

# Project Planning Guides for Tiers 2 and 3

## Tier 2: Develop and Pilot

### What are feasibility, acceptability and pilot testing?

1. **Feasibility:** assess the practicality of a proposed plan or approach prior to implementation.
2. **Acceptability:** assess the target audience’s views/perceptions/experiences/feedback about the proposed plan or approach.
3. **Pilot testing:** Conduct a small scale study prior to conducting an actual program or approach; designed to identify facilitators and barriers to full scale implementation.

### WHAT YOU MIGHT ASSESS FOR

Feasibility	Acceptability
<ul style="list-style-type: none"> <li>• Interest by or demand from target audience/community</li> <li>• Feedback on the proposed activities’ frequency, location, format, time, etc.</li> <li>• Feedback on the proposed evaluation tool (e.g. do participants understand questions?)</li> <li>• Organizational capacity to do the work</li> <li>• Burden (reasons for dropping out)</li> </ul>	<ul style="list-style-type: none"> <li>• Social and cultural appropriateness of approach, content, marketing/communications materials, and/or evaluation measures</li> <li>• Willingness to participate</li> </ul>

### Tier 2 Examples

1. **Feasibility:** Giving a proposed survey tool to 5 people and asking for feedback on length, question wording, format, etc., and revising the tool based on this information.
2. **Acceptability:** Holding a focus group for members of the target population to ask for feedback on a proposed program’s outreach plan, marketing materials, and timeline.
3. **Pilot testing:** Testing the planned program or approach with 5-10 people before implementing with the larger community, and revising project elements to improve feasibility and acceptability after analyzing preliminary data.

### Tier 2 Scenario

Adapt “Give Teens Vaccines”, an evidence-based approach designed to promote HPV vaccination among Latino school aged children. Adaptation will include testing feasibility and acceptability among 5 Latino families and 2 pediatric providers in Deschutes County through key stakeholder focus groups and questionnaires. Pilot test will support one provider and two families in participating in the entire program for feedback.

## Tier 3: Evaluate and Sustain

### What are implementation, evaluation and sustainability?

1. **Implementation:** full scale delivery of a newly developed or adapted evidence-based approach, program, or activity.
2. **Evaluation:** determining what elements of an approach or program were effective, and what changes may be needed to improve outcomes.
3. **Sustainability:** an organization and/or community's ongoing capacity and agreement to work together to establish, advance, and maintain effective strategies to continue the program or approach long term.

### Tier 3 Examples

- Implement a newly developed or adapted evidence-based program that has shown preliminary success with a small number of people during a pilot test.
- Conduct an evaluation to measure impact (e.g. a pre/post survey measuring changes in knowledge and behavior).
- Analyze collected data to improve an approach and/or process.
- Present findings to organizational leadership to solidify buy in and/or resources to continue the effort.

#### Tier 3 Scenario

Implement and evaluate "Give Teens Vaccines" with a minimum of 40 Latino families and in 5 rural pediatric practices.

Implement the family-focused component, which includes 3 automated telephone calls based on an electronic health record (EHR) generated roster:

- Upcoming well visit
- Overdue well visit
- Due for dose 2 and 3 of HPV vaccine

Implement the clinician focused component – 3 elements:

- EHR alerts for routine adolescent vaccinations
- 2 hour video presentation to provide information on adolescent vaccine safety
- Quarterly performance feedback reports to show rates of captured immunization opportunities in EHR data

Analyze data to determine if this approach was effective and what improvements could be made to increase impact.