

# Implementation Phase Professional Development

3:00-4:30 PM ET



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Immunization Teaching & Engagement





# Agenda

Program Updates

Financial Reporting

Project & System Evaluation

Reporting Process

Leadership Moment

Next Steps & Wrap-Up

# Program Updates!

- Meeting Attendance
- New WSU Videos
- New Asset Library



# New and Improved!

## EXCITE Asset Library

- New asset library is replacing the Registry
- Access the library directly through our project website under project resources
- Currently contains Activity 2 assets only
  - Will add Implementation Phase assets

If you have any questions or suggestions for the library please reach out

to Melanie- [Melaniepugsley@extension.org](mailto:Melaniepugsley@extension.org)



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# Financial Reporting

- 1st Quarter: June-August
  - DUE September 15!
  - Submit report to [SponsoredPrograms@extension.org](mailto:SponsoredPrograms@extension.org)
- Rationale
- Template in Award Packet
- Cost-reimbursement!



# Program Evaluation & Rationale

- Individual Projects
- System Wide

# Toolkit Evaluation

Dr. Nicole O'Donnell  
Assistant Professor  
Murrow Center for Media and  
Health



# Project Evaluation

- Question Review
- Your Reporting Questions





# EXCITE 3 Reporting Form

Sections:

- **Demographics**
- **Partnerships**
- **Engagement activities**
- **Results**
- **Assets**



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# Demographics

**1. Age range**

**2. Select all that apply:**

- Agricultural workers
- College students
- Faith-based communities
- Medical, professional, or healthcare workers
- Low-resource individuals, families, or communities
- Older adults
- Patients of community health centers and other high-risk populations
- People in long-term care
- People with chronic conditions
- People with disabilities
- Pregnant people
- Racial/ethnic minority groups
- Refugee, immigrant, and migrant populations
- Rural populations
- Tribal communities
- Other (please specify)

**\*\*first quarter only\*\***

**3. Individuals of Hispanic, Latino, or Spanish origin**

**4. Counties represented**

**5. Native American reservations represented**



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# Demographics continued

**\*\*every quarter\*\***

Did project activities this quarter include internal Extension/university personnel?



## Neuromarketing Content Testing

**First quarter only:** Is your team interested in being a Neuromarketing content testing partner site with the WSU team? Yes/No

Note: Indicating “yes” does not guarantee your involvement as a partner. **There will only be six partners for EXCITE 3.**

[If yes] In 2-3 sentences, describe why your team is interested in being a Neuromarketing content testing partner.

[If yes] Please briefly describe any questions/concerns you would like Dr. Paul Bolls to address concerning being a Neuromarketing content testing partner with the WSU team.

# Partnerships

Please list all existing partnerships

\*\*immunization partnerships that existed PRIOR to this EXCITE 3 project\*\*

Please list all new partnerships

\*\*immunization partnerships CREATED because of EXCITE 3, partnerships created in subsequent quarters\*\*

**\*\*Coaches will ask more follow-up questions related to partnerships\*\***

# Engagement Activities: Events

1. Select all that apply: **immunizations your project targeted this quarter**
  
2. **Events**
  - a. Examples: **virtual live, in-person, training sessions for trusted messengers, community ambassadors, or spokespersons, and vaccination events**
  - b. Number of events
  - c. Number of individuals reached at these events
  - d. **Follow-up questions for vaccination events:**
    - i. What type of vaccination event?
      1. **Standard**, this could include: clinics, hospitals, pop-up/temporary sites, urgent care centers, retail clinics and pharmacies, etc.
      2. **Mobile**, this could include: mobile clinic bus, mobile clinic van, etc.
      3. **Third-party**, this could include: long-term care facility (LTCF), nursing home, employees-only clinic within a hospital, etc.
      4. Other
    - ii. Number of individuals **vaccinated**



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# Engagement Activities: Communication Activities

