



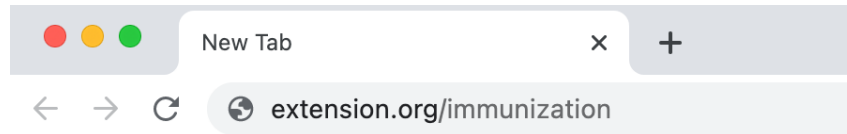
Extension Collaboration on Immunization Teaching and Engagement (EXCITE)

ACTIVITY 2 USER GUIDE

Pilot Projects

Getting Started

1. You can access the reporting form at <https://extension.org/immunization>



2. Look under the Quick Links heading and Reporting subheading for the Activity 2 Reporting form on that web page.

Quick Links

Reporting

- Landscape Reporting: National Registry of Cooperative Extension Programs & Assets (NRCEPA)
- Activity 1 Reporting
 - Activity 1 User Guide
- Activity 2 Reporting



3. When you click on Activity 2 Reporting, you will be prompted to input your project password. The password for this form is excitea2.



This form is password protected.

Please enter the password to view and fill out this form.

Continue

If multiple members of your project will enter data, they need to use the same password to access your project's reporting form. Individual projects can decide who and how many team members are involved in reporting. The Project PI is ultimately responsible for complete and accurate reporting.

4. When completing the reporting form, you can save the form at any point and return to it later. If you save and leave your form, you will receive an email with a link that will allow you to pick up where you left off.

Save

Next

Reporting Elements

1. To begin your report, select your project name from the dropdown list.

EXCITE Activity 2 Reporting

Please Select Your Team

Please Select



Please choose your team from the dropdown.

2. The second item in the form ask, “What would you like to do today?” If you are completing the first quarterly report, you will answer questions that only have to be completed one time. These questions relate to your project and institution’s contact information and descriptors of your project’s priority population.

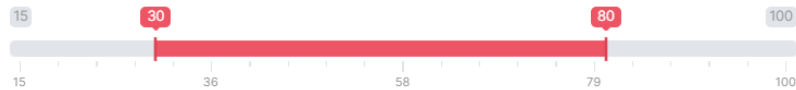
What would you like to do today?

- ☒ Create the first quarterly report for your project
- ☐ Report quarters 2-8
- ☐ Make changes to contact information

Changes to your project’s information can be made by clicking the third radio button listed under the question, “What would you like to do today?”

3. When providing information on your priority population, be specific with your selection of the age range, where your priority population lives, race, ethnicity, and other salient descriptors. On many of these items, you can select more than one option. The age question contains a slide bar question, where you can move each end of the line to match your desired range. In the following example, the age demographic of the priority population is between 30 and 80 years old.

What is the age range of your priority population?



Which of the following best describes the place where your priority population lives?
Select all that apply.

- ☐ A large city
- ☐ Suburb near a large city
- ☐ Small city or town
- ☐ Rural area

4. When reporting academic institution partners, you will select the name of the collaborating institution from a dropdown list and designate each respective partner existing before the development of your EXCITE Activity 2 funded project or new as a result of your EXCITE Activity 2 funded project.

Do you have an academic institution to list as a project collaborator?

- ☒ Yes
- ☐ No

Select EXISTING academic institutions with whom you collaborate for this project.

The figure shows a dropdown menu for selecting existing academic institutions. The menu is open, showing a list of institutions. 'Alabama A&M University' is at the top with a close button. Below it is a scrollable list with 'Auburn University' highlighted.

Select NEW academic institutions with whom you collaborate for this project (if applicable).

The figure shows a text input field for selecting new academic institutions. The field contains the placeholder text 'Select items'.

5. For healthcare or other community partners, type in each organization's name, not the name of individual collaborators. You can add more organizational partners by clicking the plus sign (+) under the Organization box. You do not have to enter partner information each quarter. Throughout the project, use the quarterly report to identify new partners.

