

## ABSTRACT SUBMISSION AIC 2016: #88

**1. Title:**

Scaling up state-wide: balancing the need for reach, fidelity and sustainability

**2. Author(s):**

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**3. Key words:**

Population rollout, parents, capacity building, sustainability

**4. Abstract text:**

**a. Background and aims**

Scaling up a program while maintaining fidelity requires a dynamic approach with strong leadership and the capacity to adapt the implementation in response to the context of the organisation and their needs. This presentation provides an overview of the approach taken to plan the state-wide implementation of an evidence based parenting program in Queensland, and the progress made during the initial implementation.

**b. Methods**

The Queensland Government set an ambitious target to reach up to 140,000 parents of children in a two year initial term. Key strategies to achieve this reach include a communications campaign to engage parents, an organisational engagement plan to involve organisations and practitioners (both government and non-government organisations) who offer parenting support, and technological innovations to increase the ease of coordinating group events and data collection.

Using the Triple P Implementation Framework, practitioners and organisations are supported in identifying the challenges of fitting an evidence based program into their current structure, and are provided tools, strategies and technical assistance to address these challenges. The goal is to enable a wide range of organisations to support their practitioners to deliver services with fidelity. Whilst also establishing community implementation systems that support program adoption, implementation and sustainability across Queensland.

**c. Conclusion**

Implications are discussed for how to support program scale up at a pace that allows for maximum community benefit, as well as encouraging and supporting practitioners and organisations to help families experience benefits.