

**INVEST  
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Building Sustainable Infrastructure to Implement Programs that  
Promote Healthy Development in Our Youth and Prevent  
Behavioral Problems

Lisa Hill, President & CEO, Invest in Kids  
[www.iik.org](http://www.iik.org)

# Mission

Since 1998, **Invest in Kids**' mission has been to partner with local communities to ensure the success of evidence-based programs that improve the health and well-being of Colorado's youngest children and their families.



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# Our Commitment to Equity

Invest in Kids is dedicated to building a future where we can no longer predict child and family outcomes, such as healthy pregnancies, child development, and school readiness based on socioeconomic status, race, ethnicity, or location.

To create this future, we incorporate **equity, diversity, inclusion, and belonging** in all aspects of our organization and work.



# Our Approach

- Identify Best-In Class Programs
- Apply the Science of Implementation
  - Engage Community
  - Educate and Prepare
  - Support, Train and Evaluate
- Advocate for Sustainable Funding
- Share Learnings



# Our Programs

- **1998: Nurse-Family Partnership®** partners highly trained registered nurses with first-time pregnant people, caregivers' and their babies. The program begins in pregnancy and through a relationship-based program empowers people to transform their lives and create better futures for themselves and their babies.
- **2002: The Incredible Years®** is a suite of prevention programs designed to increase a child's success at school and at home by promoting positive parent, teacher, and child relationships.
- **2020: Child First®** is an early childhood mental health intervention that works with young children and families, providing intensive, home-based services to help families, and the providers who support them, build strong, nurturing relationships that heal and protect young children (0-6) from the devastating impact of trauma and chronic stress.



# Impact

Invest in Kids will support 14,000 children and families this year with our three proven programs. We are currently serving families in all 64 Colorado Counties.



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# The Social Challenge

## Science to Service Gap

What is known to work is not what is adopted.

## Implementation Gap

What is adopted is not used with fidelity.

What is used with fidelity is not sustained.

What is used with fidelity is not at a scale or scope to make a critical difference.



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The National Implementation Research Network, <http://nirn.fpg.unc.edu>



# What is Implementation?



Implementation is a specified set of activities designed to put into practice an activity or program of known dimensions.



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The Active Implementation Research Network



# Equitable Implementation

“An explicit and intentional integration of implementation science and equity that attends to **what is being delivered, for whom, and under what conditions, and how delivery should be tailored** to best meet the needs of the focus population.”



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Loper, A., Woo, B., & Metz, A. (2021). Equity is fundamental to implementation science. *Stanford Social Innovation Review*, 19(3), A3-A5.

# Making It Happen

- Letting it happen
  - Diffusion; networking; communication
- Helping it happen
  - Dissemination; manuals; websites
- Making it happen
  - Purposeful and proactive use of implementation practice and science



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Based on Hall & Hord (1987); Greenhalgh, Robert, MacFarlane, Bate, & Kyriakidou (2004); Fixsen, Blase, Duda, Naoom, & Van Dyke (2010)

# Federal Funding Example

\$500 million invested in home-based “Family Support Services” 1993–1998. Quality EBP Homebuilders®

- No implementation supports funded.
- National evaluation = not effective.

Labeled an intervention failure.

