

Implementation Strategies involving End Users to End the HIV Epidemic: Consumer Voice Tools

Key Takeaways:

- When approaching implementation work related to problems of health disparities, realize we must embrace complexity and realize these are career-long, life-long endeavors. What is the most elegant next step for you? (brown, a.m., Emergent Strategy, 2017)
- “Engaging consumers” is an implementation strategy cluster that has more room to expand, specify, and provide guidance—some ideas are not specific enough yet to be actionable.
- Consumers are the end users or ultimate recipients of the innovation you are wanting to begin, deploy, or improve. Examples: patients, students, community members.
- With Consumer Voice tools, you can take action on “engaging consumers” in implementation. Consumer Voice is a set of free, nonlinear, modular tools in an online platform, allowing people to craft a learning experience for beginner, intermediate, or advanced learners in community engagement. The tools are in the process of being renamed and formally piloted in suicide prevention as well as HIV care.

Preliminary evidence suggests community engagement in implementation processes benefits:

1. Better intervention fit for patients¹
2. Systems redesign that is more patient centered²
3. Greater use of effective healthcare interventions in many settings³
4. Improved patient health behaviors and outcomes⁴

References

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Resources:

To learn more about the state of the field on consumer engagement in implementation:

- [Overview of how people in U.S. healthcare are engaging consumers in implementation, their biggest challenges, and promising solutions.](#) Woodward, E.N., Castillo, A.I.M., True, G. et al. Challenges and promising solutions to engaging patients in healthcare implementation in the United States: an environmental scan. BMC Health Serv Res 24, 29 (2024).
- [Wonderful overview of why, historically, implementation scientists have excluded or de-prioritized consumers](#)
- [An entire special issue in Translational Behavioral Medicine in 2017 on another name for this “community engaged dissemination and implementation”](#)
- [In depth example of how one team did this in public health](#)

Practical stuff

- Consumer Voice tools available to use in any setting or population: On Google Drive: [click here](#) On VA sharepoint (for VA users): [click here](#) Details on how we developed these tools and core findings: [Woodward et al., 2023](#)
- As you do any consumer or community engagement in implementation, I encourage you to, at minimum, build in a way to track it in your efforts throughout a project or study, so you will know what you did, when, and other details. [I recommend using this tool for tracking strategies](#)
- If you have a planned strategy, it would also be wise to track how it gets adapted or changed over time. I recommend tracking changes or adaptations to planned strategies using [FRAME-IS](#)
- It will be important to Acknowledge and plan for uneven power, privilege, and oppression of yourself, your team, and communities you work for. Our process of knowledge production is influenced by our lived experiences, systems in place before us, and thus, our and their biases.
- You can use these strategies to engage in a reflexive practice about these dynamics:
 - Self-assessments about cultures, identities, experiences, certain populations, interventions
 - Readings, blog posts, infographics
 - Consultation
 - Reflective writing
 - Culturally immersive experiences
 - Audio or videotaping your interactions with feedback
- [Nice example of how me and a colleague learned to practice reflexivity in our community engagement as beginners within the context of implementation science, and what we found valuable:](#)