

Delivery Infrastructure for Evidence-Based Programs

Most evidence-based programs require trained master trainers and lay leaders to implement the programs in the community. Delivery infrastructure involves recruiting new leaders, defining roles and expectations, retaining existing leaders and providing resources to support them, and tracking certifications to ensure fidelity. The resources below, developed by community-based organizations, can help support program infrastructure.

Facilitator infrastructure

An effective delivery infrastructure includes an appropriate number of active master trainers, an adequate number of lay leaders, and sites to host evidence-based programs across the targeted geographic area. It also includes a system to track master trainers and leaders statewide, ongoing communications, professional development, support, retention strategies for trainers and leaders, and appropriate program licensing.

Field experience shows that these proven strategies can help build a strong delivery infrastructure.

Recruitment strategies

- Rather than recruiting as many leaders as possible, a more efficient strategy is to invest in training a small number of dedicated leaders. This involves developing a recruitment strategy, screening potential leaders, and securing their commitment.
- How do you find potential leaders?
 - Volunteer groups, support groups, etc.
 - Social media, newsletters, your website, or volunteer recruitment sites
 - Previous workshop participants and through existing leaders
- After receiving interest from the community, the best practice is to screen potential leaders by asking them to fill out an application, complete an interview, and attend an orientation. Some evidence-based programs require extensive training and workshop requirements, and it is important to verify that volunteers are committed.

Sample forms

- [Leader Screening Protocol](#)
- [Master Trainer Application Form](#)
- [Volunteer Screening Checklist and Orientation Materials](#)
- [Memorandum of Understanding](#)

Retention strategies

Retention starts with recruitment. It is important to set expectations from the start on what it takes to maintain facilitator status and how many workshops per year are required. This can be done through a leader agreement or memorandum of understanding.

Regular communication with leaders about new opportunities and updates is critical. It can also be beneficial to provide opportunities for facilitators to network and mentor each other. Many organizations also show appreciation through activities such as an annual event, thank you cards, or acknowledgments in a newsletter or on social media.

To support leaders during workshop delivery, other helpful materials include a checklist or manual for leaders to refer to.

Leadership training is not complete once leaders become certified. Leaders need continued education and professional development around evidence-based programs.

After you train instructors, your organization will need to track their certification and the workshops they complete to ensure they remain in compliance. The system used to track certification can range from a simple Excel spreadsheet to more robust platforms.

Recruitment and retention resources

- [Facilitator Skill Videos for Stanford Self-Management Programs](#)
- [Peer Leader Recruitment and Retention Guide](#)
- [Memorandum of Understanding Workshop Leader Agreement](#)
- [Memorandum of Understanding Volunteer Leader](#)
- [Leader Expectations and Guidelines for Engagement](#)
- [Workshop Registration Checklist](#)
- [PATH Leader Toolkit](#)
- [PATH Leader Toolkit Supplement](#)

Implementation resources

- [Progressive Participant Management Techniques](#)

Emergency protocols

One can never predict whether a crisis or emergency will happen during a workshop. It is good practice to be prepared, no matter what the situation. To ensure the safety of workshop leaders and participants, review the example and see what you can adapt to your own emergency and crisis management plan.

- [Emergency and Crisis Management Plan](#)
- [Crisis Plan Management Plan for Virtual Programs](#)