

CHAPTER 12

Raising Awareness

What Will This Chapter Tell Me?

Raising Awareness is a PRIME Implementation Support that focuses on how events and beliefs shape interpretations of events. Implementation data and research on intervention effectiveness are presented and discussed during the session. Raising Awareness is a Tier 2 Implementation Support in the PRIME Model. This chapter describes the preparation for and implementation of Raising Awareness. After reading this chapter, you will be able to successfully prepare for and implement an effective Raising Awareness session.

What is Raising Awareness?

The purpose of Raising Awareness is to reorient the implementer's perception of their ability to implement the intervention. The components of Raising Awareness are (a) review of implementation data; (b) discussion of the relationship between actual events, our beliefs, and the results; and (c) examination of research supporting the intervention. This strategy was informed by the cognitive behavioral literature. Raising Awareness is a Tier 2 Implementation Support in the PRIME model. Therefore, this strategy should be used when (a) treatment integrity data are inconsistent (e.g., fully implemented some days, little implementation the next); (b) treat-

ment integrity data have been high, but have decreased over time; (c) treatment integrity data indicate low levels of exposure, even if adherence is overall adequate; or (d) the Implementation Beliefs Assessment (IBA) data indicate the outcome expectations subscale is low (see Chapter 9 or Appendix I for additional guidance). After Raising Awareness, the implementer will have considered a new perspective on intervention implementation.

How to Prepare for Raising Awareness

To deliver Raising Awareness, some preparation is necessary. Be sure to review the general guidelines for a PRIME Implementation Support meeting (see Appendix E). In particular, make sure to review the intervention plan and feel prepared to describe and demonstrate it. Beyond the general guidelines, preparation for Raising Awareness includes 5 steps:

1. Planning for the session;
2. Reviewing implementation data;
3. Collecting and reviewing evidence of intervention effectiveness; and
4. Readyng necessary materials.

Step 1: Plan How to Complete Raising Awareness

First, determine when and where to complete the Raising Awareness session with the implementer. Plan for one session outside of the implementation setting. Review the steps of Raising Awareness to adequately plan for time to discuss all of the talking points during the session. Make sure your meeting place is quiet and private to facilitate honest discussion.

Step 2: Review Implementation Data

Next, review the intervention implementation data found in the Treatment Integrity Across Sessions Graph and Treatment Integrity Across Intervention Steps Graph. Be prepared to present these fig-

ures to the implementer, summarize the salient themes from the data, and answer questions in a constructive and supportive manner.

Step 3: Collect and Review Evidence of Intervention Effectiveness

Third, collect information relevant to demonstrating the effectiveness of the intervention when implemented as planned across time. Be sure to use high-quality research, case studies, and/or literature reviews, which can be found in libraries, credible websites, literature databases and/or your own resources.

Step 4: Gather Materials

Last, gather the materials needed for the Raising Awareness session. These materials include the intervention implementation data (i.e., Treatment Integrity Across Sessions Graph and Treatment Integrity Across Intervention Steps Graph), the written intervention plan, high-quality research related to importance of implementation in intervention effectiveness, and the Raising Awareness Worksheet depicting the 3-step sequence.

How To Deliver Raising Awareness

The steps of Raising Awareness are described below. This chapter is a more detailed companion to the Raising Awareness protocol and treatment integrity measure found in Appendix L.

Step 1: Explain Session Purpose

Begin the Raising Awareness session by explaining that you are meeting to review treatment integrity data and talk about the implementer's perspective on implementation. Provide an overview of Raising Awareness by describing steps including looking at the current status of implementation, discussing how the implementer feels about intervention progress and delivery, and reviewing intervention research. Having the implementer understand the plan for the session will help them to be comfortable. In addition, collabo-

ratively develop goals for the session. For Raising Awareness, these might include increasing the implementer's skills, confidence, and motivation related to intervention implementation. Use your knowledge of this strategy to help the implementer identify appropriate session goals. Describe how the steps of Raising Awareness will meet the session goals.

Step 2: Review Implementation Data

Review the treatment integrity data with the implementer. To do so, present the Treatment Integrity Across Sessions Graph and the Treatment Integrity Across Intervention Steps Graph and describe the current levels of overall and component treatment integrity, respectively. Highlight intervention steps that were completed consistently and praise the implementer for delivering these steps with high levels of treatment integrity. Next, review steps that have not been implemented consistently and offer support to the implementer to deliver those challenging steps as planned. Ask the implementer for their impressions and feedback on the treatment integrity data. Summarize and validate the implementer's response and confirm you provided an accurate summary.

Step 3: Ask the Implementer About Implementation

Ask the implementer for his or her perspective on intervention implementation. In doing so, ask the implementer what has been going well and what challenges to implementation have arisen. Be supportive and non-judgmental in your response to their perspective. Ask probing questions as appropriate so that you can identify their impressions and beliefs about implementation. Summarize and confirm the implementer's perspective, and make links between the implementation data and the implementer's perspective, as appropriate. Confirm that your summary of the implementer's perspective is accurate.

Step 4: Describe the 3-Step Sequence

Describe that how we understand and think about events impacts the results of these events. Suggest the relationship between (a) an actual event, (b) our beliefs, and (c) the results. Use the Raising Awareness Worksheet (see Appendix L) and real life scenarios, such as the ones described in the PRIME Tip below, to illustrate and explain the 3-step sequence (i.e., actual events-our beliefs-the results). For intervention implementation, describe how results might include insufficient student progress, discarding the current intervention, and/or looking for a new, more intensive intervention. These results are impacted not only by intervention implementation (i.e., the actual event), but also by our beliefs about the student, intervention, and other factors. Make sure to note that it's not "bad" that our beliefs impact our interpretation of results, but simply a part of being human and important for us to consider and reflect upon.

