



Expanding the Approach: Using CDC Healthy Schools Professional Development Tools and Resources in Your Obesity Prevention Efforts

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National Center for Chronic Disease Prevention and Health Promotion
Division of Population Health



Presenters

Welcome



Bridget Borgogna, M.Ed
Health Education Specialist



Chris Kissler, MPH
Public Health Advisor

Who We Are: CDC Healthy Schools

- Assist with professional development, training, technical assistance and funding
- Support the implementation of evidence-based policies, practices and programs
- Focus on physical activity and physical education, healthy eating and childhood obesity, and management of chronic health conditions among student populations

Learning Objectives

- Identify the CDC's *Training Tools for Healthy Schools: Promoting Health and Academic Success* eLearning series
- Navigate the School Health Professional Development and Training website
- Develop an action plan using the PD tools and resources to strengthen your obesity prevention efforts.

What is Professional Development?

- A systematic process that strengthens how professionals obtain and retain knowledge, skills and attitudes.
- Consciously designed to actively engage learners and includes the planning, design, promotion (marketing), delivery, evaluation, and follow-up of professional development offerings (events, information sessions, and technical assistance).

“What is
PD”
Resource



Workshops versus Trainings

Workshops = Long Term Benefits

**Training = Applied Immediately
Upon Return to Job**

Professional Development Practices

Professional Development Practices are part of a process, not just an event!



The Professional Development Practices: **Sustain**

***Sustain** a Professional Development Infrastructure*

■ **Example Tasks:**

- Designate a leadership role
- Securing financial & human resources
- Implementation of a professional development (PD) plan
- Recruitment, development and assessment of PD providers
- Establish a data management system

The Professional Development Practices: **Sustain**



Sustaining the Cadre

- In Person Engagement
- Electronic Collaboration

★ Promotion! Promotion!
Promotion!

The Professional Development Practices: **Design**

Design Professional Development Offerings

■ Example Tasks:

- Identify the target audience
- Data to generate SMART objectives
- Planning for key actions, evaluation, and **follow-up support**
- Design of materials using Adult Learning Theory best practices
- Group or One-on-One Setting Differences



The Professional Development Practices: **Promote**

Promote Professional Development Services

■ Example Tasks:

- Link professional development services that match needs
- Comprehensive promotional plan
- Collection of evaluation data
- Monitoring and adjusting promotional plan, materials and messages

Marketing Timeline for *Coordinated School Health Roadmap Training* and Additional PD Services

Month	Internal Decisions & Planning	Event Outreach & Dates	Other PD Service Outreach	Critical Dates
August	<ul style="list-style-type: none">• Identify target audiences• Review previously collected needs assessment data from that audience to direct services	<ul style="list-style-type: none">• Send creative invitation to School Health Advisory Council kick-off event	<ul style="list-style-type: none">• Email target audience quarterly newsletter	School starts on 8/19
September	<ul style="list-style-type: none">• Develop future PD event objectives	<ul style="list-style-type: none">• Develop and produce Roadmap materials to distribute at October in-service		Parent-teacher conferences 9/15-16
October	<ul style="list-style-type: none">• Set date for next PD event• Identify event "theme"	<ul style="list-style-type: none">• Mail "save-the-date" teasers to target audience	<ul style="list-style-type: none">• Distribute promotional materials at teacher in-service	Teacher in-service 10/22-24
November	<ul style="list-style-type: none">• Design promotional materials for February	<ul style="list-style-type: none">• Begin monthly marketing of TA to school health	<ul style="list-style-type: none">• Email target audience quarterly newsletter	Thanksgiving week

The Professional Development Practices: **Deliver**

Deliver Professional Development

■ **Example Tasks:**

- Environment conducive for learning
- Include Adult Learning Theory best practices
- Use qualified professional development providers or training cadre
- Collect participant and evaluation data
- Manage materials and technology

The Professional Development Practices: **Deliver**

ENGAGING!



-VS-

SLEEP-INDUCING



The Professional Development Practices: **Follow-up**

Provide Follow-Up Support

■ **Example Tasks:**

- Follow-up support (FUS) plan, including implementation strategies
- **Plan FUS from the beginning**
- Share expectations for follow-up during the event
- Schedule and implement as appropriate
- Collect participant and evaluation data

The Professional Development Practices: **Follow-up**

Building a Strategy

- Follow-up Support Plan
- Event Action Plan
- Engagement Plan



The Professional Development Practices: **Evaluate**

Evaluate Professional Development Processes

■ **Example Tasks:**

- Follow-up support (FUS) plan, including implementation strategies
- Collect participant and evaluation data
- Brainstorm evaluation questions about overall program
- Sort evaluation questions into categories or groups



Chat Discussion Question

Which practice might be difficult for you?

