

We Encourage
You to Sit with
New Friends



Help Me Grow Spread, Scale, and Sustainability

Help Me Grow National Center
9th Annual Help Me Grow National Forum
Seattle, Washington
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WELCOME

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HELP ME GROW WASHINGTON SPREAD AND SCALE



Our context:

- Strong “local” identity
- Very limited funding
- Fidelity vs. flexibility

How can we spread and scale as an interconnected system?



WHY SPREAD, SCALE, AND SUSTAINABILITY?

- Expectation vs. Reality
- Implications for the HMG Network



WHY SPREAD, SCALE, AND SUSTAINABILITY?

At your tables, please share:

- Your role, including your relationship to Help Me Grow
 - Why this session interested you
 - And:
 - Recent planned effort to achieve spread or scale
- OR
- Recent barrier or challenge with respect to spread and scale

SESSION OBJECTIVES

- Define scale and spread and role within HMG
- Examine external and internal factors that affect spread
- Present the components of AIDED Model for spread of successful health innovations
- Discuss myths and barriers to spread and scale
- Case Study in HMG: Spread and Scale Activity

DEFINING SPREAD & SCALE

- **Spreading** takes the process from a narrow, segmented group or population and broadens it to include all the populations or groups that will use the process
- **Scaling** involves doing something in a big way to improve some aspect of the population; can be applied to scaling inputs, outputs (access, scope, quality, efficiency), outcomes (coverage, utilization), or impact

Consensus on these terms provides a reference point for our discussion and how we view these concepts in relation to HMG

WHY SPREAD?

- Early childhood and family support culture is local
- Quality intervention(s)/models target a process in small, contained pilot projects usually on a local level
- Shifts the system from hierarchical to matrix

