Implementation Plan Implementation Goal	Implementation Strategy	Associated Tasks
	Brainstorm messaging and recruitment strategy for parent listening session	Decide where and what to share
	create and share marketing materials	
Build 100% internal team readiness and X% external readiness with partners by X date	find platforms to publish	create flyer, Complete VOW newsletter request review VOW suggestions; consider our networks; search online for parent serving organizations, with an eye for those focusing on parents of Black and Brown children
	Develop a plan for obtaining feedback from initial consumers (short pop-up survey)	determine implementation outcomes to measure, create questions for survey
Document plans for recruitment, monitoring, and strategy adaptations	Develop a formal implementation blueprint capturing our strategies around engagement	Develop implementation plan and implementation blueprint
	Document plans for recruitment, monitoring, and strategy adaptations	
		Seek advice from Caryn Ward and Mel Livet

		Refine plan/instructions to walk families through the guide
		Meet as a team to review and revise plan
	Develop and implement tools for quality monitoring	Develop plan to monitor use of guide - fidelity, adaptability, etc.
Incorporate family feedback; test and assess early implementation	Obtain and use family feedback	Develop interview guide, get family feedback on acceptability, feasibility, alignment, and connectedness of the guide and our plans for dissemination
	Tailor strategies	Adapt resource guide based on feedback from families
	Initial implementation	Post guide on website, disseminate to a small number of parents

	Run PDSA Cycle based on implementation plan strategy goals	Review/analyze data from pop-up survey, number of hits to the website, etc.
Solicit and Incorporate feedback	Tailor strategies	Tailor dissemination process based on feedback
Get expert feedback	Use an implementation advisor	Seek advice from Caryn Ward and Mel Livet
Scale-up	Stage implementation scale up	Disseminate guide more widely on additional platforms

Persons Responsible	Timeline Due Date	Progress Notes Date	Progress to Date
Full team	Completed course 1	_____	Team decided on VOW's Parent newsletter
Lena			Done
Lena/Jenille			Community partner provided list of websites frequented by target population for future dissementation
Sara,Lena			Done
Team	July 15	7/15/23	-Initial blueprint and implementation drafts completed
		7/22/23	-Revisions to implementation strategies based on first PDSA cycle
Instructors	July 14	7/13/23	- reached out and received feedback to tailor our approach for cycle 1
		7/14/23	
			-plan submited for feedback

Persons Responsible	Timeline Due Date		

Team	Prior to weekend 1		Based on meeting w/community partner, we updated the prototype as well as facilitation strategies for walking families through the guide
Team	July 12	7/12/23	-team met to discuss implementation plan and reached out to instructors to clarify next steps. Team will conduct meeting with parents to provide final feedback on the guide before (hypothetically) posting online and beginning to track analytic data
Team	Prior to weekend 1	7/14/23	based on our aim and bite sized goal, selected acceptability and feasibility
Team	Weekend 1	7/22/23	tracked initial parent ratings of acceptability/feasibility for a 2 week period using a pop up survey on the website. Also asked questions about alignment to students' needs and connection to resources
Team			
Team		7/20/23	Listening session was held with small group of parents

7/22/23

Team			7/22/23	team reviewed analytics data using guiding questions
Team	Weekend 2		7/22/23	web analytics showed decline in access to the guide over tome
Team			7/22/23	Angie talked through some of the guiding questions with us to determine how to craft our next pdsa cycle
Team			7/22/23	delayed

Successes	Challenges	Solutions
the newsletter has an established audience and is distributed widely	this method introduces some competition for parent's interest/participation	for future focus group recruitment, ask our VOW partner for other means of access. Depending on the goal at the time the focus groups are held, we could also consider engaging additional parent organizations
Wide reach, received instrumental support from community partner to include info in newsletter	Quick turnaround time and as a result listed last in newsletter	In future submissions, complete the request the day after the newsletter comes out in order to be a the top of the list of opportunities
n/a	n/a	n/a
positive feedback on acceptability and feasibility.	lower scores on alignment and connection. upon reviewing results from first PDSA cycle, we noticed some key data points were missing	apply skip logic to ask additional questions of parents rating below a 3 on any question
-n/a	-n/a	-n/a
-	-	-
- Feedback was used to guide the team's approach	Communuity partner's unavailability to meet in-person within the extimated timeline to provide feedback	Email correspondence was used to recieve feedback