## 3. Communication activities

- a. Examples: **mass media, social media, direct communication, and print media**
- b. Number of communication activities
- c. Number of individuals reached by communication activities
  - i. **Note:** mass media = TV, radio—including Pandora and other streaming radios
  - ii. **Note:** direct communication = instant messages, direct mailing, direct text including WhatsApp, emails
  - iii. **Note:** social media follow-up questions
    1. How many individuals **viewed** these social media activities? How many individuals **interacted** with these social media activities?
    2. Did you **pay to promote** your social media activities? [Yes/No]
    3. Please provide a link to the account where you posted these social media activities. Please specify which social media platform(s): Instagram, Facebook, Twitter, TikTok, other



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# Engagement Activities continued

4. Did you or, to your knowledge, another team member **use** the “Getting to the Heart and Mind of the Matter” toolkit/videos this quarter? Y/N

- Which portion of the “Getting to the Heart and Mind of the Matter” toolkit/videos did you or another team member use this quarter?

[Select all that apply]

- Motivational Interviewing
- Science Media Literacy
- Neuromarketing



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# Results

1. **Results to report through an evaluation instrument/method:** (Select all that apply)
  - a. Priority population's perceived trust in vaccinations
  - b. Priority population's perceived safety
  - c. Priority population's perceived importance of vaccines for preventative health and disease prevention
  - d. Priority population's perceived social norms emphasizing importance of vaccinations
  - e. **Priority population's adult immunization behaviors**
    - i. Follow-up questions:
      1. Which of the following behaviors did you assess this quarter? (Select all that apply)
        - a. Talking to a medical provider/clinician about adult immunizations
        - b. Scheduling an appointment for adult immunizations
        - c. Receiving adult immunizations
        - d. Other
      2. If selected, will be asked how many individuals



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# Assets

## 1. Select all that apply:

- Evaluation tool
- Text/images
- Slide deck
- Social media
- Video
- Other

## 2. For those selected:

- How many?
- Developed or adopted?

## 3. Follow-up questions:

- Upload **two** assets from this quarter
- Are any assets uploaded **updated** versions of assets previously uploaded?
  - If yes, explanation box
- For each asset uploaded:
  - Which immunizations does this asset address?
  - What languages are the asset(s) provided in?



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**\*\*If you have provided these assets in a previous reporting period, you do not have to report them again\*\***

# More questions?

## We are here to help!

Email: [isabelosborne@extension.org](mailto:isabelosborne@extension.org)