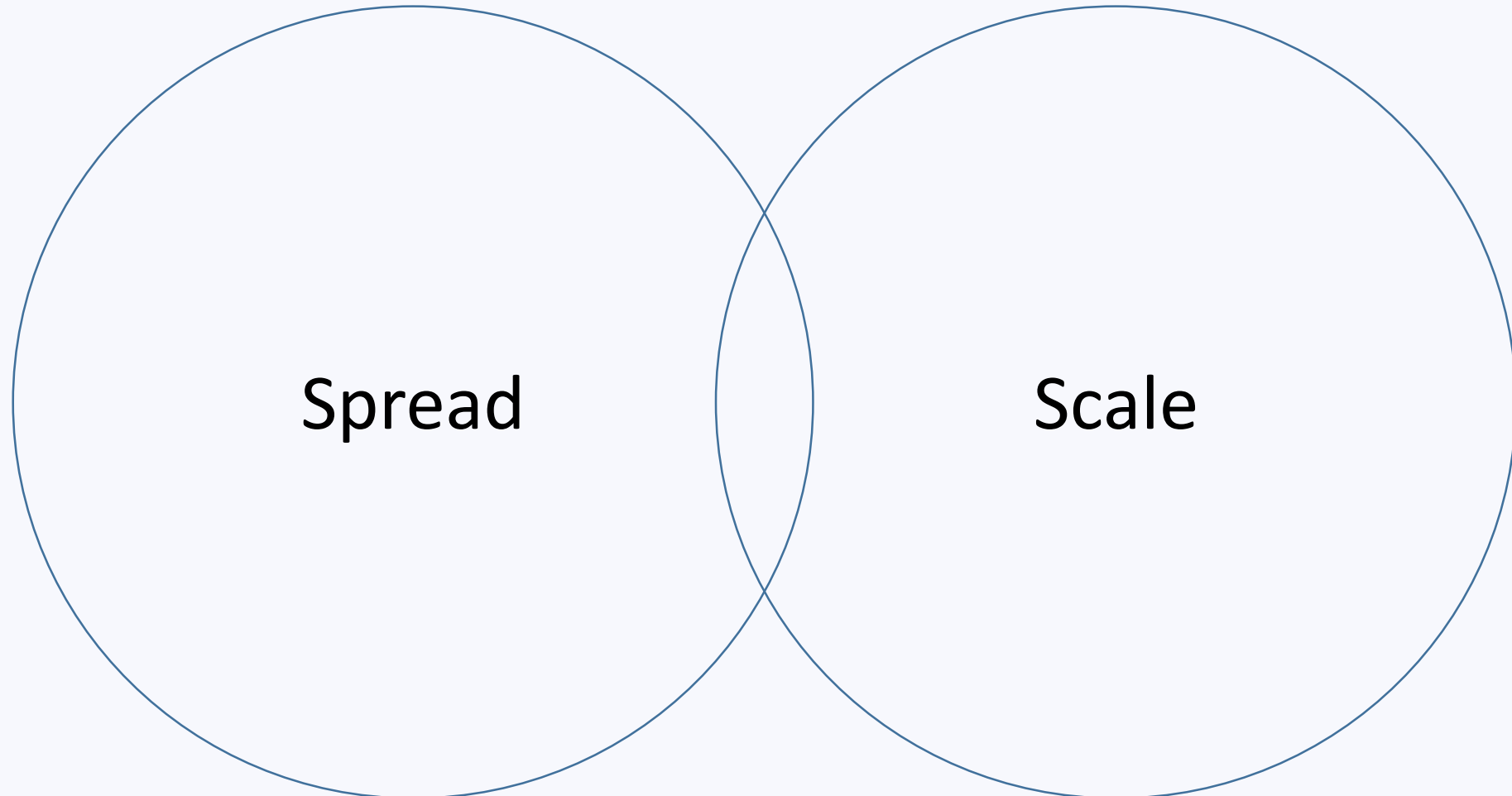


WHY SCALE?

- Sustainability, equity, and the increased impact on shared outcomes
- Qualitatively different from “doing a bit more, but in the style of business as usual”
- More resources along are rarely enough to ensure successful scale-up
- Scaling up involves working on several fronts at once and making a number of strategic choices, including clearly articulating the “what” being scaled up, the roles of various partners, and the equity, financing, speed, and sequencing of activities



SPREAD AND/V.S. SCALE



SUCCESSFUL SCALE & SPREAD

DETERMINING FACTORS

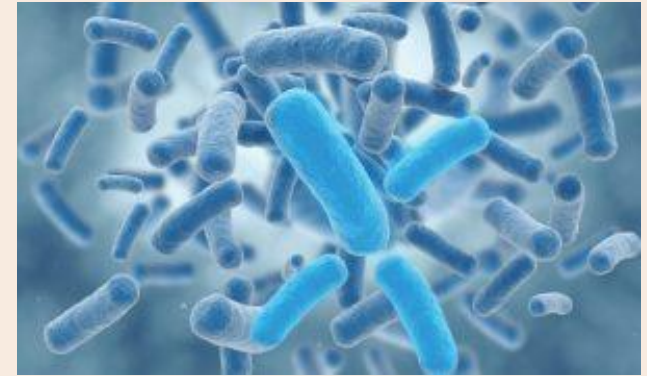
- Researchers at Yale's Global Health Leadership institute
 - Robust research study of maternal child health programs
 - Produced an integrated and practice model of how to scale
- “Findings suggest that successful scale-up occurs within a complex adaptive system, characterized by interdependent parts, multiple feedback loops, and several potential paths to achieve intended outcomes”

HMG system model is BUILT for this type of growth.