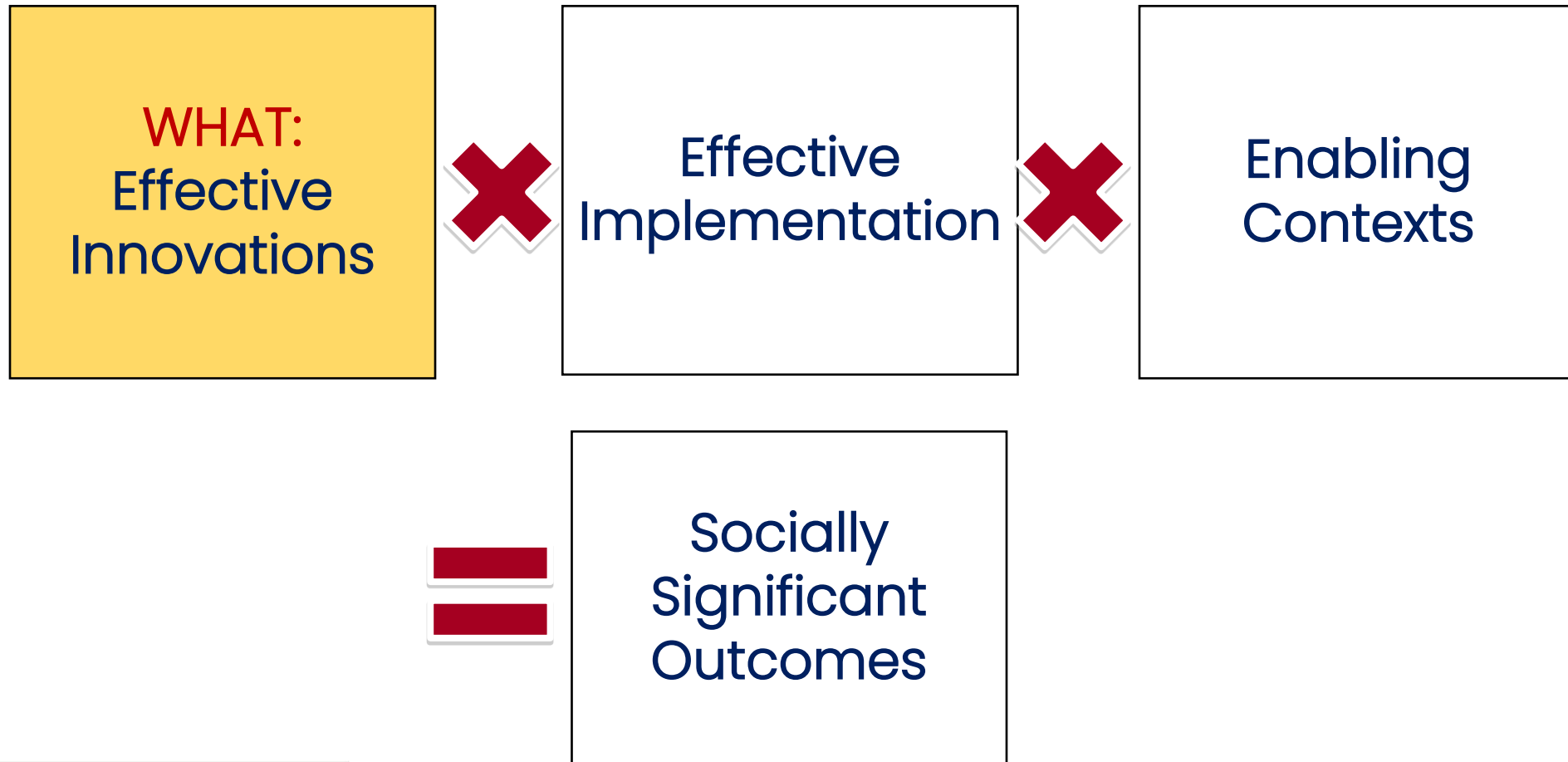
This was really an implementation failure.



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Fixsen, D., Blase, & Campbell, 2012

# Formula for Success



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The National Implementation Research Network, <http://nirn.fpg.unc.edu>