# Reporting Process

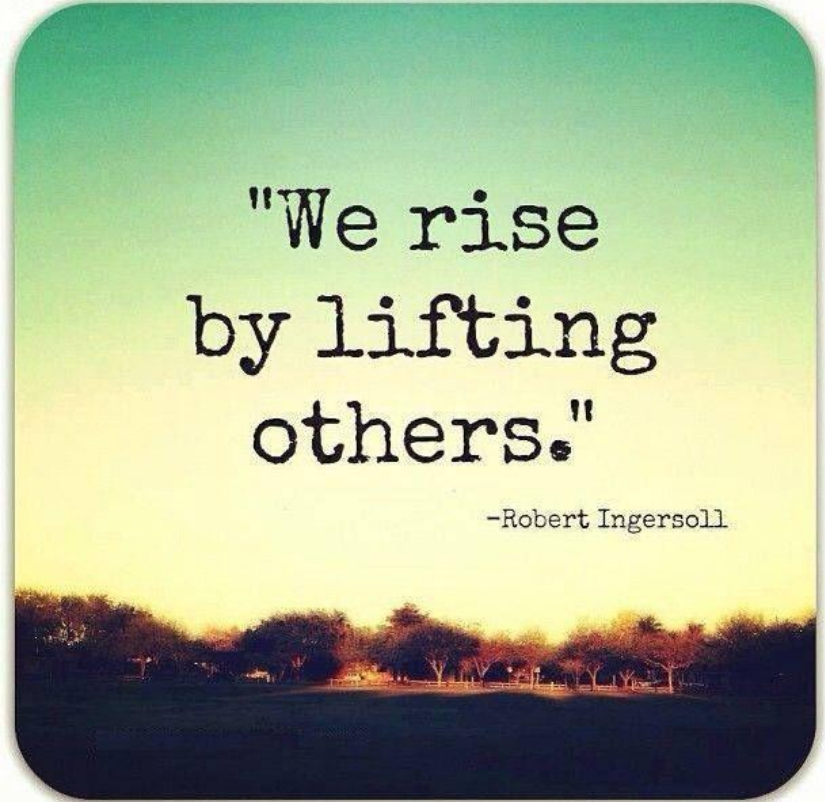
- WizeHive
  - Introduction



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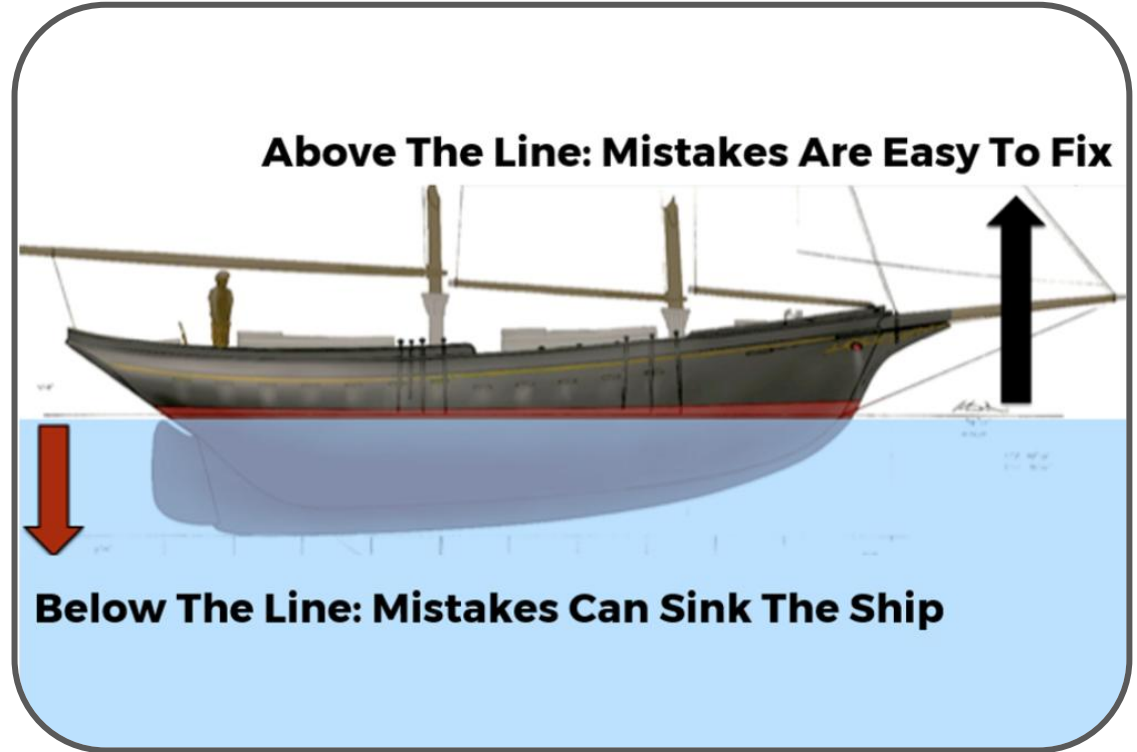
# Leadership Moment



# Get Alignment!



# Make Decisions!



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# Strengthen Your Team!



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# Wrap-up & Next Steps!