ABOUT SPREAD THE ANAOLGY OF INFECTIOUS DISEASE

Viruses have evolved to spread with maximum efficiency using minimal resources

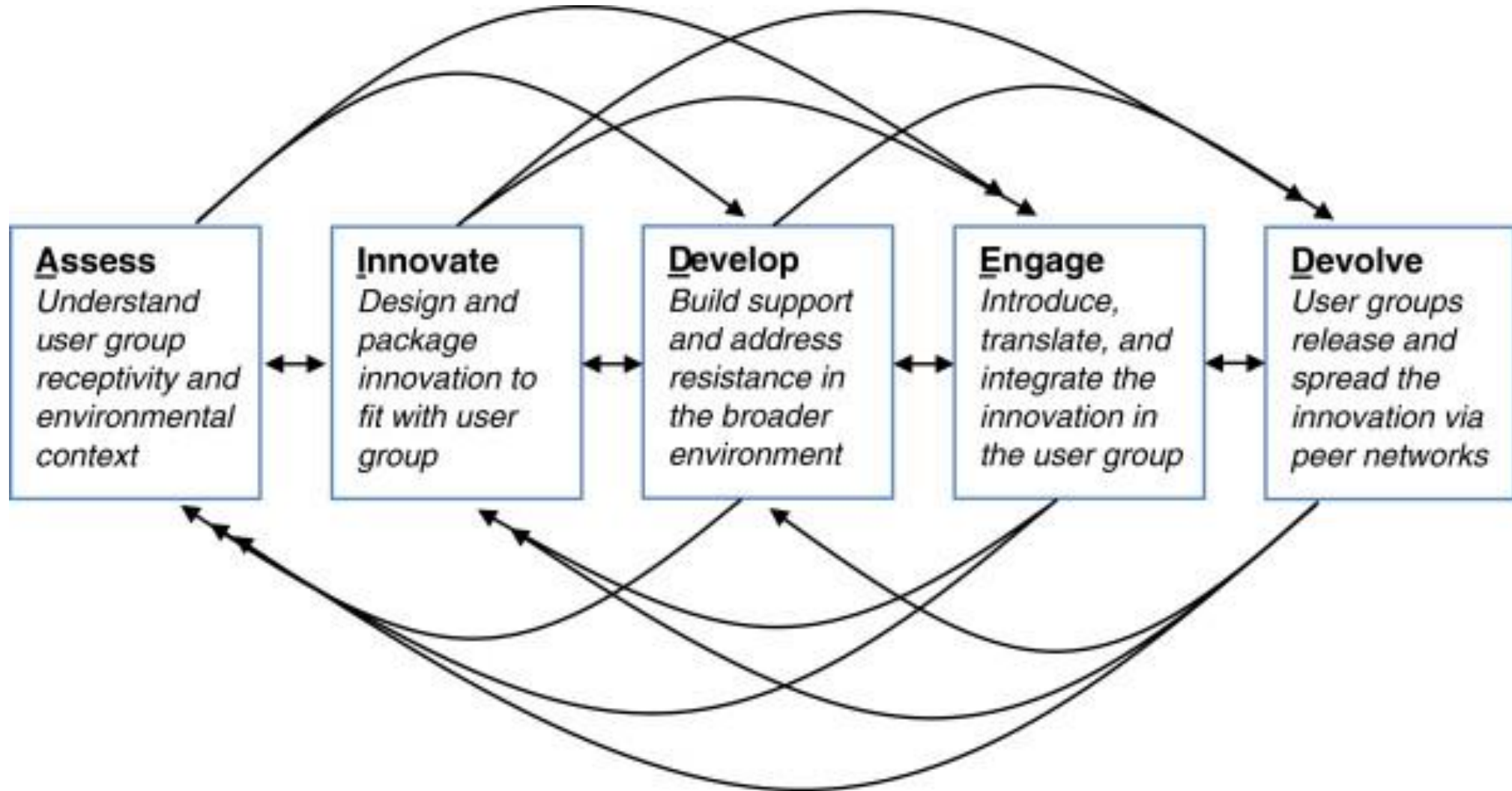
All viruses contain far fewer genes and proteins than the cells they are targeting, and yet the spread efficiently