What do you feel is the most critical of the Practices? Why?

WALK THROUGH PD & TRAINING WEBSITE

- **What is Professional Development**
- **PD Practices at a Glance & CDC Recommended PD Practices**
- **Guide to Promoting Professional Development (revised)**
- **How to Build a Training Cadre & Understanding the ToT Model**
- **Follow Up Support Toolkit and Webinar**
- **PD 101 & PD 201**

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**Back to School
Promotion Flyer**



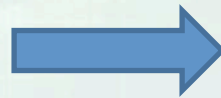
Training Tools for Healthy Schools e-Learning Series

National Center for Chronic Disease Prevention and Health Promotion
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Purpose

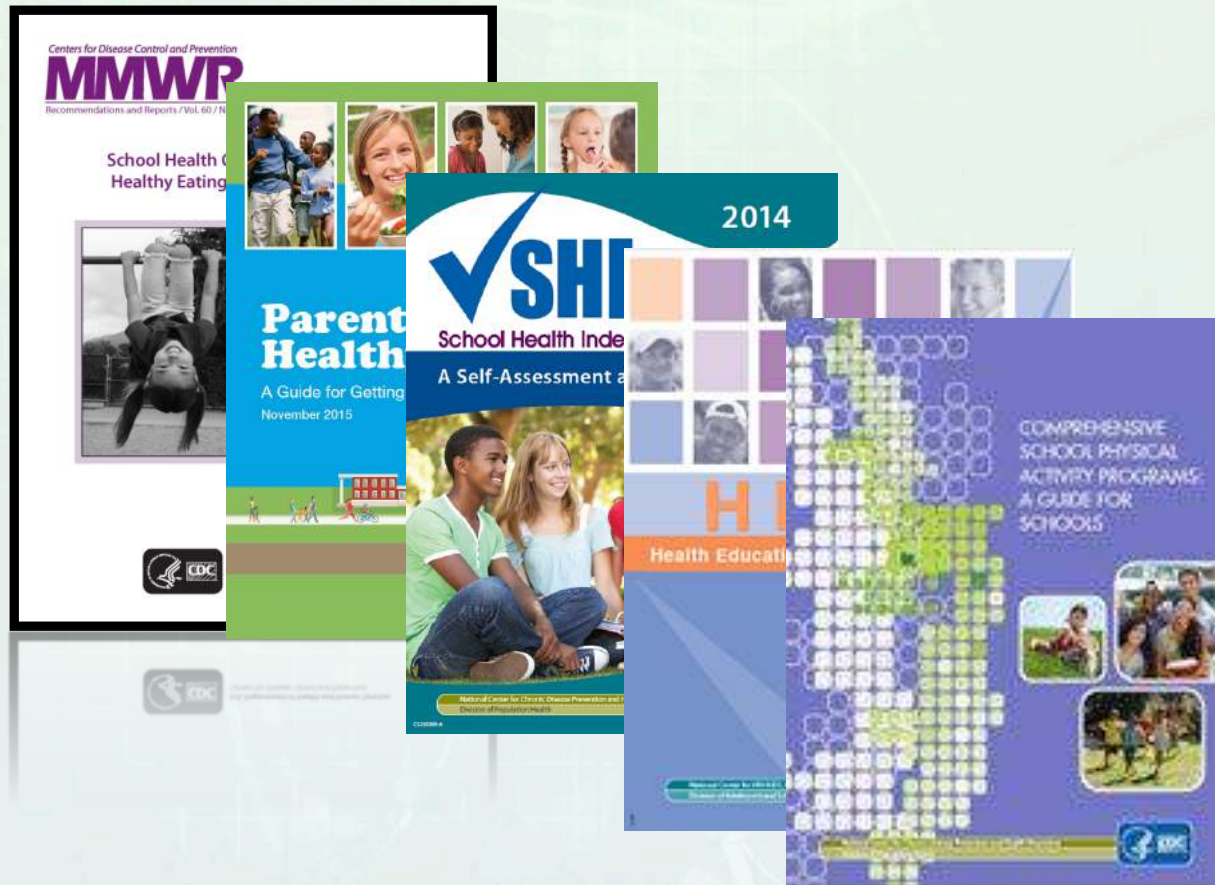
Instructor-led



On-line



Instructor-led Training



Training Format Overview

- Video
 - Range: 30 sec – 5 min
 - Total course time: 1-1.5 hrs
- Script
- Knowledge Checks
- Go Further
 - Questions
 - Resources
- Certificate





Live Demo

Chat Discussion Question

What is the first resource or tool that you will explore after the webinar?

How are you thinking that you will use the resource or tool?