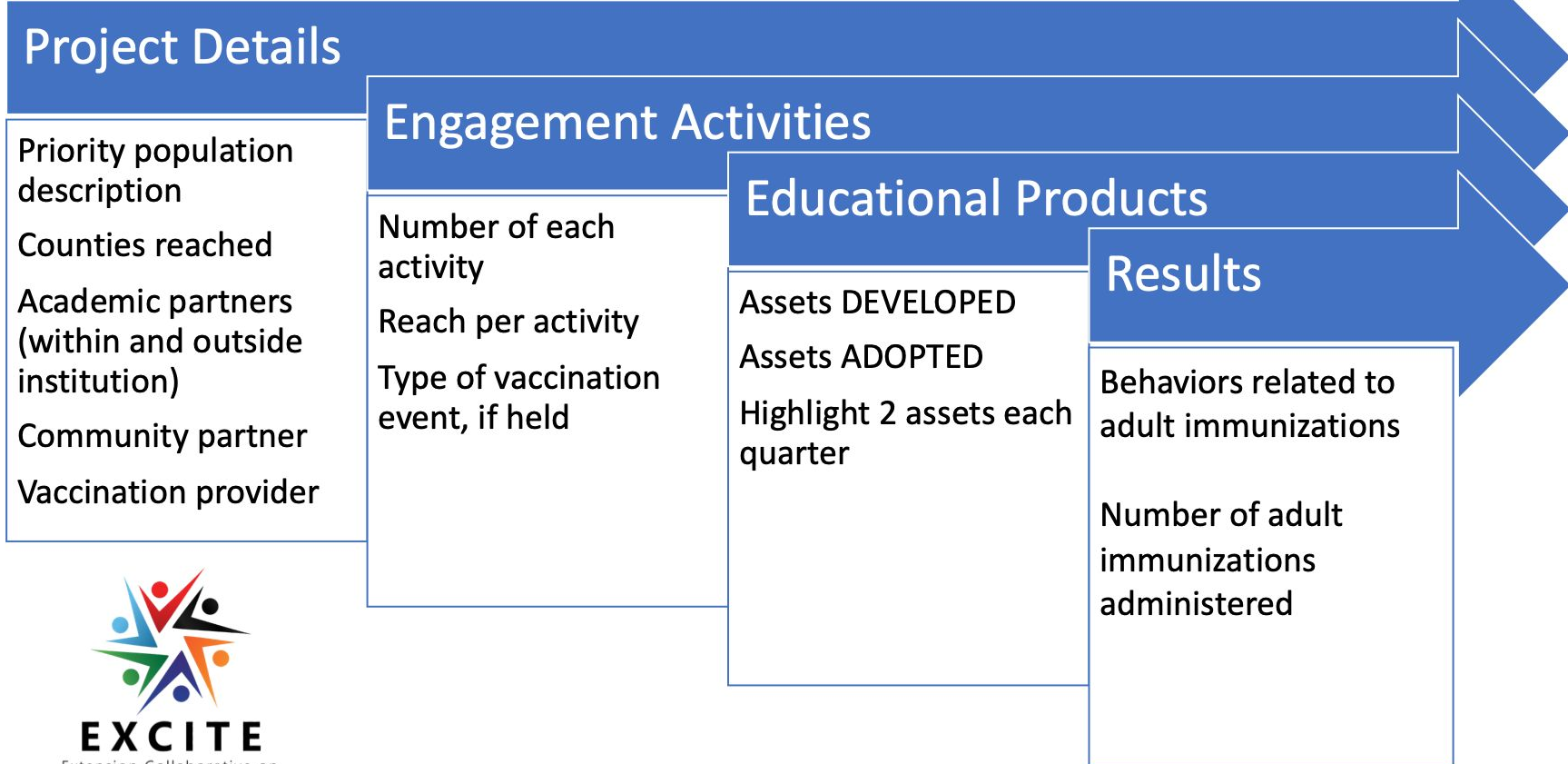


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# Quarterly Program Report – Sections and Items



# Quarterly Program Reporting

Quarter 1 (June – August 2023)

Program report due September 15, 2023

Quarter 2 (September – November 2023)