Community partner had a positive response to the guide	n/a	n/a
-team began to refine some of the activities associated with our implementation strategies	-unable to publish online with our current community partner - posting independent of an organization with a parent wold not yeield the necessary data in the specified time frame	- We talked about possibly engaging other organizations, but for small group engagement with parents. Document plans for recruitment, monitoring, and strategy adaptations
		choose questions from Weiner's measures
good baseline data	average acceptability rating was low (insert number here)	for ratings below____ , include additional f/u questions. NOTE: do we need to clarify the question language for alignment? I would propose adding mental health needs, and possibly an N/A option, given VOW's overall focus of work
Positive feedback received from parents overall. Good qualitative data from parent having navigated MH crisis with her brother, which reinforced the need for parental and extended family support from beginning to end and more community services to meet the need.	Despite outreach to multiple agencies and incentives, participant group was small. Time may have also been a factor here	Finalize guide based on parents' feedback

some positive feedback was received, especially around acceptibility and feasibility	the current analytics data (users, sessions, and downloads) do not clearly to our PDSA cycle aim. Two of the acceptability measures yielded the exact same responses	For next cycle, we plan to track discrete users and open rate in order to be able to calculate % of access to guide Remove the duplicative acceptability measures
the guide was accessed daily	User access of the guide waned over time. This was especially pronounced in the spans of days that passed with no social media push out.	provide VOW contacts with text for advertisement to social media channels every other day Offer suggestion of AI post assistant platform such as busser
identified new data points to track through analytics	none	documented changes in our measurement plan
n/a	unable to post	provide the finalized guide to our community partner, with steps to take should they decide to ppost it in the future, and suggestions around implementation planning

Lessons Learned

Consider the impact of time on the effectiveness of our strategies

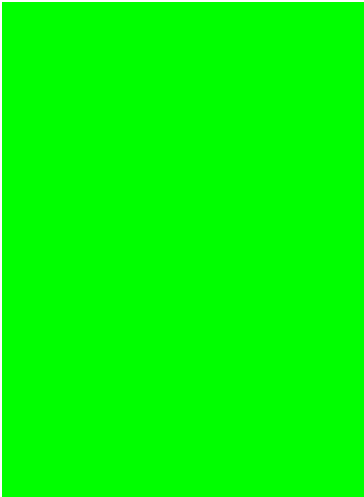In future, submit request as soon as possible to be listed higher up in newsletter

n/a

ensure questions are both clear and distinct

-n/a

-

The need to remain flexible with community partners and respecting their time.

n/a

The guide is a good start, but there are opportunities for the guide to be adapted and posted to other organizations

Give parents more lead time for group participation

More investigation into the community organization. Based on the current structure of their site, tracking only downloads will miss potential site users who view but do not download the guide.

Consider adding time spent on the page as a metric in future cycles

In the future, we need to begin with a more well defined dissemination strategy

social media is a helpful strategy to generate traffic to the guide. consider pdsa cycle in the future to see which platforms, times of day, and/or types of post (text vs. graphic) generate to highest jumps in users and open rate.

goal here is to ensure we close the loop with our community partners. Compensation is helpful, but only a start.

Implementation Plan Implementation Goal	Implementation Strategy	Associated Tasks
Document plans for launch, monitoring, and strategy adaptations to guide our implementation	Develop a formal implementation blueprint Brainstorm messaging and marketing strategy	Develop implementation plan and implementation blueprint Seek advice from Caryn Ward and Mel Livet Refine plan/instructions to walk families through the guide Meet as a team to review and revise plan
Prepare materials/strategies and identify partners to carry out initial implementation	Identify local community organizations, businesses, clubs, online platforms to recruit parents for listening session (moved up from step 5)	Search online, inquire in personal networks

