

***d-up! Defend Yourself! (d-up!)***  
**Implementation Planning and Program Objectives Tool**  
**Instructions for Use**

This *d-up! Implementation Planning and Program Objectives Tool* is for use by those who are planning implementation of the *d-up!* intervention. This tool is composed of two worksheets: A. an implementation planning worksheet and B. a program objectives worksheet. These two worksheets are to be used together in a two-step planning process, beginning with the development of specific plans for accomplishing the key intervention tasks and activities (using the implementation planning worksheet) followed by development of program objectives (using the program objectives worksheet).

A. The *d-up!* Implementation Planning Worksheet is to help you with planning implementation of *d-up!* The implementation planning worksheet relates to major implementation tasks in each of four areas of *d-up!* implementation: i. pre-implementation, ii. implementation, iii. maintenance, and iv. monitoring/evaluation. The implementation planning worksheet provides an opportunity for agency staff to develop and document specific plans for completing each of the key tasks and activities, designate responsible staff, and identify timelines for key tasks and activities.

Note: The tasks listed within the four areas of implementation practice on the implementation planning worksheet are in approximate but not exact order. Many of the tasks within an area overlap or occur simultaneously with other tasks within that area.

B. The Program Objectives Worksheet is for use in developing program objectives using the CDC SMART objectives (i.e., specific, measurable, achievable, relevant, time-based) model and process. Specific SMART program objectives should be developed for major tasks identified on the implementation planning worksheet in each of the four areas of intervention practice: i. pre-implementation, ii. implementation, iii. maintenance and iv. monitoring/evaluation.

This *d-up! Implementation Planning and Program Objectives Tool* should be used in conjunction with knowledge in-hand about *d-up!* acquired in the *d-up!* basic training of facilitators and drawn from other *d-up!* program resources like the *d-up!* Behavior Change Logic Model, Implementation Summary Sheet, and/or *d-up!* Implementation Manual (see [www.effectiveinterventions.org](http://www.effectiveinterventions.org)).

**Steps for using the tool:**

1. Form a team to work on *d-up!* program planning and implementation.
2. Review, in detail, the *d-up!* materials provided in the *d-up!* training and on-line.
3. Review, in detail, this *d-up! Implementation Planning and Program Objectives Tool*.
4. Hold a meeting, or series of meetings, to develop specific plans and timelines for completing each of the key tasks and activities of your *d-up!* program. Document these plans using the implementation planning worksheet and developing key program objectives (using the program objectives worksheet).
5. Begin implementing *d-up!* Document progress and completion of tasks and activities in relation to the implementation plan and program objectives you developed on the implementation planning and program objectives tool.
6. Periodically hold team meetings and review progress in implementing *d-up!* Make adjustments to program plans and objectives/these worksheets as needed. Document revisions.

### *d-up!* Implementation Planning Worksheet

<u>Tasks and activities</u>	<u>Plans for Completing Tasks and Activities</u> (i.e., the steps my organization needs to take)	<u>Staff responsible</u> for tasks and activities	<u>Timeline for completion of tasks and activities</u>	<u>Start and End Dates</u>
<b>A. Pre-implementation</b>				
Recruit, hire and/or secure staff responsible for implementation of <i>d-up!</i>				
Train staff responsible for implementation of <i>d-up!</i>				
Complete the <i>d-up!</i> implementation planning worksheet and <i>d-up!</i> program objectives worksheet (consistent with the instructions for these worksheets and the intent, logic and core elements of the <i>d-up!</i> intervention and program).				
Assess available resources and probable costs. Develop proposed budget.  (Ensure that the social network size to be targeted is commensurate with the resources, including funds, available to conduct <i>d-up!</i> ).				
Conduct and complete “community discovery” to identify and select a specific target population (a social network of at least 100 black MSM with the risk targeted by <i>d-up!</i> ) for intervention using <i>d-up!</i>				

<p>Provide an estimate of the total size of the social network (total number of members) of black MSM and their social network members to be targeted with or given the <i>d-up!</i> intervention (given the resources you expect to have for <i>d-up!</i>) and provide a final estimate, once funding is secured.</p>				
<p>Complete a plan to enlist support and involvement from appropriate gatekeepers and begin enlistment of gatekeepers (according to the plan).</p>				
<p>Design and develop all systems, plans, materials and activities for <b>recruiting</b> appropriate opinion leaders. Finalize recruitment plan.</p>				
<p>Design and develop all systems, plans, materials and activities for <b>training</b> opinion leaders. Finalize training plan.</p>				
<p>Design and develop all systems, plans, materials and activities for <b>supporting and retaining</b> opinion leaders. Finalize retention plan.</p>				
<p>Design and develop all systems, plans, materials and activities for opinion leaders to deliver their <i>d-up!</i> messages to their friends and close acquaintances and the agency to monitor opinion leaders in the delivery of their <i>d-up!</i> messages to</p>				