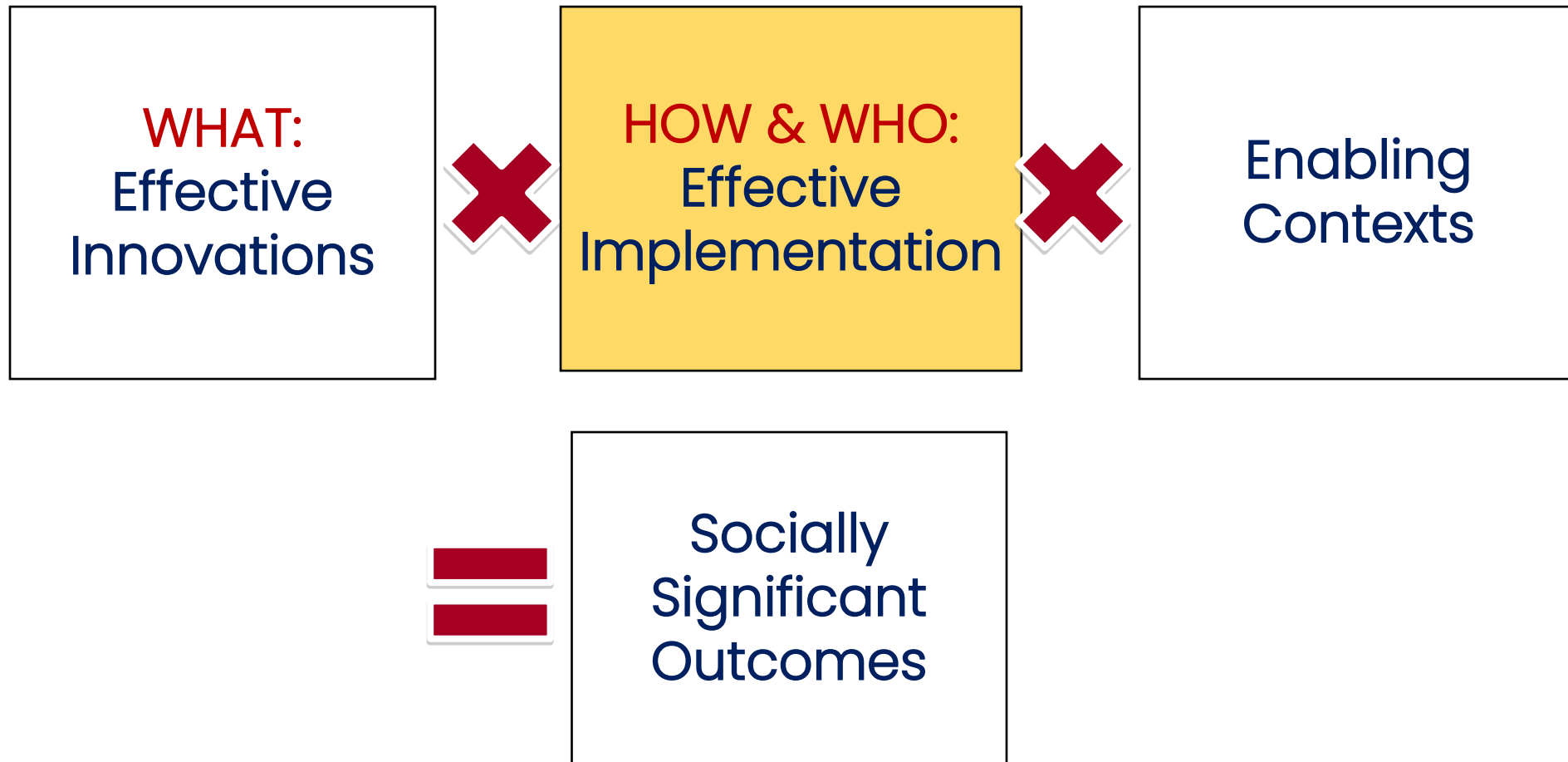
# Usable Innovation Criteria

- Clear description of the program
  - Philosophy, values, principles (guidance)
  - Inclusion – exclusion criteria (beneficiaries)
- Clear essential functions that define the program (core components)
- Operational definitions of essential functions (practice profiles; do, say)
- Practical fidelity assessment
  - Highly correlated (0.70+) with desired outcomes