	Conduct final feedback session with parents on prototype	contact recruits
		schedule zoom
		run session
		take notes throughout
	Develop and implement tools for quality monitoring	determine implementation outcomes to measure
		write/ select questions that align with selected implementation outcomes and other areas of interest (e.g., alignment, connection)
	Program pop-up survey & timeframe to obtain feedback from initial consumers	Develop questions for survey, program survey
		Coordinate with VOW for coding survey directly into site OR explore 3rd party interface options
Incorporate family feedback; test and assess early implementation to determine progress toward ultimate aim	Obtain, analyze, and utilize family feedback from pop up survey and follow-up interviews with parents. Run PDSA Cycle to test acceptability, feasibility, alignment, connection, and website views.	Post guide to VOW site by reaching out to their IT responsible contact Download and analyze data on family feedback on acceptability, feasibility, alignment, and connectedness of the guide. analyze number of hits to the website, etc. meet as a team to document learnings and next steps for PDSA

cycle 2

	Tailor strategies based on learnings from PDSA.	Tailor dissemination process based on feedback Make updates to measurement plan and survey questions (see notes on PDSA cycle learnings above)
Get expert feedback to improve implementation strategies	Use an implementation advisor	Seek advice from Caryn Ward and Mel Livet

Scale-up by increasing to 3 published platforms

Stage implementation scale up

Disseminate guide more widely on additional platforms

Persons Responsible	Timeline Due Date	Progress Notes Date	Progress to Date
Team	July 15	7/15/23	-Initial blueprint and implementation drafts completed
		7/22/23	-Revisions to implementation strategies based on first PDSA cycle
Lena will convey team's questions	July 14	7/13/23	- reached out to instructors and received feedback to tailor our approach for cycle 1
		7/14/23	-initial implementation plan submited for feedback
Team	Prior to first synchronous weekend	7/13/23	Based on meeting w/community partner on 6/26, we updated the prototype as well as facilitation strategies for walking families through the guide
Team	July 12	7/12/23	-team met to discuss implementation plan and reached out to instructors to clarify next steps. Team will conduct meeting with parents to provide final feedback on the guide before (hypothetically) posting online and beginning to track analytic data
Jenille	7/15/23	7/15/23	Delayed due to difficulty finding participants and a common time to meet

Who	When	Date	Notes
Jenille	7/18/23 7/19/23 7/20/2 7/21/23		The team facilitated a parent listening meeting on Thursday, 7/20. Based on parent feedback from the parent listening session we agreed on revisions to the Mental Wellness Guide.
Jenille			
Sarah, Jenille, Monique			
Sarah, Monique			
Sara, Jenille	Prior to weekend 1	7/14/23	based on our aim and bite sized goal, selected acceptability, feasibility, alignment, connection, and website views
Sara, Lena	1 week prior to "web launch"	7/10/23	"done"
Jenille through VOW Parent Amplifier	by synchronous weekend 2	7/22/23	tracked initial parent ratings of acceptability/feasibility/alignment/connection and website views for a 2 week period (data from pop-up survey on the website)

		7/28/23	completed second cycle of data collection using pop up survey over a 1 month timespan
Team (Sara and Jenille lead)	synchronous weekend 2	7/22/23	Reviewed web analytic data; graphed run charts over time
		7/28/23	adopted proposed social media strategy
Team		7/22/23	Angie talked through some of the guiding questions with us to determine how to craft our next pdsa cycle
		7/28/23	Angie and instructional team supported our analysis of the second PDSA cycle data, coached our thinking around implementation goals in the plan and how those relate to the implementation outcome goals in the measurement plan, and provided feedback on ideas for next steps

Team

7/22/23   delayed

7/28/23   after analyzing second
PDSA cycle data, team
felt that more PDSA
cycles on one platform
were needed before

Successes	Challenges	Solutions
-n/a	-n/a	-n/a
-discussed in row 15	-more detail needed in some places (discussed in row 15)	-discussed below
- Feedback was used to guide the team's approach	Communuity partner was unavailable to meet in-person within the class timeline to provide feedback	Email correspondence was used to recieve feedback
n/a	n/a	revisit and incorporate feedback around specificity of some of the strategies
Community partner had a positive response to the guide	n/a	n/a
-team began to refine some of the activities associated with our implementation strategies	-unable to publish online with our current community partner - posting independent of an organization with a parent would not yield the necessary data in the specified time frame	- We talked about possibly engaging other organizations, but for small group engagement with parents. Documented plans for recruitment, monitoring, and strategy adaptations
- identified 3 participants	-time	postpone the group, but consider anecdotally as a team if the guide version could have impacted site user's response the the pop up survey

Three parents/guardians attended -- so all who signed up were there. Participants were receptive to the guide and provided constructive and meaningful feedback. Parents liked that the guide had strategies that they could do at home. Parents also liked the information on signs and symptoms to look for that may indicate that their child may need mental wellness support. They also found the guide to be easy to understand because it was broken into identified pathways.