Program report due December 15, 2023

Quarter 3 (December 2023 – February 2024)

Program report due March 15, 2024

Quarter 4 (March – May 2024)

Program report due June 15, 2024

Quarter 5 (June – August 2024)

Program report due September 15, 2024

Final Report to include final quarterly report



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# EXCITE Implementation Phase Results

- Priority population...
  - Has trust in vaccines
  - Feels vaccines are safe
  - Feels vaccines are important for health and disease prevention
  - Has strong norms emphasizing vaccination
  - Takes actions related to adult immunizations...
    - Talks to a medical provider/clinician about adult immunization(s)
    - Schedules an appointment for adult immunization(s)
    - Receives an adult immunization(s)
    - Other action

# Evaluation “Check-Ins” with EXCITE Coach

- Successful strategy/success story from engagement activities or implementation
- Challenges, issues, barriers
- Celebrations
- Other observations

# Project Support: Coaching & Quarterly Meetings

- EXCITE Program Team Coaches
  - WHO is my coach?
  - WHAT does my coach do?
  - WHERE do I find my coach?
  - WHEN do I meet with my coach?
  - WHY do I meet with my coach?
  - HOW does my coach support me & HOW do I communicate with them?



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# The EXCITE Project Website

The website [excite.extension.org](https://excite.extension.org) is the “resource hub” for EXCITE, providing a centralized platform for resources and project support.

Key Features:

- Access project resources, CDC resources and past professional development materials.
- Stay updated on EXCITE program news, upcoming events, and project due dates.
- Find contact information for the program team and other Implementation Phase teams.



HOME COACHES & PROGRAM CONTACT LIST **EXCITE RESOURCES** NEWS & UPDATES 

Financial, Contract, & Program Reporting

Programmatic Resources

CDC & Partner Resources

Activity 2 Reporting

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WASHINGTON STATE  
UNIVERSITY

Getting to The Heart and Mind of the Matter

# Developing Brain Friendly Health Education Content Applied Neuromarketing Science



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Implementation Process  
Dr. Paul Bolls



# Contracts & Finances

- Contact us: [sponsoredprograms@extension.org](mailto:sponsoredprograms@extension.org)
- New! Cost-Reimbursement
- Submit grant modification requests ASAP
  - PI Change, SOW Change, Re-Budget Change
  - We have tools on our website to assist with these modifications.
- Communicate with your sponsored programs or financial offices on a consistent basis.
  - Know your contract & invoice status!
  - Know your budget!
- Financial Reporting - Due same time as Quarterly Program Reporting. 15 days after end of each quarter.
- We are here to assist!

# Break Time!



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# Team Time with Your Coach

## Room 1: Katie Stofer (Coach)

- Cornell University
- The Pennsylvania State University-Penn State Extension
- University of Georgia
- University of the District of Columbia
- Virginia Tech/ Virginia State

## Room 2: Naomi Wolcott-MacCausland (Coach)

- Central State University
- Clemson University
- North Carolina State University
- University of Delaware
- University of Kentucky
- University of Maryland, College Park

## Room 3: Paula Peters (Coach)

- Auburn University
- Mississippi State University
- Purdue University
- Texas A&M AgriLife Extension/ Ohio State University
- University of Illinois at Urbana-Champaign
- West Virginia University/ West Virginia State

## Room 4: Dawn Burton (Coach)

- Florida A&M University/University of Florida
- Lincoln University
- North Carolina A&T State University
- Southern University Agricultural Research & Extension Center
- Tennessee State University
- Tuskegee University

## Room 5: Ruth Hursman (Coach)

- Aaniiih Nakoda College
- Blackfeet Community College
- Institute of American Indian Arts
- The Regents of the University of California, Agriculture and Natural Resources
- United Tribes Technical College
- University of Arkansas System Division of Agriculture Cooperative Extension Service
- University of Idaho
- University of Minnesota Extension
- Utah State University