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# Formula for Success

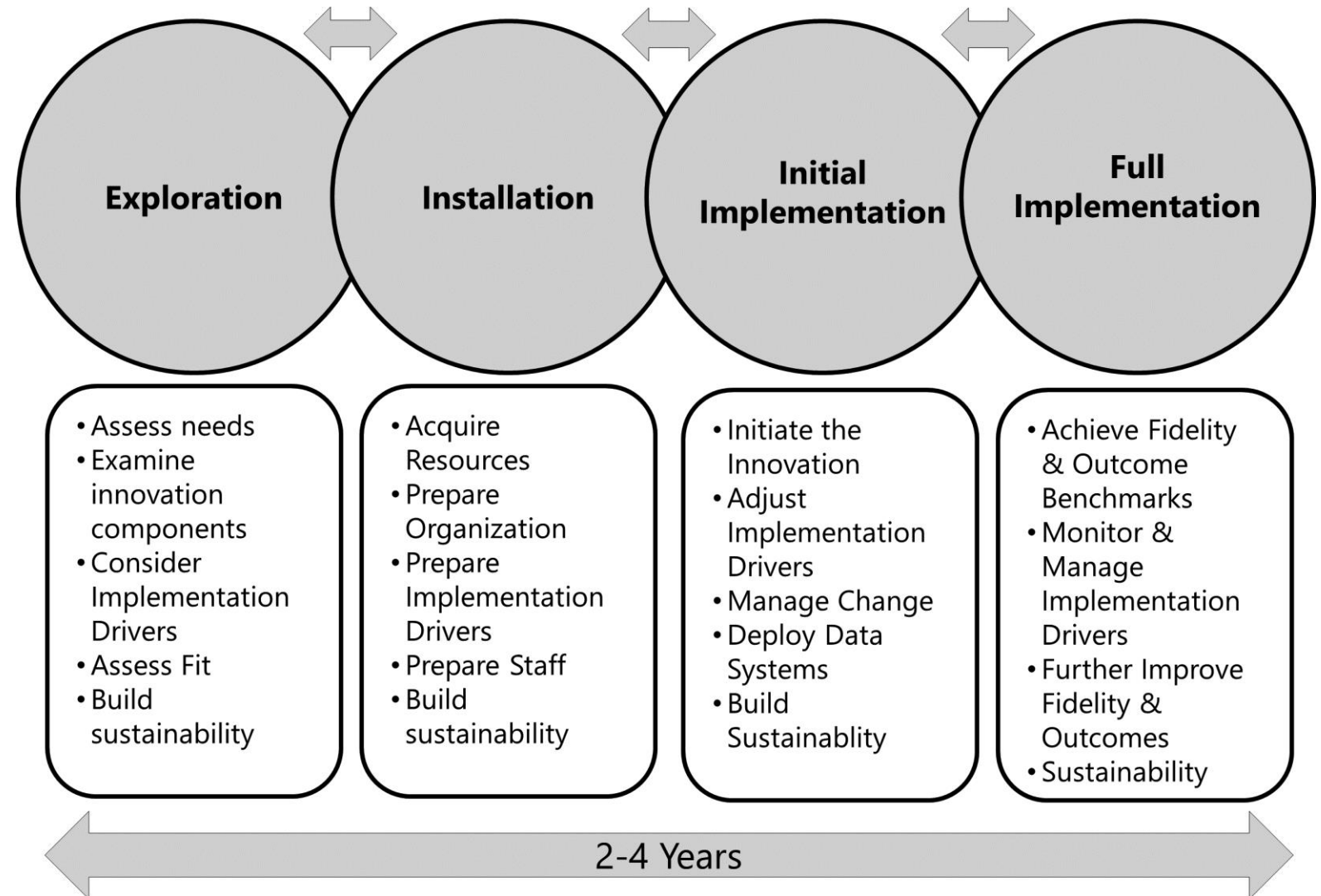


