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#248 - How user-centred design supported the translation and implementation of the BeUpstanding program into practice

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Objectives/aims

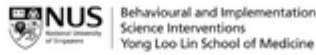
The BeUpstanding Champion Toolkit was developed based on the flagship Stand Up Australia program of research, and in response to strong demand from industry to be able to tackle the emergent issue of too much sitting in the workplace. This free, online toolkit uses a “train-the-champion” approach and step-by-step guide (with associated multi-media resources) to support workplace champions to deliver the 2-month BeUpstanding intervention within their own work team. The process of translating the research program into practice followed a planned five phase approach, involving stakeholder engagement, adaptation, iterative testing and optimisation, and a national implementation trial, before further optimisation for sustainability. The aim of this study is to report on the process of translation including the user-centred design (UCD) methodologies that were used to adapt and optimise the program for wide scale implementation and sustainability.

Methods

The translation of BeUpstanding into practice was conducted in collaboration with workplace health and safety policy and practice partners across Australia. Recruitment at all stages of the process was conducted via partner-led referral pathways targeting desk-based work teams from across Australia. UCD methodologies (e.g., discovery interviews, persona and scenario mapping, facilitated workshops, surveys and prototyping) and an iterative product development approach were employed to enhance the program according to all RE-AIM (reach, effectiveness, adoption, implementation and maintenance) dimensions. A core team including content experts, and a implementation scientist,



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interaction designer, software developer and business developer worked closely with policy and practice partners and end users (i.e., workplace champions, management and staff) to iteratively develop and test the champion toolkit across the RE-AIM indicators.

Main findings

Applying a user-centred design process to optimise BeUpstanding- a champion-led behaviour change program for wide scale implementation and sustainability, was a pragmatic way to translate evidence into practice. A total of over 1400 organisations with over 1900 champions (and over 150,000 staff potentially involved) have taken part in the program to date, providing at least sign-up data. The program has reached diverse end users with organisations from all 19 industries and from all state and territories across Australia taking part. Our UCD approach encouraged interdisciplinary collaboration and helped guide required adaptations by placing diverse users (including regulators, researchers and workplaces) at the centre of design and redesign efforts. Mapping design changes against the well-established RE-AIM framework has helped identify priority optimisation activities important to both wide scale implementation and sustainability, providing balanced focus particularly to issues of design that impact adoption and reach. Our example of translating an effective research intervention into wide-spread practice showcases the value of utilising UCD methodologies together with implementation frameworks to provide a rigorous but flexible approach to achieve implementation in real -world settings for diverse users.