Co Creation Partners & Media and Networking Capacity Assessment

For the Triple P System of Interventions

Introduction

The Co Creation Partners and Media and Networking Capacity Assessment was developed as a complimentary tool to the Community Capacity Assessment (CCA).[1] Prevent Child Abuse North Carolina and the Impact Center at Frank Porter Graham partnered to create two new indices to measure Co Creation Partners and Media and Networking, two additional topics related to implementation capacity and best practices. This tool will be used to measure progress in these areas while a more formal measure undergoes the process of validation.

As with the CCA, there are no right or wrong answers to these questions. If you need additional clarification on an item, please ask the facilitator.
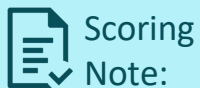
Key Terms

Term	Definition
5 Key Co Creation Partners:	1) leadership and staff from implementing service agencies; 2) state/local funders and policymakers; 3) intermediary (e.g., PCANC, Impact Center at FPG) and purveyor organizations (e.g., Triple P America) that provide implementation and program-specific support; 4) community parents, families, and other partners; and 5) researchers and evaluators.
Proficiency	Advanced knowledge and the ability to apply that knowledge in varied contexts.
The Community	A community might be locally defined as a collection of neighborhoods, a single county, or even a region or cluster of counties within a state.
Community Implementation Team	A team of three or more individuals, led by one or two identified leaders, that has the ability and capacity to coordinate and support day-to-day Triple P scale-up activities across the community.
Partnership Engagement Plan	A plan that identifies who the co-creation partners in your community are, what skills and resources they have, how they can be engaged, and who will be responsible for connecting with them.
Environmental Scan	A tool used to assess services, partners, and resources available in the community and identify gaps and areas resources overlap.
Communications Plan	A plan that outlines goals for attitude, knowledge, skill, and behavior change linked to desired outcomes; details the audience, messaging, medium, channel, and frequency (how often and for how long) for dissemination; strategies to identify networks within the community; and metrics for evaluation.
Normative	Establishing something that is normal or typical, e.g. creating a widely held belief that seeking parenting support is okay because parenting is hard.

Co-Creation Partners

Index Description: In implementation science, co-creation involves the shared development of key partnerships that contribute to the development of local implementation capacity and performance in order to fully deliver a program/practice as intended for desired population benefits. The full range of partners are essential to the creation of sustainable, local implementation capacity, and include: 1) leadership and staff from implementing service agencies; 2) state/local funders and policymakers; 3) intermediary (e.g., PCANC, Impact Center at FPG) and purveyor organizations (e.g., Triple P America) that provide implementation and program-specific support; 4) community parents, families, and other partners; and 5) researchers and evaluators. Together, co-creation partners combine valuable perspectives, resources, and abilities that increase the likelihood Triple P will be locally successful and sustainable.

To what extent is the following in place?	No or Not in Place (0)	Sometimes or Partially in Place (1)	Yes or Fully in Place (2)
1. Each of the **five co-creation partners** are actively involved in the development and strengthening of local implementation capacities for scaling Triple P.	💬		
2. Each existing co-creation partner contributes resources to the development of local implementation capacities for scaling Triple P.	💬		
3. Each existing co-creation partners actively shares perspectives and generates new knowledge to the development of local implementation capacities for scaling Triple P.	💬		
4. A written **partnership engagement plan** has been developed or adopted that identifies co-creation partners and outlines their roles and responsibilities.	💬		📄✓
5. The **partnership engagement plan** outlines who will be responsible for engaging co-creation partners and strategies for engagement.	💬		
6. At least annually, the **partnership engagement plan** is reviewed and updated based on new information and partner feedback.	💬		
7. Among **Community Implementation Team** members, there is **proficiency** on engagement of co-creation partners.	💬		

Sidebar notes

For example,
- financial,
- time,
- effort,
- connections

Scoring Note: Undocumented or incomplete plans should be scored as "1".

For example,
- Frequency and methods of communication

For example,
- New partners identified in **environmental scan**,
- continued gaps,
- level of participation

For example,
- Who they are,
- how they can support scale up,
- and how to engage them

Media & Networking

Index Description: Media and networking systems connect program stakeholders with one another and provide an opportunity to broadly communicate programmatic benefits with diverse audiences. Media strategies promote **normative** information about child development, model positive parenting strategies, normalize the need for parenting support, and expand community awareness and accessibility to Triple P. Networking strategies accelerate dissemination and increase reach of Triple P and other positive parenting messages.

Scoring Note:

Undocumented or incomplete plans should be scored as "1".

For example,
- social network analyses,
- network mapping,
- or environmental scans

To what extent is the following in place?	No or Not in Place (0)	Sometimes or Partially in Place (1)	Yes or Fully in Place (2)
1. The **Community Implementation Team** has developed or adapted a written **communications plan**.			
2. At least quarterly, the **Community Implementation Team** reviews and updates the **communications plan** based on evaluation metrics, network priorities, preferred communication strategies and channels, and **community** feedback.			
3. The **Community Implementation Team** ensures media messages and content promote **normative** information about child development, model positive parenting strategies, normalize the need for parenting support, and expand community awareness, exposure, and access to Triple P.			
4. The **Community Implementation Team** has identified, allotted time to, and supported the person(s) responsible for the implementation of the **communications plan**.			
5. Among the **Community Implementation Team**, there is **proficiency** on how to select and utilize media channels and strategies to effectively implement community-wide media campaigns.			
6. Among the **Community Implementation Team**, there is **proficiency** on how to communicate the impact and benefits of Triple P to the community.			
7. The **Community Implementation Team** ensures networking strategies are used to tailor and/or inform media messages and content, communication strategies, and channels and to accelerate dissemination and increase reach.			

1. Aldridge, W. A., II, Boothroyd, R. I., Veazey, C. A., Powell, B. J., Murray, D. W., & Prinz, R. J., (2016, December). *The Community Capacity Assessment for Triple P: Participant Copy*. Chapel Hill, NC: Frank Porter Graham Child Development Institute, University of North Carolina at Chapel Hill.

Simultaneous Public Polling is a voting process intended to equalize all voices in the room on the initial vote and prevent participants from influencing each other's initial vote. The facilita-tor will ask your team about a number of items related to your capacity and practices to sup-port the implementation and scale-up of Triple P. There are 110 items across 11 separate indices.

Your role is to individually decide if the item mentioned should be scored a "0," "not in place", "1," "partially in place", or "2", "fully in place" at the community or coalition level. When the fa-cilitator says "one…two…three... vote", hold up the number of fingers that correspond with your answer:

No or Not in Place **(0)**	**Sometimes or Partially In Place** **(1)**	**Yes or Fully In Place** **(2)**
No activities or elements of this item are in place and/or have not yet been initiated.	Some activities or elements of this item are in place and/or initiated.	All activities or elements of the item are adhered to and there is clear evidence to support this.

If everyone voting is in agreement, then the facilitator will move on to the next item. If there are different scores within the group, then the facilitator will ask that your team talk about it and try to come to some form of **modified consensus**, with all participants able to support a single group score, even if there remain some individual disagreements.