*** Physical Activity Break ***



Activity: Scavenger Hunt



National Collaboration to Promote Health, Wellness and Academic Success of School-Age Children = 1601

- 5 NGOs provide professional development, training and technical assistance
- NGOs support implementation of policies, practices, and programs in four school health priority areas:
- NGOs can be a resource to help you address obesity among children and adolescents

CDC-Funded NGOs

Physical Education and Physical Activity

- **National Network of Public Health Institutes**
- **SHAPE America**

School Nutrition Environment and Services

- **The Alliance for a Healthier Generation**

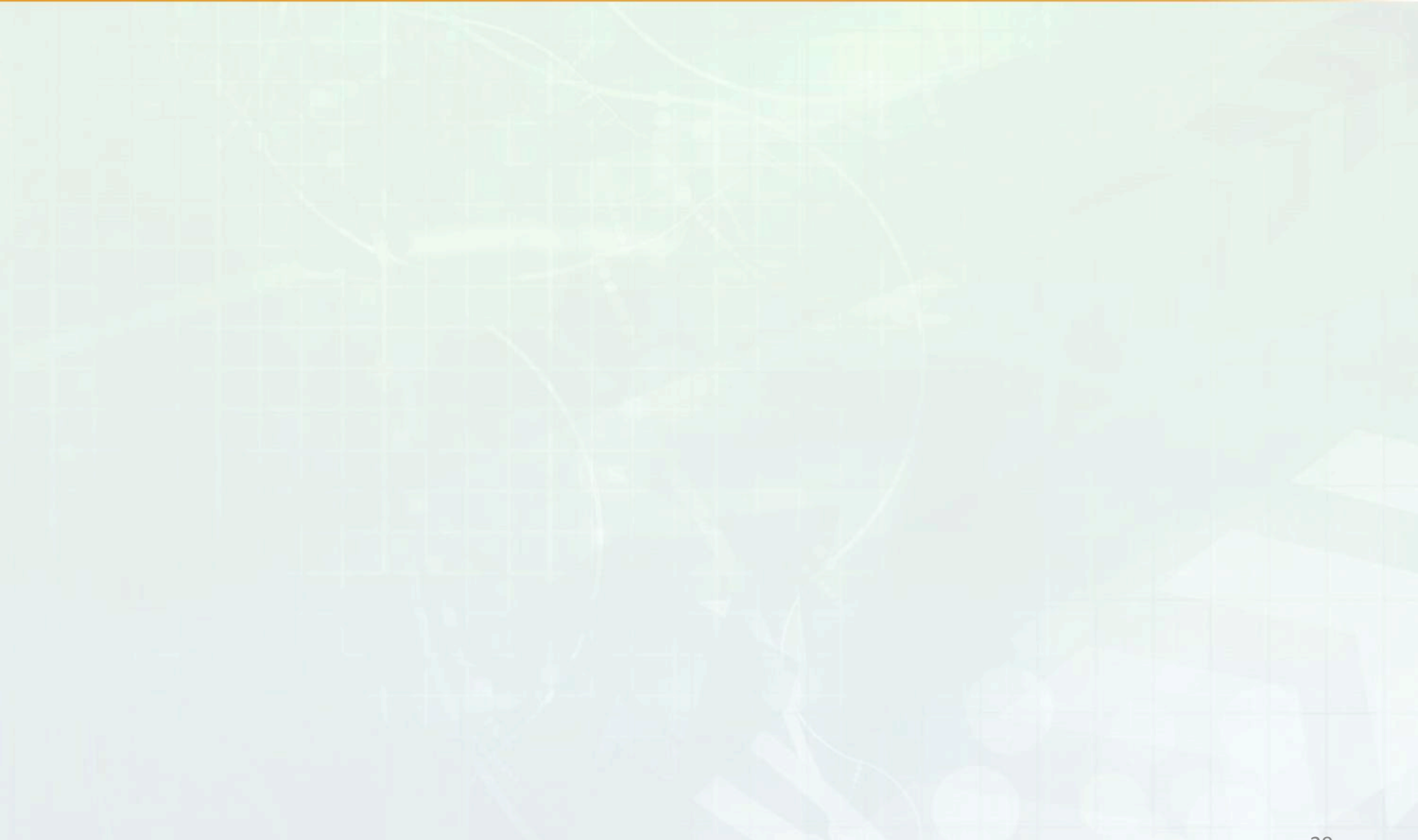
Out of School Time Healthy Eating and Physical Activity

- **The Alliance for a Healthier Generation**
- **Boys and Girls Clubs of America**

School Health Services

- **National Association of School Nurses**

Professional Development Plan for Obesity



Questions





Thank You



For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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