



Go Sun Smart

Success factors and lessons learned

1. Build a project from bottom up, conducting formative research, understanding the target audience and settings, and use input from potential users in the development and implementation of the program.
2. Try to fit the intervention into the priorities of the target setting and audience and make the intervention messages fit with the culture of the target audience.
3. Identify very effective internal champions who can move the program forward at each setting.
4. Build true partnerships and collaborations with target sites and professional associations that these sites are affiliated with increases the reputation, visibility, and implementation potential of programs.
5. Find ways to integrate the intervention into ongoing/existing programs/activities and show how it fits with everyday operations.
6. Provide ongoing support and coaching to managers and internal champions to perform required program activities.
7. Ask for input from potential users on how best design the intervention and what implementation strategies might be feasible.
8. “There is nothing as practical as a good theory.” Use a mix of theories and constructs that best explain the phenomena of interest. Conceptual frameworks not only help build the program but also can help understand how organizations adopt and implement programs. Connect each construct with appropriate program activities.
9. Theories, constructs and conceptual frameworks can help construct messages and interventions, help communicate the role of each intervention component to the implementation sites, and help develop multiple delivery channels and formats.
10. Be sensitive to organizational needs in terms of design of the intervention, and data collection as essential. Use unobtrusive data collection approaches.
11. Understand competing priorities for implementation settings/sites and work with them with appropriate patience and persistence.
12. Create adaptable programs that can be modified based on the needs of the users can increase the likelihood for success.
13. Use multiple strategies and channels to increase exposure and reach a broader audience.
14. Understand what success means to the implementation sites is key. In some cases they want to see in organizational culture and awareness. Include measures that capture these success factors.

15. Develop good relationships with the implementation sites through understanding their needs and genuine interest.
16. Be aware that implementation sites might not be able to fully complete program activities due to competing priorities.
17. Assemble a multidisciplinary research team with diverse expertise.
18. The primary measures of success and interest in efficacy/effectiveness trials might be different than the ones in D&I trials. Include multiple measures in each stage.
19. Include some variability of testing sites to increase the generalizability of findings and measure the variation in outcomes by different sites.
20. Researchers do a great job communicating their findings with other researchers. Develop effective communication approaches with the target audience who most likely will benefit from your work.
21. Conducting D&I research requires a change in perspective and increased focus on organizational change rather than individual behavior change.
22. Dove-tail your research mission with the mission and priorities of the target sites.
23. D&I studies might require use of non-randomized, quasi-experimental designs. Provide rationale and explanation how they will be performed when describing these in research proposals. This can help reviewers better understand and appreciate your proposed design.
24. Creating interventions that work for a variety of implementation sites and for different groups of employees can be challenging. Use comprehensive programs to address this issue.