

IMPLEMENTATION GUIDE

Healthy Texts

*Using an Evidence-Based Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Putting Public Health Evidence in Action”. 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.

“Putting Public Health Evidence in Action” is available online at:
<http://cpcrn.org/pub/evidence-in-action/>

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

Project Manager

- Oversees communication between project staff, interviewers, and participants.
- Arranges and leads training for interviewers.
- Assigns tasks to interviewers.
- Handles data management and transfer to statistician (if required).
- Conducts project administration.

Interviewer

- Conducts telephone interviews.
- Receives training on data collection protocol.
- Uploads and provides data to the project manager.

Statistician (or Project Manager)

- Sets up database for text messaging.
- Reports any adverse events on text message scheduling to the project manager.
- Conducts data analysis, if required.

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Putting Public Health Evidence in Action”.

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

- **SMS Schedule:** This 10-page document is a template of sample text messages based on psychological constructs.
- **Baseline Interview Questions:** This text document is a template of the baseline interview that is completed by the interviewer to assess the participant’s current behaviors.
- **Mid-Program Interview Questions:** This text document is a template of the mid-program interview that is completed by the interviewer to assess the participant’s behavior change from the previous 3 months.
- **12-Month Interview Questions:** This text document is a template of the 12-month interview that is completed by the interviewer to assess the participants’ behavior change from the previous 12 months.
- **Sample Access Database Texting Platform (Screenshots):** The screenshot images provide an example of a database that is created to automatically send text messages to participants.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: The statistician and the project manager work together to develop and test the text message database. The project manager then works with the community to identify participants.

Step 2: The project manager arranges for interviewers to join the team.

Step 3: Trained interviewers conduct the baseline interview. Data from the baseline assessment are shared with the project manager and statistician. The program messages are adjusted based on participants’ baseline characteristics or behaviors.

Step 4: Trained interviewers conduct the mid-program interview. Data from the mid-program assessment are shared with the project manager and statistician.

Step 5: Trained interviewers conduct the 12-month interview. Data from the 12-month assessment are shared with the project manager and statistician.

Step 6: The statistician analyzes the data.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Putting Public Health Evidence in Action”.

<http://cpcrn.org/pub/evidence-in-action/>

For further assistance in designing and conducting an evaluation, consider communicating with members of 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>.