Parents wanted schools to provide more mental wellness prevention and awareness as opposed to reactionary when crises arise. Parents want to find ways they can connect with other parents who are going through the same thing. Parents questioned the way that the guide would be disseminated and if teachers would have the information. Another challenge was the perceived cost barrier for low-income households to maintain healthy diets.

We discussed including information on Vitamin D and its link to depression specifically to darker-skinned individuals. Also, providing tips and information about the mental wellness benefits of maintaining a healthy diet and how to do it on a budget. We also decided to expand the diversity of support resources for parents to include parent support groups, information from teachers, and more community services.

Pop-up survey + website viewing data should allow us to monitor traffic on the website + gain perspectives from those who view the guide

more specificity needed re: our metrics

choose questions from Weiner's measures

- "posted and confirmed survey was collecting responses properly"

"coding finished much closer to launch date"

N/a initial structure is created

Baseline data was illuminating! Identified areas where we could improve the guide + our implementation strategy

Upon reviewing results from first PDSA cycle, we noticed some key data points were missing (e.g., demographic data), some data was duplicative, and some metrics were not measuring the things we intended (e.g., website sessions is not as helpful as open rate)

Streamlined quesitons that were giving duplicative information, and added additional questions to pop-up survey including demographic questions, qualitative questions to understand why parents rated certain measures low, and additional metrics to track website usage.

Disaggregating data showed that lower ratings on acceptability/feasibility, etc were not from parents of Black students	of the parents who completed the pop up survey, all were parents of highschoolers, not middle schoolers	Expert interview to confirm with VOW that they get web traffic from elementary school parents. If that data (web traffic) is not collected, gather overall insights on parent population from VOW's Parent Amplifier (our community partner point person)
Reached bite sized goal of 30% of users accessing the guide!		
4 different schools represented in the response data		If the population is primarily middle or highschool parents, consider ways to pivot our
The guide was accessed daily!	User access of the guide waned over time. This was especially pronounced in the spans of days that passed with no social media push out.	provide VOW contacts with text for advertisement to social media channels every other day
		Offer suggestion of AI post assistant platform such as busser
in cycle 2, there were fewer dips in the open rates, possibly due to updated social media messaging strategy	there were 2 dates with significant dropoffs in access. We considered holidays and DPS calendared events but saw no cause for this. We have questions if perhaps the site went down for some time	coordinate with VOW tech personnel to determine presence of site outages
		monitor run chart over longer time span and ensure that there is normal variability and not an overall downward trend
identified new data points to track through analytics (described above)	none	documented changes in our measurement plan
Guidance from an implementation advisor or expert is priceless!	none	n/a

n/a	unable to post	provide the finalized guide to our community partner, with steps to take should they decide to post it in the future, and suggestions around implementation planning and gide upkeep
n/a	n/a	n/a

Lessons Learned

-n/a

-discussed below

The need to remain flexible with community partners and respecting their time.

n/a

Users may need more guidance in accessing mental health resources. The parents would like a hard copy of the guide.

good to leverage existing validated tools

build in additonal time for technological challenges

Relying solely on the optional comments doesn't give us enough feedback about how to improve. Need structured, clarifying questions to better understand parent perspectives.

In the future, we need to begin with a more well defined dissemination strategy

social media is a helpful strategy to generate traffic to the guide. consider pdsa cycle in the future to see which platforms, times of day, and/or types of post (text vs. graphic) generate to highest jumps in users and open rate.

the social media push outs seemed to help, important to keep in mind that some variability in the data is normal, but always helpful to periodically check in and ensure site and survey are functional

n/a

goal here is to ensure we close the loop with our community partners. Compensation is helpful, but only a start.