

Department of Public Health Sciences

GRAND ROUNDS

Unpacking the black box : Engineering more potent behavioral interventions using the Multiphase Optimization Strategy (MOST)

Behavioral interventions are typically developed and evaluated using a treatment package approach. In this approach, the intervention is assembled a priori and evaluated by means of a randomized controlled trial (RCT). Using this approach, the intervention is a “black box” because it is unknown which components of the intervention are working and which are not. Dr. Collins will review an alternative approach called the Multiphase Optimization Strategy (MOST).

MOST is an engineering-inspired framework for developing, optimizing, and evaluating behavioral interventions. MOST includes the RCT for intervention evaluation, but also includes other steps before the RCT. These steps are aimed at empirically assessing the performance of individual intervention components, and at intervention optimization using criteria chosen by the behavioral scientist.

Dr. Collins will discuss the goals and potential benefits of MOST. Potential benefits include more rapid long-run improvement of behavioral interventions without a dramatic increase in research resource requirements.



Linda M. Collins

Professor of Human
Development & Family
Studies and Statistics at Penn
State

**December 18 , 2013
11:45 am-12:45 pm**

**Clinical Research Building
Conference Room 692
1120 NW 14th Street
Miami Fl,33136**

Lunch Will Be Provided

For more information, contact Lenise Bennett
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