Implementation Phase Professional Development

3:00-4:30 PM ET
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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
Financial Reporting

- 1st Quarter: June-August
  - DUE September 15!
  - Submit report to 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
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)

3. Individuals of Hispanic, Latino, or Spanish origin
4. Counties represented
5. Native American reservations represented

**first quarter only**
**Demographics continued**

**every quarter**

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<tr>
<th>Did project activities this quarter include internal Extension/university personnel?</th>
<th>Neuromarketing Content Testing</th>
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<td></td>
<td><strong>First quarter only:</strong> Is your team interested in being a Neuromarketing content testing partner site with the WSU team? Yes/No</td>
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<td>Note: Indicating “yes” does not guarantee your involvement as a partner. <strong>There will only be six partners for EXCITE 3.</strong></td>
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<td></td>
<td>[If yes] In 2-3 sentences, describe why your team is interested in being a Neuromarketing content testing partner.</td>
</tr>
<tr>
<td></td>
<td>[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.</td>
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**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**
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
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
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
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?

**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
Reporting Process

- WizeHive
  - Introduction
Leadership Moment

"We rise by lifting others."

—Robert Ingersoll
Get Alignment!
Make Decisions!

Above The Line: Mistakes Are Easy To Fix

Below The Line: Mistakes Can Sink The Ship
Strengthen Your Team!
Wrap-up & Next Steps!
Quarterly Program Report – Sections and Items

Project Details
- Priority population description
- Counties reached
- Academic partners (within and outside institution)
- Community partner
- Vaccination provider

Engagement Activities
- Number of each activity
- Reach per activity
- Type of vaccination event, if held

Educational Products
- Assets DEVELOPED
- Assets ADOPTED
- Highlight 2 assets each quarter

Results
- Behaviors related to adult immunizations
- Number of adult immunizations administered

EXCITE
Extension Collaborative on Immunization Teaching & Engagement
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
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?
The EXCITE Project Website

The website 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.
Getting to The Heart and Mind of the Matter

Developing Brain Friendly Health Education Content

Applied Neuromarketing Science

Implementation Process

Dr. Paul Bolls
Contracts & Finances

- Contact us: 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!
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