The 5 steps of HIV spread

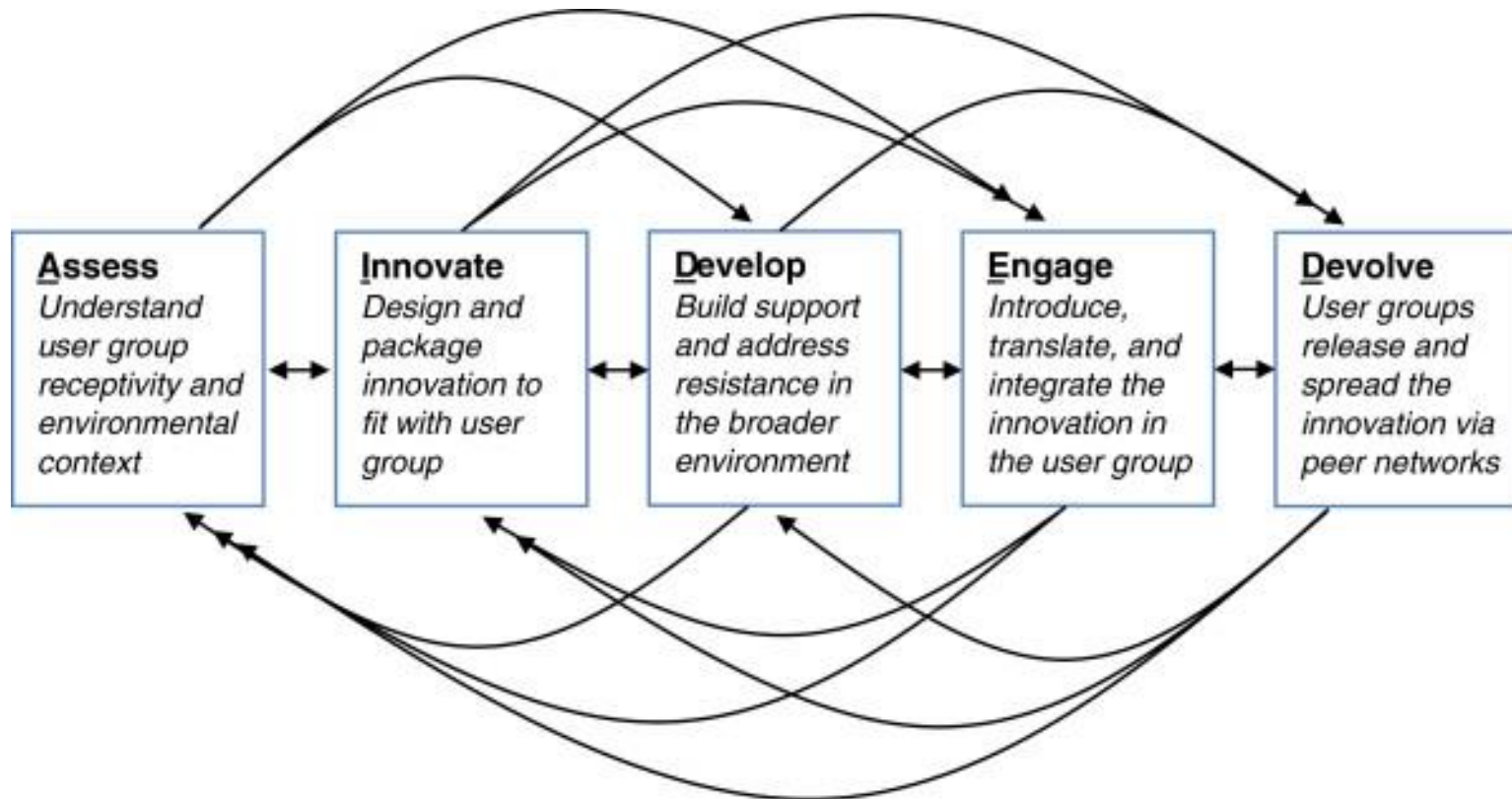
- Virus binds to pre-existing receptors/ boundary spanners and delivers viral materials **(A)**
- Cell deploys antiviral proteins to attack the virus, HIV overcomes resistance/status quo **(I)**
- HIV then translates its message from RNA to DNA, makes the message/virus readable and **(D)** actionable while introducing slight changes for adaptability (virus evolution for quick infection)
- Viral DNA then integrate into the existing DNA/becomes a part of the system **(E)**
- HIV Spread via existing cellular networks with the help of changes in the environment and with very few of its own tools or materials **(D)**

AIDED MODEL



AIDED MODEL IN THE CONTEXT OF HELP ME GROW

At your tables, layer the AIDED model onto the HMG system



Assess

Innovate

Develop

Engage

Devolve

AIDED MODEL IN THE CONTEXT OF HELP ME GROW

Add 3-5 critical concepts from AIDED that we want participants to take with them in completing the Anystate activity

