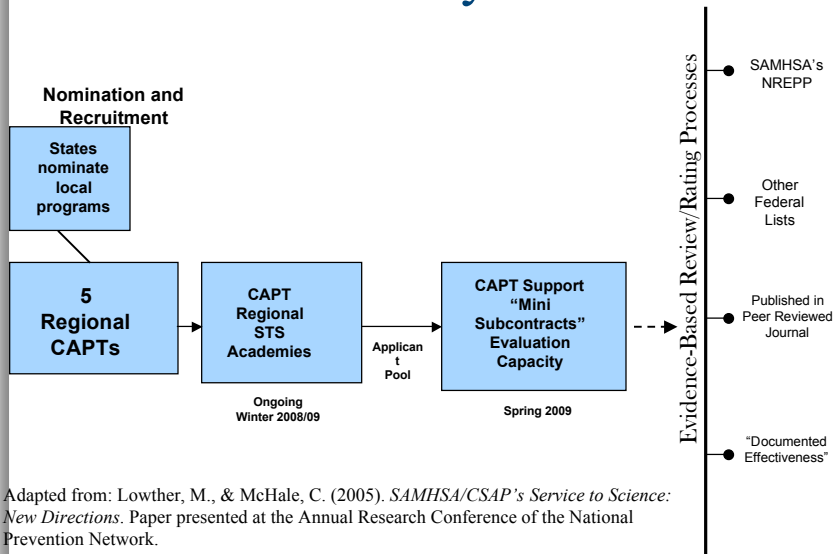
*What is Service to Science?*

## Guiding Principles

- Form or broker **collaborative relationships** (with two-way learning) between practitioners and researchers
- **Assess readiness** of local practitioners and researchers to evaluate with greater rigor
- Target and **tailor evaluation assistance** to meet the needs of the program/community
- Advance towards stronger, higher quality evidence of intervention effectiveness
- Understand that programs will share direction, but have different destinations

*What is Service to Science?*

## Annual Federal Cycle





*Who participates in Service to Science?*

## NE Service Region

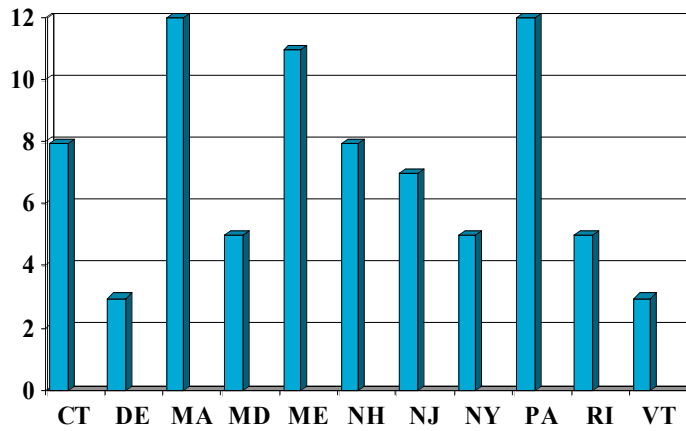


*Who participates in Service to Science?*

## Participant Eligibility

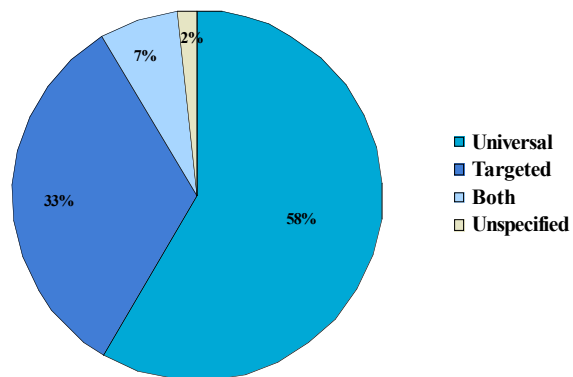
- Sufficient funding
- Innovative or original approaches
- A focus on alcohol, tobacco, and other drug prevention or on the promotion of mental health; and
- Intentions of applying for national recognition as an evidence-based program

*Who participates in Service to Science?*  
**STS Participants by State**



N = 79

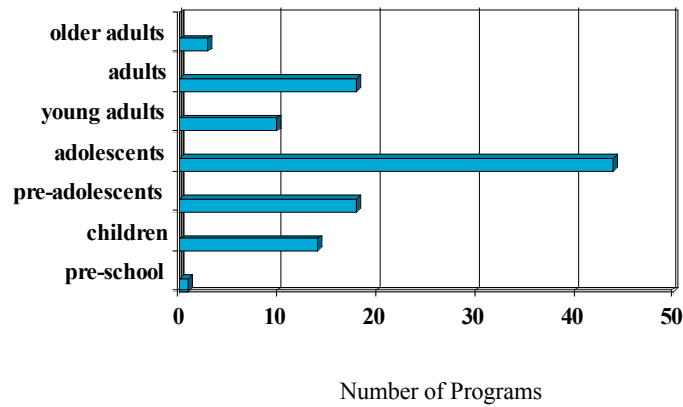
*Who participates in Service to Science?*  
**STS Participants by Target Group**



N = 79

*Who participates in Service to Science?*

## STS Participants by Age Group Targeted



*How are participants involved?*

## STS Delivery Models

### **Model A:**

- Didactic large-group face-to-face presentations
- 2 hour individualized assistance
- 40 hours of remote follow-up assistance

### **Model B:**

- Online presentations
- Intensive 4 – 5 hour individualized evaluation assistance delivered on site
- 40 hours of remote follow-up assistance



*How are participants involved?*

## STS Delivery Steps

- Identify participants needs
- Prepare and deliver key background information
- Prepare for and deliver on-site technical assistance
- Provide follow-up technical assistance
- Coordinate follow-up TA
- Develop and maintain Web-portal
- Create and administer tools to assess client progress



*What are challenges to implementation and progress?*

## Facilitating and Hindering Forces

### **Facilitating factors**

- Supportive working relationship with STS TA provider
- Organizational commitment to evaluation
- Clear expectations from state
- Adequate funding
- Financial incentives
- Available expertise
- Access to other expertise

### **Hindering forces**

- Inadequate funding
- Ambiguous innovation guidelines or evaluation criteria
- Methodological challenges
- Lack of competent and affordable evaluators



*What are challenges to implementation and progress?*

## STS Program Presentation

The Alcohol Enforcement Team

Alcohol Investigator, Lewiston, ME

- Anne Rogers, ME SPF-SIG Coordinator and Moderator
- Jayne Harper, AET Evaluator
- Robert Ulrich, Alcohol Investigator
- Kim Dash, NECAPT TA Provider