PRIME Tips

In our experience, it is helpful to show how the 3-step sequence relates to non-implementation oriented activities before the implementer explains how the sequence fits into the context of their implementation. To help facilitate this dialogue, there are two examples below.

- A person interested in losing weight might go to the gym twice a week for a light workout (i.e., actual event). The person might believe that once they workout they will quickly lose weight and gain strength (i.e., belief). The result of their brief workouts and this belief might result in their decision that the workout is ineffective and make plans to try a different, more expensive plan (i.e., results). If they consider the actual event, this person might realize they don't need a different, more expensive plan, but they need to reorient their beliefs (e.g., "I am going to work on getting healthier over time") and/or increase their time at the gym (i.e., the actual event). This

example is illustrated on the Raising Awareness Worksheet.

- A person might be trying a diet, but be cheating on a diet by eating on unhealthy snacks in the evenings (i.e., actual event). Because this person has not been sticking to the diet, they will likely not see desired results. If a person thinks that the diet is simply not working (i.e., beliefs), but has not been sticking to it, then they might try a more restrictive diet or give up on losing weight (i.e., results). If they consider the actual event, this person might realize that they don't need a more challenging diet or to give up on their hard work, but they need to reorient their beliefs (e.g., "I need to pay more attention to sticking to my diet to make sure it works") and/or change their behavior by choosing healthy snack options (i.e., the actual event).

Step 5: Ask the Implementer to Describe the 3-Step Sequence

Ask the implementer about how the treatment integrity data and his or her perspective might fit into the (a) actual event, (b) beliefs, and (c) results sequence. Some implementers will be able to easily describe this 3-step sequence. For others, probe each step of the sequence specifically to build an understanding of the sequence. In this case, it might be best to start by identifying the actual event, as you have recently reviewed the treatment integrity data. Then, ask the implementer to frame their perspective of the intervention that was shared in Step 3 as the beliefs and results. If the implementer continues to struggle to describe the 3-step sequence, provide some tentative suggestions based on your perspective. Summarize the implementer's perspective on the 3-step sequence and make sure to confirm with the implementer that your summary is correct and update, if needed.

Step 6: Present Research About Intervention Implementation

Present the prepared research on effectiveness of the intervention when implemented as planned. Explain how the research can be

looked at in terms of the 3-step sequence. In particular, highlight the actual event (i.e., the intervention was implemented as planned) and the result (i.e., student outcomes improved). Emphasize the importance of properly implementing all components of an intervention to positively impact student outcomes and intervention goal attainment. Reflect on what the participants who implemented the intervention in the study might have held as beliefs. Target this discussion based on what beliefs the implementer is struggling with. Ask the implementer about their impression of the research on implementation and how it relates to the 3-step sequence. Ask how this information makes the implementer think about their 3-step sequences and reasons to sustain implementation. Summarize and validate their perspective.

Step 7: Brainstorm Strategies to Improve Implementation

Transition the discussion to identifying strategies to support consistent implementation of the intervention in the target setting. For instance you may say, “As we’ve seen that implementing the intervention can really improve student outcomes, let’s look at what strategies we can identify to support your implementation.” Ask the implementer to identify strategies to help implement the intervention as planned consistently in the future, even when it may be difficult to implement. Target this discussion based on the treatment integrity data and the implementer’s beliefs. Support the implementer to develop feasible strategies to deliver the intervention as planned and suggest strategies as needed. Update the Implementation Plan, if the strategies identified impact the logistics of implementation or related barriers.

Integrate the topics of intervention effectiveness research, current implementation, the 3-step sequence, and implementation strategies. To do so, summarize and affirm the implementer’s perspective of (a) the intervention implementation research, (b) how these reasons fit into the 3-step sequence, and (c) strategies to assist with implementation. Confirm that your summary is accurate.

Step 8: Summarize the 3-Step Sequence

Ask the implementer to summarize the current and future intervention implementation in relation to the 3-step sequence. The implementer previously described the current 3-step sequence during Step 5. The future 3-step sequence should include the new perspective the implementer has considered by reviewing the research on intervention effectiveness and identifying new strategies to help implement the intervention as planned consistently. Support the implementer to summarize these 3-step sequences by asking probing questions and framing their statements, as needed. Summarize and validate the implementer's response.

Step 9: Close the Session

To close the Raising Awareness session, summarize the discussion of the session and make statements about how the implementation strategies brainstormed in the session can be used in the target setting. Summarize the importance of implementing the intervention consistently as planned and how the interpretation of implementation can affect implementation, highlighting the 3-step sequence. Finally, thank the implementer for taking the time to meet with you, being open to new ideas, and engaging in critical examination of the data and research.

What Did I Learn About PRIME?

Raising Awareness is a Tier 2 PRIME Implementation Support that involves discussion of how events and beliefs shape interpretations of events. The purpose of Raising Awareness is to reorient the implementer's perception of their ability to implement the intervention. The components of Raising Awareness are (a) review of implementation data, (b) discussion of the relationship between actual events, our beliefs, and the results, and (c) examination of research supporting the intervention. The implementer should leave the session considering a new perspective on intervention implementation.

Chapter 12 Key Terms

Raising Awareness