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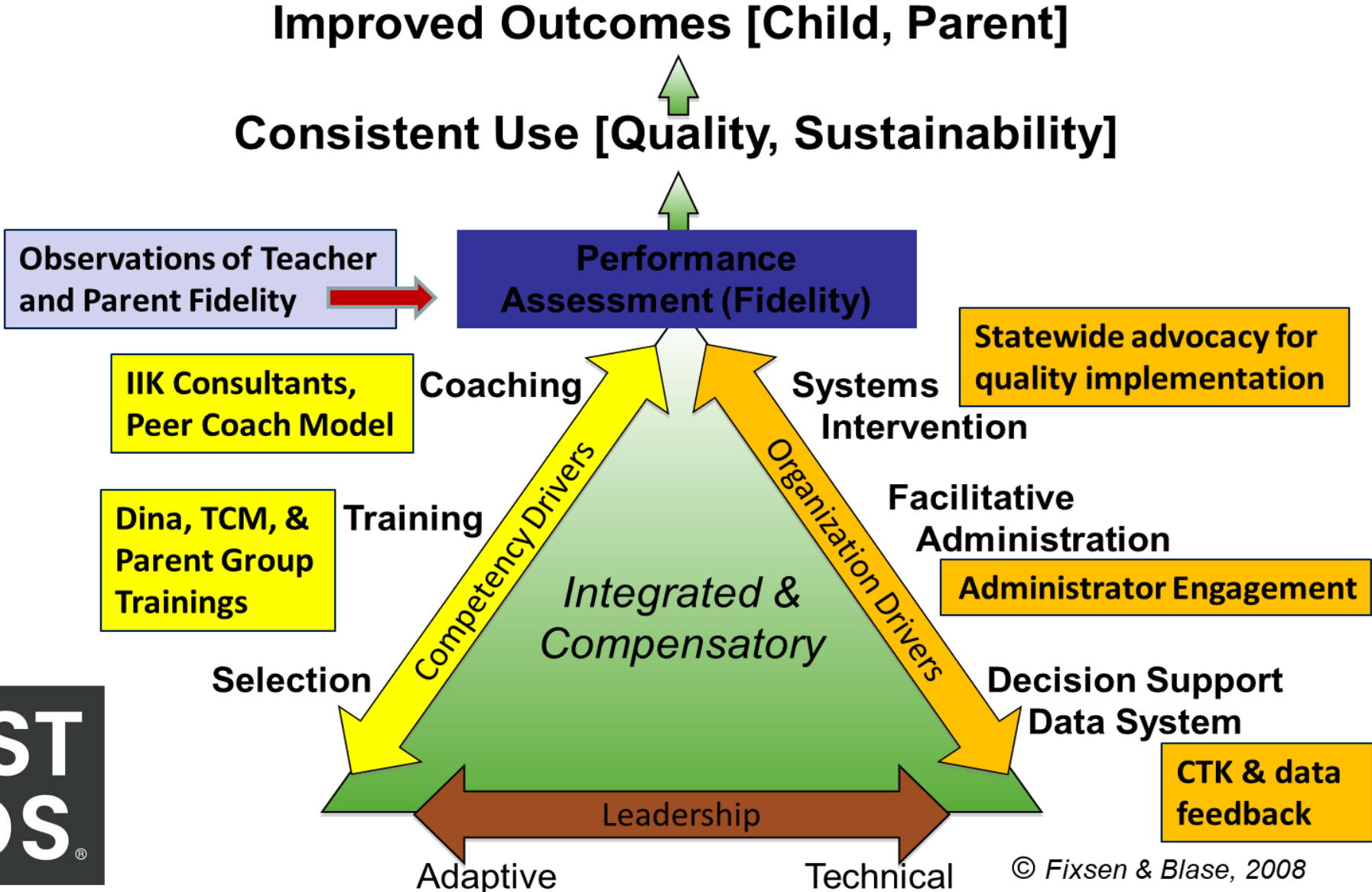
The National Implementation Research Network, <http://nirn.fpg.unc.edu>



