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ImpleMentAll: Towards evidence-based tailored implementation strategies for eHealth**Arlinda Cerga Pashoja**

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ImpleMentAll aims to examine the effectiveness of tailored implementation compared to usual implementation of Internet-based Cognitive Behavioral Therapy (CBT) in routine practice in twelve implementation sites in nine countries. The ImpleMentAll consortium is made up of 18 partners from Europe and Australia. We will discuss its implementation in two particular countries in the Balkans region i.e. Albania and Kosova. A Stepped-Wedge Trial (SWT) design will be applied by which the time points at which implementation sites receive the ItFits-toolkit is randomized. By the end of the trial, all implementation sites would have received the ItFits-toolkit sequentially acting as control and intervention condition. There are 6 groups and 2 implementation sites per group. Sites will be informed about the group they are allocated to directly after the first baseline measurement in month 0. Every three months, a new group crosses over from IAU to using the ItFits-toolkit. There are two types of study participants: Implementers and staff involved in Internet-based CBT service delivery. Implementers are directly involved in the development, coordination and execution of implementation activities. Implementers are represented in the study by an Implementation Lead (IL) who has a coordinating role in the implementation activities. The project has a total duration of 51 months divided in three phases: Preparation (Jan 2017-May 2018), trial period (June 2018-September 2020) and analysis and reporting (October 2020-March 2021).

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