



Customization of Good Practices

Aim

The adaptation of identified good practices in order to meet the specific needs of a country/ region.

Methodology

The methodology that will be followed for the customization of the selected Good Practices are:

- a. development of case studies of good practices related to:
 - a. bicycle helmet use (through safety promotion and legislation)
 - b. drowning prevention campaign
 - c. prevention of work-related slips, trips, falls
 - d. drink and driving prevention
 - e. child car restraints use
- b. send case studies to a group of experts from different EU Member States
 - a. based on their expertise area
 - b. based on their previous experience on injury prevention
- c. ask from experts to review the case studies in order to be prepared for the next step
- d. use of a structured interview protocol to assess the feasibility for adoption/ replication of the proposed practices in the interviewed country/ region and identification of measures should be taken for practice customization:
 - a. definition of criteria/ indicators for the feasibility assessment
 - b. proposal for the customization of the practice
- e. report of the results from the customization process

Customization of a selected intervention is much easier if an assessment of the targeted needs of individual countries/ regions is available. The type of intervention chosen and described as “case study” for customization should fit with the results of the individual country need assessment. The knowledge gained about the country from the need assessment via experts’ response will also guide adaptation decisions in order for the implementation of the good practice to be feasible.

Use the questionnaire below as a guide in order to customize the identified good intervention for a specific country.

Protocol for Structured Interview for Customization

Aim of the interview: To identify if the Intervention described in the Case Study can be replicated to the target population of [expert's country/ region] throughout the realization of an interview based on the following 7 topics regarding:

1. *Objectives of the intervention*
2. *Approach used (hypotheses, contributing factors, theory)*
3. *Content (appropriateness, comprehensibility)*
4. *Level of acceptance or cultural appropriateness*
5. *Available Resources*
6. *Channels used to transmit the information*
7. *Intended actions*

I. Name of Case Study under customization:

II. Demographics of the Interviewee:

Country/ Region (please specify)	
Name	
Profession	
Area of expertise	
Years of experience in this area	

1. Objectives of intervention/ Need assessment¹

A. Question 1:	"Do you think that the intervention's objectives fit the needs of your country/region?"			
Answer:	Yes	Partially	No	Don't know
Additional Comments:				

B. If the answer is "partially" or "no", please explain: **How could the objectives of the described intervention be customized in order to fit the needs of your country/ region?**

¹ NOTES:

Aim: The aim of question 1 is to identify if the objectives of the case study, for example about the "European Designated Driver Campaign against Drinking and Driving", meet the identified needs of your own country/ region for the alcohol related injuries.

To do so: Review the specific objectives provided in the intervention described as a "case study"; the aim is to determine how well the objectives fit the needs of the country/ region under investigation.

2. Approach used (hypotheses, contributing factors)²

A. Question 2:	"Do you think that it is possible for an implementer of your country/region to implement all of the core components of the intervention?"			
Answer:	Yes	Partially	No	Don't know
Additional Comments:				

B. If the answer is "partially" or "no", please explain: **How could the core components/approach used in the intervention be customized for your own country/ region?**

² NOTES:

Aim: Question 2 aims to assess the attitude of the implementer towards the specific components of the intervention. Good interventions make hypotheses about what factors are associated with getting the target population to take the desired action. These hypotheses are generally drawn from theories about how people behave or act.

To do so: Review the case study report of the intervention to identify the core components of the intervention.

3. Content (comprehensibility)³

A. Question 3a:	"To what extent do you think that the content/materials of the specific intervention would be appropriate for the target population of your country/region in regards to comprehensibility, complexity etc."			
Answer:	Not at all appropriate	Partially appropriate	Very appropriate	Don't know
Additional Comments:				

B. If the answer is "not at all" or "partially", please explain: **What are your suggestions for potential ways of adaptation of the intervention for your country/region in order to simplify it?**

A. Question 3b:	"How much effort do you believe that will be needed in order to adapt/modify the intervention to the needs of your country/ region?"			
Answer:	None	Moderate	A lot	Don't know
Additional Comments:				

B. If the answer is "moderate" or "a lot", please specify: **Who should be involved in order the necessary adaptations to take place?**

³ **NOTES FOR THE INTERVIEWER:**

Aim: Questions 3a & 3b aim to examine the level of complexity, the educational level required by the participants, and the level of detail to ensure that the information provided is appropriate for the target group.

To do so: review the case study report of the intervention and its proposed materials [if available] in order to identify their appropriateness.

4. Level of public acceptance or cultural appropriateness ⁴

A. Question 4:	“To what extent do you think that the intervention described in the case study would be accepted by the population in your country/region regarding the cultural context?”			
Answer:	Not at all	Partially	Very much	Don't know
Additional Comments:				

B. If the answer is “not at all” or “Partially”, please explain: What are the cultural issues that might prevent the implementation of the specific intervention?

According to your opinion, how could the intervention be customized in order to fit the cultural elements of your country/ region?

⁴ **NOTES FOR THE INTERVIEWER:**

***Aim:** Beliefs or values may cause people to either reject or accept the information that the intervention provides. Personal experiences, historical events, myths and misinformation, or cultural backgrounds can shape people's beliefs and values. Through question 4, experts, as representatives of a country, are expected to assess whether the intervention suits the target groups of their countries. **To do so:** Review the case study report of the intervention to gain a better understanding of the recruitment activities and the characteristics of the target groups.*

5. Available resources ⁵

A. Question 5:	“According to your knowledge, does your country/region have any available human and fiscal resources or any facilities that would make the implementation of the intervention feasible?”			
Answer:	Yes	Partially	No	Don't know
Additional Comments:				

B. If the answer is “partially” or “no”, please, explain: Do you have any proposals for potential ways to customize the intervention in order to be financially and materially feasible in your country?

⁵ **NOTES FOR THE INTERVIEWER:**

***Aim:** Question 5 aims to identify if the interventions' activities fit with the available resources of the expert's organization/ country – and if these are realistic and achievable, given the resources in the specific country. **To do so:** Review the case study of the intervention in order to find any information related to the required resources (cost, human resources) for the intervention.*

6. Channels used to transmit the information⁶

A. Question: 6	“Do you believe that it could be feasible to implement the intervention in your country/region through the same proposed delivery channels included in the case study? (e.g. media, trained staff , community, etc)?”			
Answer:	Not at all	Partially	Very much	Don't know
Additional Comments:				

B. If the answer is “partially” or “not at all”, please explain: **Do you have any proposals regarding potential ways/channels that would facilitate the implementation of the adapted intervention?**

⁶ **NOTES FOR THE INTERVIEWER:**

***Aim:** Many interventions are designed to be delivered in a specific way. For example, some are intended for small-group settings, thus information is transmitted via trained staff; while others are intended for entire communities, thus the use of the mass media, campaigns etc is necessary. Their effectiveness may be dependent on that mode of delivery. Thus, the question here is whether the replication of the intervention in the same way, as described in the case study, is feasible for the specific country.*

***To do so:** Review the case study of the intervention to gain a better understanding of the main activities and the transmission methods*

7. Intended actions⁷

A. Question: 7	“Do you think that the effects/key impacts of the intervention described in the case study match with the prioritized prevention goals of your country/region?”			
Answer:	Not at all	Partially	Very much	Don't know
Additional Comments:				

B. If the answer is “partially” or “not at all”, please explain: **What key impact would be more important for your country and how could this be achieved?**

⁷ **NOTE FOR THE INTERVIEWER:**

Look at the evaluation information contained in the case study to determine the key impacts of the intervention.