

Cross-Site BCC Research Ideas Proposed for Supplemental Funding

Please fill out the following template. As the goal is to identify research projects and collaborating partners, brevity is preferred. Please keep responses to one page or less for the first three items, and for remainder of the items one additional page for each primary research question. Each linked subquestion may have its own response page.

Statement of primary research question (3-5 sentences):

Guided by social-cognitive theory, the purpose of this project would be to study factors related to organizational level maintenance/institutionalization of health promotion programs. A combined qualitative/quantitative approach would be used to identify intervention, personal and organizational factors related to program institutionalization. The project would also develop ways to measure and report on long-term adaptation/continuation of health promotion programs.

Contribution of proposed activity to theory development/measurement enhancement (3-5 sentences):

Little is known about either characteristics of health promotion interventions or of delivery settings that lead to institutionalization (vs. discontinuance) of programs. The project would contribute to the measurement literature on ways to assess and report on systems level maintenance/adaptation, and to theory and the database on social-cognitive factors related to organizational change (especially the interaction of different factors). This study would also contribute to both the theoretical literature on diffusion of innovations and to the design of interventions intended for dissemination.

BCC's unique position to address this research question (2-3 sentences):

Several BCC health promotion projects have been conducted in organizational settings at approximately the same time. While the target behaviors addressed are similar and several common assessment instruments have been used across projects, the actual interventions and settings studied differ on a number of conceptually interesting dimensions.

For one primary research question or several related subquestions (several related research issues may be packaged together if doing so presents a logical clustering) please address the following issues.

Specific research question and hypotheses (3-5 sentences):

Specific questions include: 1) what percent of organizations continue interventions after the completion of the formal study using close to the original protocol, continue with significant modifications/adaptations, or discontinue the program. If continued with adaptations, what types of modifications are made and how is it best to report these changes?

Glasgow et al.

2) What intervention factors (intensity, modality, time and cost, expertise required, explicitness of protocol, visibility of success), personal factors (e.g., self-efficacy, outcome expectations, and perceived value of the intervention held by the primary decision maker in the organization), and organizational factors (leadership commitment, priority attached to health, competing issues) are related to program continuation vs. adaptation vs. discontinuance?

Sites (List BCC sites that will be involved --there must be a minimum of three. Also indicate if these sites represent any special populations)

A subset of BCC projects conducted in organizational settings such as schools, health care facilities, worksites, faith-based organizations, etc. and interested in collaborating would be involved. These sites have not yet been identified.

Data (What general types of data will be collected and/or analyzed. Indicate if existing or new data is being proposed):

New data collection is being proposed, which would consist primarily of structured interviews and surveys with key organizational representatives as well as project investigators.

Time frame (specify can be done immediately with existing baseline data and what might need to wait for outcome data, and how long proposed activities will take):

Data collection would occur in three phases. 1) Characterization of intervention characteristics could be completed in the near future. 2) Assessment of personal and organizational characteristics (and relationships with the research group) would be completed soon after the completion of intervention. 3) Finally, we would wait a standard period of time, likely 12 months after the intervention phase of the study had been completed, to conduct final interviews on organizational outcomes.

Analysis plans (all that is needed is a brief statement about overall analytical approach, identification of data analyst(s), whether this is to be done centrally or not, and coordination with data analysis and methods group):

Data collection and analysis would probably be conducted most efficiently if done centrally, but could be done by each site with a common protocol. Analyses would be correlational and possibly involve both intra-site and cross-site analyses.

Estimated Resources (direct dollars only) and brief budget justification (e.g., what % effort for what types of activities)

Depends on number of sites, but approximately \$60,000-80,000 ?? to cover interview and survey administration, data collection, analysis and write-up.

Team leader/Team members:

Glasgow et al.

(Alphabetically): David Dzewaltowski, Paul Estabrooks, Russ Glasgow, and Lisa Klesges along with key personnel from each of the participating sites