

IMPLEMENTATION GUIDE

Woman to Woman

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
- Controls budgets, deadlines, supplies
- Recruits and supervises Worksite Coordinator

Worksite Coordinator(s)

- Identifies and recruits worksites for implementing the program
- Forms Volunteer Advisory Boards and supervises meetings
- Trains Peer Health Advisers
- Serves as Woman to Woman spokesperson at worksites

Volunteer Advisory Boards

- A small group formed at each worksite comprised of employees and other affiliated representatives who represent employee interests
- Provides input into planning and implementing program activities and events according to the needs and interest of their worksite
- Works with Worksite Coordinator and Peer Health Advisors to develop and deliver program activities
- Recruits and supervises Peer Health Advisers

Peer Health Advisers (PHA)

- Women employees who represent the various cultural groups, job categories, and work shifts presented at their worksite (recommended number of PHAs per site is three with an additional PHA per every 150 female employees)
- Works with Worksite Coordinator and Volunteer Advisory Board to develop and deliver program activities
- Disseminates breast and cervical cancer information to coworkers

- Offers social support to coworkers and fosters positive social norms for cancer screening
- Designs and maintains the Woman to Woman Resource Center
- Serves on Volunteer Advisory Board

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**
- **Woman to Woman Program Manual:** A complete guide to planning, implementing, and evaluating the Woman to Woman program in the workplace.
- **Woman to Woman Facilitator Manual:** A complete guide to recruiting and training worksite employees for the Woman to Woman program.
- **Woman to Woman Lunch and Learn Kits:** Six kits for implementing educational sessions about breast and cervical health.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Identify and recruit worksites to implement program. See the Curriculum section in the **Woman to Woman Facilitator Manual** and the Introduction and the Getting Employees Involved: Role of the Worksite Coordinator sections in the **Woman to Woman Program Manual**.

Step 2: Form volunteer advisory boards at each worksite. Schedule monthly or bi-monthly meetings to assess worksite needs, adapt and tailor program activities, plan events and discuss employee feedback. See the Curriculum section in the **Woman to Woman Facilitator Manual** and the Getting Employees Involved: Volunteer Advisory Board section in the **Woman to Woman Program Manual**.

Step 3: Recruit peer health advisors (PHAs) from each worksite. See the Curriculum section in the **Woman to Woman Facilitator Manual** and the Getting Employees Involved: The Role of the Peer Health Adviser section in the **Woman to Woman Program Manual**.

Step 4: Complete training for Peer Health Advisors. See the **Woman to Woman Facilitator Manual** and the Evaluation and Measuring Success section in the **Woman to Woman Program Manual**. Estimated training time is 16 hours.

Step 5: Schedule Lunch and Learn sessions. Recommended number and frequency of meetings are six meetings within 16 months. Conducted by Peer Health Advisers, these educational sessions should be scheduled at various times and shifts to accommodate employees' schedules. See the **Woman to Woman Lunch and Learn Kits** and the Woman to Woman Program and the Event Planning and Information sections in the **Woman to Woman Program Manual**.

Step 6: Schedule one-to-one outreach sessions for employees who did not attend the Lunch and Learn sessions. Conducted by Peer Health Advisers, these educational sessions provide individual counseling and social support. See the Curriculum section in the **Woman to Woman Facilitator Manual** and the Woman to Woman Program: Conducting One-to One Outreach section in the **Woman to Woman Program Manual**.

Step 8: Schedule 2 worksite-wide campaigns at each worksite. See the Woman to Woman Program and the Event Planning and Information sections in the **Woman to Woman Program Manual**.

Step 9: Set up a Woman to Woman Resource Center. See the Woman to Woman Program and the Resources sections in the **Woman to Woman Program Manual**.

Step 10: Volunteer advisory board to organize other events such as presentations by guest speakers and health fairs in accordance with worksite interests.

Step 11: Maintain the Woman to Woman program over time. See the Event Planning and Information section in the **Woman to Woman Program Manual**.

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>.