

EXCITE Implementation Phase: Implementation Plan Workshop

February 2, 2023
Michelle Rodgers
Kathryn Stofer



Overview for today

- Big reminders
- Part 1: RFA questions not previously covered in Design Phase workshops
 - Project Timeline template
 - Internal Vaccine Confidence
- Part 2: Implementation Phase Process
 - Program Timeline in RFA (Due dates, award start/end)
 - Resources for and Expectations of selected EXCITE Implementation Teams
- Part 3: Wrap Up
 - Reminders of assistance available
 - Q & A



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Important Reminder: Increased Funding Level

- \$100,000 per LGU limit now
- RFA officially released:



Reminder: Rural and medically underserved

- Priority population(s) must be rural.

- What is the definition of rural? See FAQ:

Rural definition: <https://www.ruralhealthinfo.org/am-i-rural/help#classification>

- The [Am I Rural?](#) service can be used to help determine whether a specific location is considered rural based on various definitions of rural, including definitions that are used as eligibility criteria for federal programs
- Rural **can encompass** medically underserved.



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Letters of commitment from partners

- Demonstrates feasibility of project and reflects their willingness to partner and do the work specified.
- Minimum 1, but if you have a geographically distributed project or distinct partners, please upload a letter from each partner to demonstrate that.

Part 1: RFA Questions



Implementation Phase RFA Questions - Timeline

- Timeline plan will be vital to coaching and progress checks for the projects to head off any major problems.
 - At application, items are best guess as timing, know they may change.
- From RFA, [example completed timeline](#).
- If item is in budget, should be reflected in the

timeline plan

- Reminder: Name project with state abbreviation



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Implementation Phase RFA Questions - Internal Vaccine Confidence

Question on RFA:

“What is your plan for addressing CES confidence level at your institution in vaccine education, such as but not limited to: incorporating evidence-based learnings from the WSU toolkit; offering new or sharing existing professional development sessions (either from EXCITE A2 or Design Phase); and using tailored and/or culturally responsive techniques.” (500 words)



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Internal Vaccine Confidence

- Make it appropriate for your institution based on your experiences and previous data (if any)
 - Could share system-wide survey results as part of the rationale for this work
 - Can be broader, but needs to include COVID
 - Focus on adult immunization education as a whole and role for CES in this work
 - Idea is to build long-term capacity for vaccine education in CES



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Internal Vaccine Confidence

- Size and scope - institution need, budget, scope dependent
- If your external work is on a different vaccine, can your internal work be on that vaccine (plus COVID)?
 - Yes!
- Flip side - can they be completely de-coupled?
 - Yes but not encouraged because of additional workload
 - Collaborating Institutions



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Getting to The Heart and Mind of the Matter:

A Toolkit and Training for Building Confidence in Being a Trusted Messenger of Adult Vaccine Information



Session 1:
February 21
1:30-3:30 PM EST

MOTIVATIONAL INTERVIEWING

How to communicate confidently with anyone about adult vaccines.
Avoid unpleasant confrontations while maintaining trust and credibility.

Session 2:
February 28
1:30-3:30 PM EST

SCIENCE MEDIA LITERACY

Skills for yourself and others about how to critically assess emerging science and counter media misinformation to increase trust in adult vaccines.

Session 3:
March 7
1:30-3:30 PM EST

NEUROMARKETING

Creating “brain friendly” messages to optimize Extension professional confidence in adult vaccines and willingness to engage with education efforts.



WASHINGTON STATE
UNIVERSITY



Internal Vaccine Confidence

- Discuss plan with your program leaders/director in advance
 - i. Encourage you to use WSU techniques and Toolkit
 - ii. Jan 25 - overview
 - iii. Workshops on Toolkit parts to inform application
 - iv. More intensive workshops on each of them in June, July, August open to more personnel
- Tools can be more universal than COVID-specific
 - With whom, what, where/when they would do Vaccine Confidence activities should be specified



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Part 2: Process for the Implementation Phase



Timeline for the Project

- March 15 application due, 11:59 pm PT
- Reviewed and selected by April 30
- Teams notified and contracts initiated in May
- June 2023 - implementation begins
- Projects run for 18 months through Nov. 2024

Resources and Expectations for EXCITE Teams selected for funding

- Dedicated Coach for each team with monthly check-ins
- Quarterly Team meetings with sharing, immunization and project updates
 - Not limited to the PI but all team/partners are invited and encouraged to attend



■ Washington State will cover their topics in-depth

■ Other professional development identified through

EXCITE coaching

Resources and Expectations for EXCITE Teams selected for funding

- Written communications/updates: Newsletter
- Reporting: monthly
- Impact Bullet Generator
- Registry and Dashboard
- EXCITE Implementation Phase resource webpage



Monthly Coaching

- Check-ins with PI and team to report on successes & challenges
 - Schedule ahead of time for same time every month, preferably in conjunction with team meetings.
 - Regular informal check-ins with PI and team as needed.

Monthly Coaching

- Provide input to iterative/evolving program design and implementation to teams
- Provide encouragement and positive support of the local program team
- Keep team project timeline up-to-date throughout program; fine-tuning based upon lessons learned
 - Support monthly reporting and assets upload to the dashboard



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Quarterly system-wide grantees meetings

- Kickoff in June, sharing begins in August
- Opportunities for sharing learning from teams
- Updates from CDC partners
- Immunization content and professional development sessions
- Building skills such as partnerships and science media literacy
- These professional development sessions will be open to the system for anyone interested in health education
- Additional opportunities based on your needs will be offered



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Part 3



Reminders of Application assistance available

- Program Team coaching for the Implementation Phase application - 30 minute check-in if you wish
 - What obstacles are you facing?
 - What questions do you have?

Budget Assistance

- Contact sponsoredprograms@extension.org if you have budget questions.
- Schedule a 30 minute session to review your budget and ask specific budget related questions:

<https://calendly.com/brennakotar/30min>

Open Q & A



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

Final Reminders

- Past presenters or any program questions: EXCITE@Extension.Org
- Budget coaching available: SponsoredPrograms@Extension.Org
- Office hours: February 13th, 2023 from 1:00 - 2:00 PM ET
- Updated FAQ as of **Jan. 9, 2023**
- For those not completing an Implementation Phase application, you will have a final report for design phase due May 15.
 - This will cover how you will use learning from Design Phase in future adult immunization education efforts. Instructions coming soon.



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement

THANK YOU!



EXCITE

Extension Collaborative on
Immunization Teaching & Engagement