The Importance of Equity in Evidence Based Program Implementation

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The United Way, National Capital Area
United Way NCA mobilizes all sectors of the community to work together with one goal in mind—helping people live their best lives by reducing disparities and increasing equity.
MOBILIZING OUR COMMUNITY

United Way of the National Capital Area fights for the health, education and financial stability of every person in our community. We mobilize our community with one goal in mind — helping people and families live their best possible lives.

Our Community
We are uniquely positioned at the intersection of the public, private, philanthropic and nonprofit sectors.

Donors & Volunteers
It takes just a single person to initiate change.

Organizations
Our community's challenges are bigger than one organization can solve alone.

Companies
Local businesses are the economic engine for our community.
The Pillars of our work

• Equity

• Data and Evidence

• Collaboration

• Influence
Two-Pronged Impact Approach
Two-Pronged Impact Approach

Community Impact
Two-Pronged Impact Approach

Community Impact

Equity
Two-Pronged Impact Approach
Evidence-Based Programmatic framework

Impact
Evaluation Quality
Intervention Specificity
System Readiness
Evidence-Based Programmatic framework

- Positive impact on child well-being outcomes
- Absence of any negative effects
Evidence-Based Programmatic framework

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- Impact
- Evaluation Quality

- One randomized controlled trial OR two quasi-experimental trials without design flaws

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Evidence-Based Programmatic framework

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- Population of focus is clearly defined
- Risk and protective factors that a program seeks to change are identifiable
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Evidence-Based Programmatic framework

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- System Readiness
  - Training materials are available
  - Information provided on the financial and human resources required
  - Cost-benefit analysis
Interaction of Risk and Protection: Foundation of Resilience

Risk Factors: Family Conflict

Protective Factors: Cohesive Community, Academic Self-Efficacy, Clear Standards of Behavior
The Process

TOOLS AND TECHNICAL ASSISTANCE

- Assessment
- Priority setting
- Implementation & Adaptation
- Evidence-Based programs
Racism is:

“systematized oppression of one race over another, characterized by various forms of oppression within every sphere of social relations, including economic exploitation, political subordination, cultural devaluation, psychological violation, etc. These states together make up a whole of interacting and developing processes which operate so normally and naturally and are so much a part of the existing institutions of society that the individuals involved are barely conscious of their operation”

Systems thinking offers greater potential for institutional change

Individuals as “bad actors” vs. Interconnected systems that affect all
The Path to Adulthood

- Babies born at normal birth weight
- Fourth graders who scored at or above proficient in reading
- Children who live in low-poverty areas (poverty <20%)
- Young adults ages 19-26 who are in school or working
- Children ages 3-5 enrolled in nursery school, preschool or kindergarten
- Eighth graders who scored at or above proficient in math
- High school students graduating on time
- Young adults ages 25-29 who have completed an associate degree or higher
EQUALITY

EQUITY
An Evidence-based Approach Promotes Equity

- Address needs of communities at high risk
- Provides opportunities to scale programs, where appropriate and encourages adaptation
- Apply understanding of matching intervention to need across the community

Create equitable opportunity for all youth in your community

**EQUALITY**  **VS.**  **EQUITY**
All children and youth have a nurturing and supportive family and access to appropriate and culturally competent services.

For example, children and youth of color achieve well-being outcomes with the effective use of racial-equity informed, evidence-based programs and policies in their communities.

- Employing evidence-based approaches within a place-based context
- Building and supporting evidence-based practices and programs
- Applying implementation science
“The metaphor of a lens allows us to see our contexts in new and revealing ways.”

-#FacingRace14
Culture and selection of Evidence-based programs

• Consider the values/beliefs, historical, contextual, transactional and methodological variables/issues when developing, choosing and using EBPs

• Consider cultural match of practice/treatment to population

• Use full range of practice options that work in communities of color, not limited to “approved lists”
Cultural Considerations When Implementing and Adapting Programs

**Historical**
- Racism
- Ethnocentrism
- Colonialism
- Displacement
- Genocide
- Prejudice
- Discrimination
- Exploitation

**Values**
- Cultural beliefs
- Spirituality
- Religion
- Concepts of:
  - Family
  - Respect
  - Communal vs. individualistic
  - Cooperation vs. competition
  - Interdependence vs. independence
- Rituals
- Traditions
- World view

**Contextual**
- SES
- Immigration status
- Generation in United States
- Degree of political power
- Transnationalism
- Geographic region
- Cultural knowledge
- Acculturation level
- Self-identified cultural identity
- Heterogeneity within culture
- Respect for community knowledge
- Setting
- Age

**Methodological**
- Paradigm/conceptualization
- Epistemology
  - Empirical
  - Non-empirical
  - Qualitative
  - Pluralistic
- Efficacy vs. effectiveness
- Definition of evidence
  - By whom
  - Using what standard
  - Compared to what
- Research approach
  - Traditional (Top down)
  - Community defined (Bottom up)
- Data collection/analysis/interpretation
- Translation
- Clinician/Consumer match

**Transactional**
- Language
- Engagement
- Synchronous goals
- Relationship
- Engaging youth, families, & consumers in research
- Availability of providers

Ken Martinez, Psy.D.
Evidence Based Implementation Examples

**Example: Strong African American Families**

Created by African-American developers, designed specifically for African-American families

Based on strengths specific to African American families, affirms familial strength and racial pride

Covers issues such as communication, connection to schools, racism and drug use

Proven to improve family management and reduce risky behavior

“Finally, something designed for ME!”

~Adult participant

**Example: Familias Unidas**

Created by Latino developers, designed specifically for immigrant, Spanish speaking families

Delivered in Spanish by Latino clinicians and family support partners.

Issues such as sex and drug use are discussed in the context of Latino cultural norms

Proven to reduce risky behavior and improve family cohesion

“The biggest benefit is believing more in myself that, ‘yes, I can,’ and that there is strength in our unity as a family.”

~Adult participant