# Implementation Stages



# Implementation Drivers

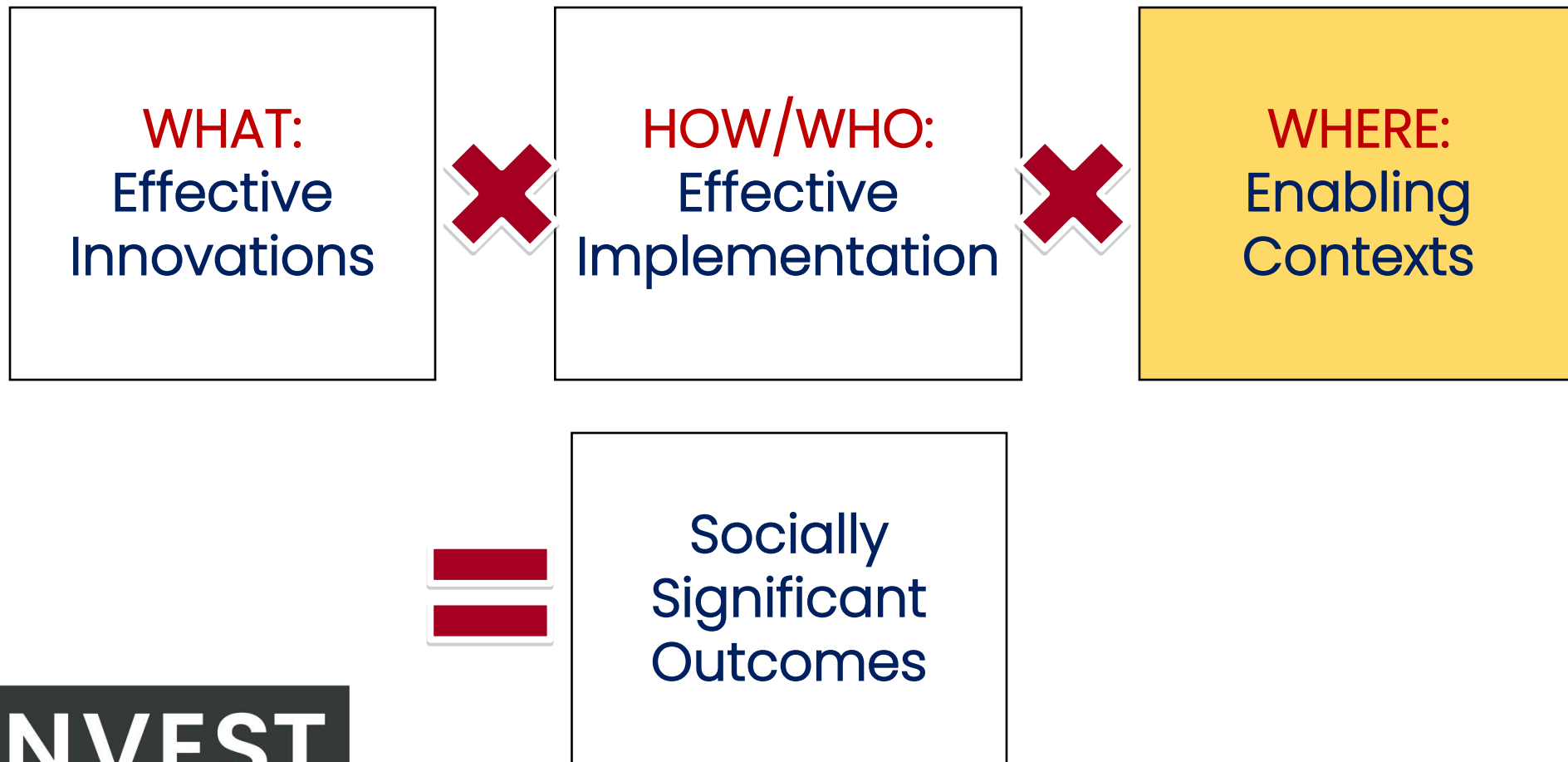


	<b><u>OUTCOMES</u></b>		
	% of participants who demonstrate knowledge, demonstrate new skills in a training setting, and use new skills in the classroom		
<b>TRAINING COMPONENTS</b>	<b>KNOWLEDGE</b>	<b>SKILL DEMONSTRATION</b>	<b>USE IN THE CLASSROOM</b>
<b>Theory and Discussion</b>	10%	5%	0%
<b>Demonstration in Training</b>	30%	20%	0%
<b>Practice &amp; Feedback in Training</b>	60%	60%	5%
<b>Coaching in the Classroom</b>	95%	95%	95%



Joyce & Showers, 2002

# Formula for Success



# Sustainability Tool

sustaintool.org

### Environmental Support:

The program has leadership support from within the larger organization

### Partnerships:

Community leaders are involved with the program

### Communications:

Program staff communicate the need for the program to the public

### Strategic Planning:

The program plans for future resource needs



ENVIRONMENTAL SUPPORT



FUNDING STABILITY



COMMUNICATIONS



STRATEGIC PLANNING



PARTNERSHIPS



PROGRAM ADAPTATION



PROGRAM EVALUATION



ORGANIZATION CAPACITY



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# Advocate for Sustainable Funding

