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SCHOOL *of* PUBLIC HEALTH

Choosing and Implementing Interventions

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Lecture Topics

- Types of interventions
- Criteria for choosing interventions
- Case study



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Section A: Principles and Operational Issues, or “Generalities”

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Types of Intervention

- Some refer to “the three Es”
 - Education
 - Enforcement
 - Engineering
- Environmental
 - Physical
- Behavioral
 - Education
 - Incentives (economic)
 - Legislation (enforcement)
- Any intervention can be active or passive

What Do We Want to Know about Interventions?

- Efficacy
 - Do they work in experimental/ideal circumstances?
 - Helmets
 - Seat belts

What Do We Want to Know about Interventions?

- Effectiveness
 - Do they work in the real world?

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What Do We Want to Know about Interventions?

- Efficiency
 - Do we fully benefit from all the resources that we consume?
 - Do benefits exceed costs?
 - Is this cost-saving?
 - Is this cost-efficient?

How to Choose an Intervention

- Identify and prioritize problem (burden unit?)
- Determine specific circumstances of injury
- Consider all possible preventive measures
- Prioritize interventions
- Implement interventions
- Evaluate effect of intervention

Efficacy, Effectiveness, Efficiency, and Also

- Affordability
- Feasibility
- Sustainability
- Preferences
- Freedom/rights violation
- Equity

Why Was the Intervention Implemented?

- How/why was it selected?
 - Magnitude of problem vs. efficacy/effectiveness/efficiency of intervention
 - Proven/possible/potential unknown effectiveness

Why Was the Intervention Implemented?

- How was the intervention implemented and enforced?
(process)
- Do we need to evaluate again?
 - Process, impact, and/or outcome of evaluation?