EXTERNAL FACTORS AFFECTING SUSTAINABILITY

- Financial
- Legal
- Regulatory
- Public Opinion
- Moral
- Community priorities



INTERNAL FACTORS AFFECTING SUSTAINABILITY

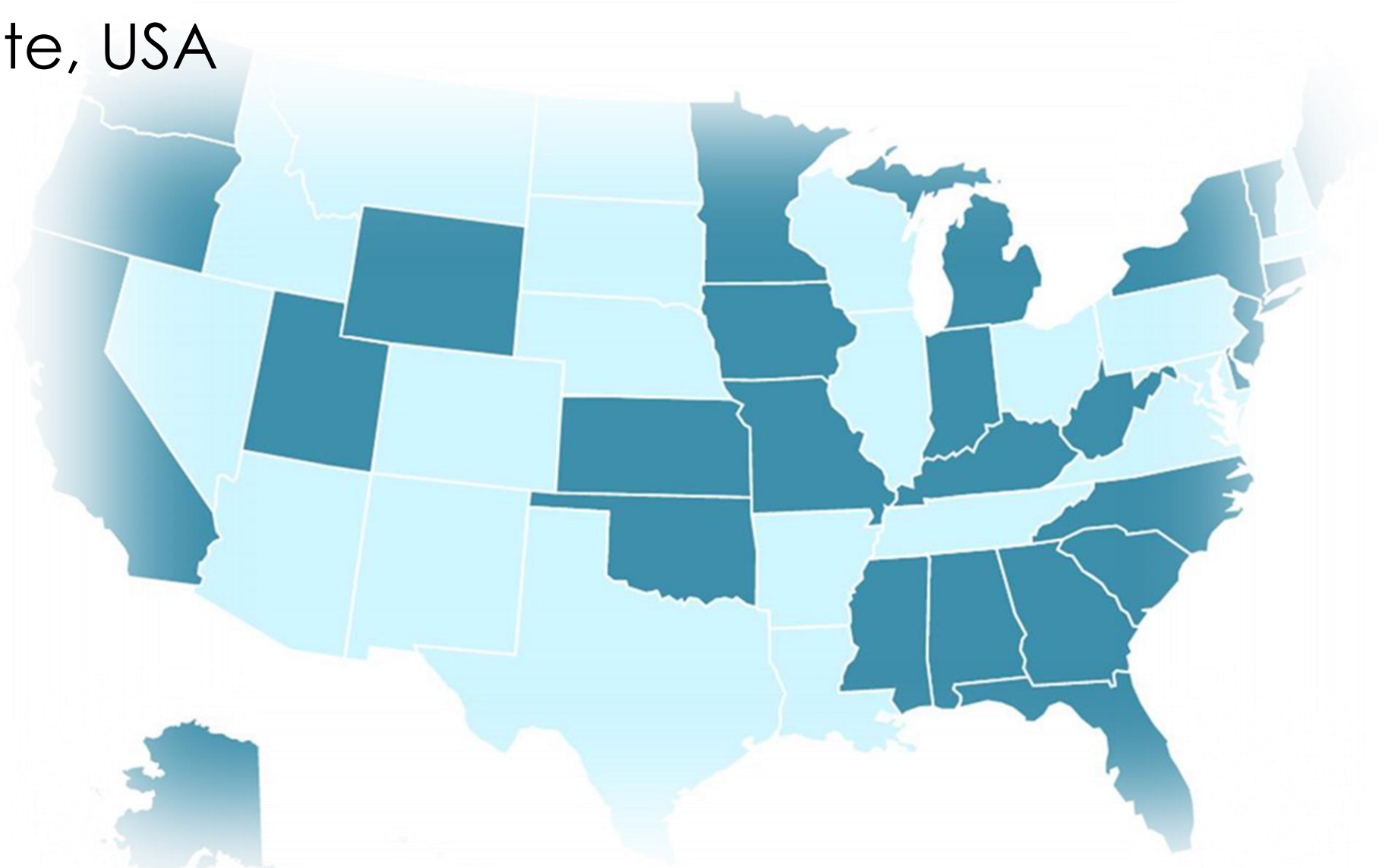
- Leadership
- Availability of resources
- Knowledge and skill set
- Innovation culture
- Ongoing/existing improvement efforts
- Other system priorities/competing priorities