<p>their friends and close acquaintances. Finalize deployment plan and all intervention materials.</p> <p>(Materials for opinion leaders to deliver messages to their friends and close acquaintances include conversation starters.)</p>				
<p>Finalize a <i>d-up!</i> Monitoring and Evaluation plan to monitor and evaluate key <i>d-up!</i> implementation and intervention tasks and activities (consistent with SMART process objectives you define on your <i>d-up!</i> program objectives worksheet).</p>				
<b>B. Implementation</b>				
<p>Identify, recruit, and train opinion leaders in successive cadres or waves (until opinion leaders of a number equal to 15% of the total network size have completed giving their messages to their friends and close acquaintances).</p>				
<p>Complete identification of all opinion leaders.</p>				
<p>Recruit all opinion leaders.</p>				
<p>Train all opinion leaders.</p>				
<p>Implement plan to deploy and monitor opinion leaders in giving their messages to their close friends and close acquaintances - until all opinion leaders have completed their messaging (“all” is the number equal to 15% of the total network size)</p>				
<p>Monitor deployment of all opinion leaders.</p>				

**C. Maintenance**

Maintain on-going communications/contact with opinion leaders.				
Conduct reunion and support events for opinion leaders who have been trained.				

**D. Monitoring and Evaluation – *Complete the attached d-up! M&E Key Activities table for your application (following the program objectives table)***

**Program Objectives for the *d-up!* Defend Yourself! (*d-up!*) Intervention**

The Program Objectives worksheet is for use in developing program objectives using the CDC SMART objectives (i.e., specific, measurable, achievable, relevant, time-based) model and process. Specific SMART objectives should be developed for major tasks identified on the implementation planning worksheet each of the four areas of intervention practice: Pre-Implementation, Implementation, Maintenance and Evaluation. Those using this tool should refer to the *d-up!* Implementation Manual for detail on *d-up!* tasks and activities. It would be wise to request technical assistance to help with planning and use of this tool as early in *d-up!* implementation as possible.

<b><i>d-up!</i> Intervention</b>	<b>S.M.A.R.T.</b> ( specific, measurable, achievable, relevant, time-based) <b>Program Objectives</b> ( <i>Record your program objectives for this stage below</i> )
<p><b><u>Pre-Implementation</u></b> (e.g., enlist gatekeepers and their support; identify, estimate and prioritize social network for targeting with <i>d-up!</i>, conduct “community discovery,” plan training logistics and materials; plan recruitment, retention, training, deployment and monitoring of opinion leaders; plan program monitoring and evaluation; begin to identify and recruit opinion leaders, etc.)</p>	<p><i>Record your program objectives for core pre-implementation tasks and elements here.</i></p>
<p><b><u>Implementation</u></b> (ongoing identification, recruitment, retention, training, and deployment of opinion leaders, etc.).</p>	<p><i>Record your program objectives for core -implementation tasks and elements here.</i></p>
<p><b><u>Maintenance</u></b> (e.g., ongoing contact and support with opinion leaders; reunions; maintaining support from agency staff and community leaders, etc.)</p>	<p><i>Record your program objectives for core maintenance tasks and elements here.</i></p>
<p><b><u>Monitoring and Evaluation</u></b> (e.g., conduct process monitoring of key elements of <i>d-up!</i> implementation; plan and conduct process evaluation and outcome monitoring if resources permit, etc.)</p>	<p><i>Record your program objectives for core evaluation tasks and elements here.</i></p>

## ***d-up!* Monitoring and Evaluation (M&E) Key Activities**

**Complete the table below of SMART objectives for key activities using projected numbers for a fully-implemented program year. Please complete SMART objectives for every target population**

**Provide information on the data sources, analysis frequency, and staff responsible for each SMART objective (and for each target population). Use definitions provided to ensure consistency with CDC requirements for these activities. CDC will provide support for developing a complete M&E plan for each intervention after awards are made to successful applicants. Fill in boxes for SMART objectives, data source, analysis frequency, and staff responsible.**

**Fully-Implemented** – Program staff hired and trained on the intervention, program resources are available (e.g., program coordinator and senior and junior facilitators hired and trained; training location to comfortably fit 12 to 15 people secured; incentives and items with identifiable logos for opinion leaders available)

**Program Year** – 12-month funding period (e.g., 7/1/10 – 6/30/11, 7/1/11 – 6/30/12)

**SMART Objectives** – Program objectives that are Specific, Measurable, Appropriate, Realistic, and Time-based

**Measure** – The information or data needed to monitor progress towards meeting SMART objectives for program activities

**Analysis** – The process of collecting, assessing, and using information or data to monitor program activities

**Data Source** – The document or process used to obtain information or data needed for monitoring program activities (e.g., training sign-in sheets, enrollment form with demographic and risk information)

**Analysis Frequency** – The intervals at which monitoring program activities will occur (e.g., weekly, monthly) ); that is, how often will the staff responsible for program M&E at your agency review and consider the information and it's implications for the work of your agency

**Staff Responsible** – The program-identified staff member who is responsible for monitoring a program activity

**Session** – One or more intervention activities delivered to target population on a given date (e.g., one of the 4 opinion leader training sessions)

- **Recommended frequency of opinion leader training sessions** – weekly

**Cycle or Wave** – The complete delivery of all *d-up!* opinion leader training sessions (each of the 4 opinion leader training sessions)

