You are invited to join us for

The Multiphase Optimization Strategy (MOST) for Engineering Better Behavioral Interventions

Linda Collins, PhD
Director, Methodology Center

Behavioral interventions are typically developed and evaluated using a treatment package approach, in which the intervention is assembled a priori and evaluated by means of a two-group randomized controlled trial (RCT). In this talk an alternative framework for building and evaluating behavioral interventions will be suggested. This new framework, called the Multiphase Optimization Strategy (MOST), is a principled approach to intervention optimization that has been inspired by ideas from engineering.

Friday, 18 November 2011
12:00pm – 2:00pm
Room 1109

Columbia University School of Social Work
1255 Amsterdam Avenue (& 121st Street), New York, NY 10027

For questions or more information about HIV Intervention Science Training Program for Underrepresented New Investigators (HISTP) at the Columbia University School of Social Work:

http://histp.cc.nmtl.columbia.edu/ or histp@columbia.edu