ASSESSING READINESS FOR SPREAD AND SCALE

Where: Anystate, USA

An Activity



ASSESSING ANYSTATE'S READINESS FOR SPREAD AND SCALE



One person at your table: Kahoot.it

As a table, rate the degree to which these 6 variables are present in Anystate, USA:

1. Committed leadership
2. Alignment of priorities
3. Existing resources to leverage
4. Potential for novel resources or funding
5. Buy-in from key partners
6. Evidence base or demonstration of impact

Not at All Present	Present a Small Amount	Somewhat Present	Present to a Great Extent
1	2	3	4

WHAT ARE KEY NEXT STEPS FOR THE ANYSTATE HMG TEAM, PER THE AIDED MODEL?

DISCUSS AS A GROUP

- Where should Anystate prioritize efforts?
- How should Anystate approach federal grant application?
- What should the approach be for County A? County B?
- How can Anystate increase buy-in and engagement?

WHAT FACILITATES SUCCESSFUL SPREAD & SCALE?

- Evidence-based efforts, tools, and examples
- Leadership support
- Spread model is easy to adopt
- Pertinent and relevant to community issues
- Leverages pilot or small scale implementation success
- Spread is observable

DEVELOPING A PLAN FOR SPREAD

- Inform your existing team
- Work with the next “spread site”
- Account for variability in conditions
- Start with the site that can most easily adopt the model

SEVEN SPREADLY SINS

1. Starting with the largest “spread site”
2. Finding one leader who is willing or wanting to do it all
3. Expecting that vigilance and hard work is how a problem is solved
4. Expecting replication instead of spread
5. Requiring the person or team who first implemented HMG to be the same person or team to be responsible for the spread of the system
6. Measuring processes and outcomes on a quarterly basis
7. Expecting marked improvement in outcomes early on without attention to process reliability

COMBATING THE SPREADLY SINS

Integrated, cross-sector,
comprehensive systems built
and maintained collectively
and for durability



SUMMARY

- Spread helps a HMG system build on processes that originated at the community/local level
- HMG systems need to be prepared to address external and internal factors that can affect spread
- An effective spread plan involves:
 - Strong communication among the existing HMG system model team
 - Collaboration with other individuals, organizations and localities
 - Always accounting for variability
 - Starting with communities/localities or organizations MOST easily able to adopt the HMG system model
 - Evaluate HMG spread plan ongoingly

REFLECTION & NEXT STEPS

- Your top takeaways, thoughts, or reflections from this session
- Ideas for how to use what you've learned today
- Key questions to consider as we move forward as a collective



CONTINUING THE CONVERSATION AT THE FORUM

Breakout Session	Date, Time, Room
1.1 Bringing Help Me Grow into State Health Care Reform Conversations	Thursday, 11:30am-12:30pm, Elliott Bay
1.5 First 5 Association: A Network Strategy for Impacting Policy	Thursday, 11:30am-12:30pm, St. Helens
2.6 Interweaving Priorities and Data and Funding to Sustain Cross-System Help Me Grow Efforts	Thursday, 2:45-3:45pm, Puget Sound
2.7 Breaking Down the Silos: The Creation of One Unified Message on the Importance of Developmental Promotion, Early Screening and Identification, and Linkage to Services	Thursday, 2:45-3:45pm, Stuart
3.4 Picture It: Learning to Map Your Early Childhood Network	Friday, 10:45-11:45am, Olympic
3.6 Building Strategic Partnerships for System Outreach, Innovation, and Sustainability	Friday, 10:45-11:45am, Adams
4.5 When Shared Goals Meet a Thriving Network: Federal Initiatives, Private Funder, and the HMG Network	Friday, 2:45-3:45pm, St. Helens

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- International Journal for Quality in Health Care, published May 21, 2013 Innovation spread: lessons from HIV, Kristina Talbert-Slagle, David Berg and Elizabeth H. Bradley