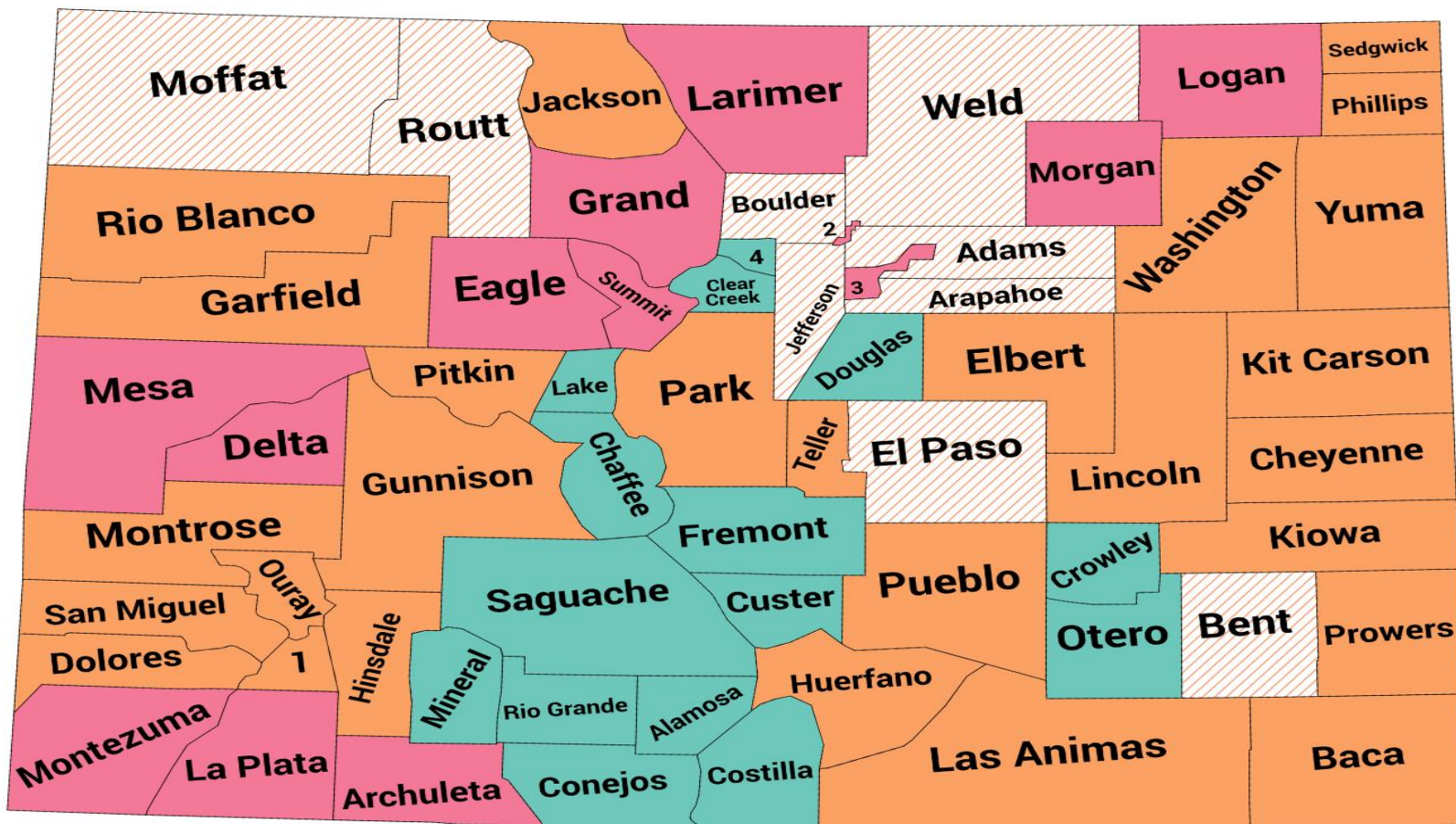
**Nurse-Family Partnership** – The Nurse Home Visitor Act (SB 00-071)  
Allocation of Colorado Tobacco Master Settlement Agreement Funds FY24  
– \$23.2M, Maternal and Infant Early Childhood Home Visiting funding  
(MIECHV), and Medicaid

**The Incredible Years** – Social Emotional Learning Programs – (HB 22-1295)  
Allocation of Marijuana Tax Dollars FY24 – \$850K, and American Rescue  
Plan Act funding (ARPA)






**Child First** – Children’s Mental Health Programs – (HB 22-1369) – ARPA,  
Medicaid and MIECHV







## Counties Served

-  All Programs
-  NFP Only
-  IY & NFP
-  CF & NFP
-  NFP=64 | IY=22 | CF=24

Nurse-Family Partnership® (NFP)  
 The Incredible Years® (IY)  
 Child First® (CF)

1. San Juan | 2. Broomfield | 3. Denver | 4. Gilpin



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## Building Rigorous and Equitable Evidence (BREE)

2023: Remain focused on our three programs AND Explored a more formalized and proactive line of work to support equitable (i.e., culturally relevant, participant-centered) programming

- Ideas for this line of work involves working with programs...
  - **with less RCT/comparison group evidence, but that are culturally relevant for our Colorado communities, to move them towards more rigorous, equitable evidence building**
  - with more RCT/comparison group evidence, but that are missing the integration of an equity lens and cultural relevance pieces, to move them towards more rigorous, equitable evidence building

2024: invest in play (iiP) parent program – first and only US pilot: iiP is an international not-for-profit organization. Their mission is to support children and their caregivers using practical and compassionate strategies that have been proven to work over many decades. Parent programs are co-created with local communities in multiple countries to provide culturally appropriate, research-based interventions that are easy to scale.