**Enroll or Recruit** – Opinion leaders participates in at least one of the four *d-up!* training sessions

- **Eligibility Criteria:**

1. *d-up!* is designed specifically for black men who have sex with men (MSM) who are in social networks with other black MSM
2. **Target Population (TP)** – The program-defined, intended recipients of the intervention described by risk, demographic and/or setting characteristics (e.g., African-American MSM in a community with high STD and HIV rates, African-American YMSM); TP should be based on a prioritized population identified in the program's state or local HIV prevention plan

- **Recommended number of opinion leaders enrolled per cycle or wave:** 8-10 opinion leaders per wave

**Complete or Train** – Opinion leaders attends each of the four *d-up!* training sessions

- **Requirement:** Over the life of the program, recruit and train as opinion leaders 15% of the people from each friendship group in the intervention venue

**Key Intervention Activities:**

<b>A. Recruit and train opinion leaders</b>		
<b>SMART Objective #1 : __ (number) friendship groups will be identified within the target population or social network</b>		
<b>Measure</b>	<b>Analysis</b>	
Number of friendship groups that will be identified within in the social network	Count the number of friendship groups that you anticipate will be identified within in the social network	
<b>Data Source</b>	<b>Analysis Frequency</b>	<b>Staff Responsible</b>
<b>SMART Objective #2 : __ (number) friendship group members will be identified within the social network</b>		
<b>Measure</b>	<b>Analysis</b>	
Number of friendship groups members who will be identified within the social network	Count the total number of friendship group members you anticipate will be identified within the social network	
<b>Data Source</b>	<b>Analysis Frequency</b>	<b>Staff Responsible</b>



<b>SMART Objective #3: __ (number) friendship group members will be recruited as <i>d-up!</i> opinion leaders by participating in at least one of the four <i>d-up!</i> training sessions</b>		
<b>Measure</b>	<b>Analysis</b>	
Number of friendship groups members who will be recruited as <i>d-up!</i> opinion leaders (will participate in at least one of the four <i>d-up!</i> opinion leader training sessions)	Count the number of friendship groups members you anticipate will be recruited as <i>d-up!</i> opinion leaders (will participate in at least one of the four <i>d-up!</i> opinion leader training sessions)	
<b>Data Source</b>	<b>Analysis Frequency</b>	<b>Staff Responsible</b>
<b>SMART Objective #4: __ (number) opinion leaders will be trained by completing each of the four <i>d-up!</i> training sessions</b>		
<b>Measure</b>	<b>Analysis</b>	
Number of opinion leaders who will be trained (complete each of the four <i>d-up!</i> training sessions)	Count the number of opinion leaders you anticipate will complete each of the four <i>d-up!</i> training sessions	
<b>Data Source</b>	<b>Analysis Frequency</b>	<b>Staff Responsible</b>
<b>SMART Objective #5: __ (number) complete cycles or waves of four-session <i>d-up!</i> opinion leader training will be delivered</b>		
<b>Measure</b>	<b>Analysis</b>	
Number of complete four-session <i>d-up!</i> opinion leader training cycles or waves will be delivered (number of times the complete opinion leader training will be conducted)	Count the number of times you anticipate that your agency will conduct the complete four-session <i>d-up!</i> opinion leader training	
<b>Data Source</b>	<b>Analysis Frequency</b>	<b>Staff Responsible</b>

**B. Maintain opinion leaders**

**SMART Objective #1: \_\_ (number) trained opinion leaders will invite at least 2 friends to the fourth *d-up!* training session**

Measure	Analysis	
Number of trained opinion leaders who will invite at least 2 friends to the fourth <i>d-up!</i> training session	Count the number of trained opinion leaders you anticipate will invite at least 2 friends to their fourth <i>d-up!</i> training session to be recruited as new opinion leaders	
Data Source	Analysis Frequency	Staff Responsible

**SMART Objective #2: \_\_ (number) *d-up!* reunion sessions will be held**

Measure	Analysis	
Number of <i>d-up!</i> reunion sessions that will be held	Count the number of <i>d-up!</i> reunion sessions you anticipate will be held	
Data Source	Analysis Frequency	Staff Responsible

**SMART Objective #3: \_\_ (number) trained opinion leaders will attend a *d-up!* reunion session**

Measure	Analysis	
Number of trained opinion leaders who will attend a <i>d-up!</i> reunion	Count the number of trained opinion leaders you anticipate will attend a <i>d-up!</i> reunion session	
Data Source	Analysis Frequency	Staff Responsible

**C. Delivery of *d-up!* to the community**

**SMART Objective #1: \_\_ (number) recruited opinion leaders will hold at least 14 risk-reduction conversations with friends and acquaintances, at least 7 of which will be with Black MSM, between weekly sessions**

Measure	Analysis	
Number of recruited opinion leaders who will hold at least 14 risk-reduction conversations with friends and acquaintances, at least 7 of which will be with Black MSM, between weekly sessions	Count the number of recruited opinion leaders you anticipate will hold at least 14 risk-reduction conversations with friends and acquaintances, at least 7 of which will be with Black MSM, between weekly session	
Data Source	Analysis Frequency	Staff Responsible