

IMPLEMENTATION GUIDE

The Forsyth County Cancer Screening Project (FoCaS)

Using a Research-tested Intervention Program (RTIP) to develop a process model for program delivery in the practice setting

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:

http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program Administration (Type of Staffing and Functions Needed)

Program Manager

- Provides day-to-day operation
- Recruits and supervises staff
- Controls budgets, deadlines, supplies
- Conducts quality control/process evaluation
- Develop and maintain relationships with community groups and sites to conduct the outreach education programs
- Develop and maintain relationships with clinic sites to conduct the in-reach educational program as needed

Community Advisory Board (CAB)

- A small group of women who live in the community or represent organizations that serve the residents of the community where the program will be implemented
- Provides input into planning and implementing program activities and events according to the needs and interest of the community
- Works with Program Manager and Program Coordinator to recruit Lay Health Educators
- Works with Program Manager to develop strategies to recruit and retain participants

Program Coordinator (*Recommended: A, nurse, health educator or other health care professional*)

- Answers health questions
- Works with CAB and Program Manager to recruit Lay Health Educators
- Trains Lay Health Educators
- Works with Lay Health Educators to develop and deliver the outreach education program and outreach one-on-one sessions

- Implements the clinic in-reach program (as needed)

Lay Health Educator(s)

- Works with Program Coordinator to develop and maintain informational centers
- Works with Program Coordinator to develop and deliver the outreach education program and outreach one-on-one sessions
- Answers health questions

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the Products Page*):

- **Implementation Guide**
- **FoCaS Outreach Plan:** An overview of the cancer screening project.
- **In-reach Flyers:** Examples of in-reach flyers used.
- **Church Program Materials:** Examples of materials used in a church setting.
- **Class and Community Brochures:** Examples of brochures for use in the community.
- **FoCaS Community Education Intervention Class Schedule:** Example of class schedules for the intervention program.
- **Monthly Class Announcement Flyers:** Examples of class announcement flyers.
- **FoCaS Outreach Plan of Action:** Planning tool for the cancer screening project.
- **Newsletter:** Sample newsletter for the program.
- **Class Outlines:** Examples of class outlines.
- **Birthday Card:** Example of birthday card used in the program.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Recruit program participants. See the **FoCaS Outreach Plan** and **FoCaS Outreach Plan of Action**. Examples of program advertisements used in the media campaign are: **In-reach Flyers**, **Church Program Materials**, and **Monthly Class Announcement Flyers**.

Step 2: Set-up informational centers. Recommended locations are doctors' offices, beauty shops, grocery stores, beauty supply shops and banks. See **FoCaS Outreach Plan**.

Step 3: Conduct the outreach education sessions and outreach one-on-one sessions. Examples of two outreach education sessions are "Breast Self Exam" and "Spirituality: The Power of Power". See **Class Outlines** for lesson plans. For additional resources, see **FoCaS Community Education Intervention Class Schedule**, **FoCaS Outreach Plan**, **Class and Community Brochures**, **Church Program Materials**, **Newsletter** and **Birthday Card**. At first session, collect information regarding breast and cervical cancer screening practices and related knowledge and attitudes. See the Suggested Questions for Validation section in the **FoCaS Outreach Plan of Action**.

Step 4: Conduct the clinic in-reach program (as needed). See **In-reach Flyers** and the methods sections of the reference articles.

Step 5: At the end of the program, hold the "Women's Fest" event, an annual, large-scale health/community event. See the Community Event section in the **FoCaS Outreach Plan**.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from "Using What Works".

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI's Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site: <https://researchtoReality.cancer.gov/discussions>.