Do you have a healthcare or community partner to add a project collaborator? *

☒ Yes

☐ No

Provide a list of healthcare or other community partners with whom you collaborate for this project. *

Organization

Partnership

COVID-19 Immunization Education

COVID-19 immunization education project efforts should be reported in the COVID-19 Immunization Education section. In this section, community assessment procedures, educational campaign implementation, and market research related to COVID-19 immunization education should be reported. These three sections represent the key iterative processes to be completed by pilot projects. Efforts focused on adult immunizations other than COVID-19 will be reported in a later section of the reporting form and should not be reported in this section.

1. You will be asked if a community assessment was completed during the quarter. Some quarters, you may not complete a community assessment. If you report that a community assessment was implemented in quarter, follow-up questions will appear.

COVID-19 Immunization Education

Community Assessment Prior to Educational Campaign Implementation

Did you complete a community assessment this quarter?

- ☒ Yes
☐ No

2. By selecting the “yes” response, you will be asked to report which community assessment approaches were used. For each community assessment approach selected, you will get a follow-up question that asks for the number of times the approach was used. In the following example, the approach of online surveys is being reported, and the pertinent follow-up question is displayed.

Which of the following rapid community assessment approaches were used prior to your educational campaign to promote COVID-19 vaccinations? Please select all that apply.

- ☐ Virtual focus group (approximately 4-8 participants)
- ☐ In-person focus group (approximately 6-10 participants)
- ☐ Virtual community listening session (approximately more than 8 people)
- ☐ In-person community listening session (approximately more than 10 people)
- ☐ Virtual cognitive interview
- ☐ In-person cognitive interview
- ☐ Virtual interview
- ☐ In-person interview
- ☒ Online surveys
- ☐ Print surveys
- ☐ Other (Please Describe)

Number of online surveys.

ex: 23

3. Next, you will be asked if the educational campaign was implemented during the quarter. Some quarters, you may not implement the educational campaign. If you report that the educational campaign was implemented, follow-up questions will appear.

Implementation of Educational Campaign

Did you implement your educational campaign this quarter?

- ☒ Yes
- ☐ No

4. By selecting the “yes” response, you will be asked to identify which educational engagement activities were implemented. For each selected project engagement activity, you will get a follow-up question that asks the number of activities (for example, event/s, post/s, clinic/s) provided and the reach of the selected activity. For this project, reach is the number of individuals who engaged in a select activity. Reach will be reported for each selected activity. For virtual live event, in-person event, and vaccination clinic, reach must be reported by the county(ies) where the event took place. The number of individuals vaccinated will also be captured for vaccination clinic.

In the following example, a vaccination clinic is being reported. Boxes to report reach and county appear under the activity item. You must type the county name and add counties to the list by clicking the plus sign (+) under County Name Box.

Which of the following educational campaign engagement activities were implemented to promote COVID-19 vaccinations ?

- ☐ Virtual Live Event
- ☐ In-person Event
- ☐ Radio
- ☐ TV
- ☐ Social Media
- ☐ Instant Messages
- ☐ Print Media
- ☐ Direct Mailing
- ☐ Direct Text Campaign
- ☐ Email
- ☒ Vaccination Clinic
- ☐ Other (please describe)

How many vaccination clinic activities were provided? *

How many individuals were reached at vaccination clinics by county? *

County Name	Reach
<input type="text"/>	<input type="text"/>
<input data-bbox="318 1339 360 1365" type="button" value="+"/>	

How many individuals were vaccinated at vaccination clinics by county? *

County Name	Number Vaccinated
<input type="text"/>	<input type="text"/>
<input data-bbox="318 1587 360 1612" type="button" value="+"/>	

Again, you will only report reach per county for virtual live event, in-person event, and vaccination clinic. And you will only report the number of individuals vaccinated for vaccination clinic.

5. A series of open-ended questions are presented at the end of this section. Two of the questions are presented in the following screenshot.

In 2-3 sentence, please describe lessons learned through implementation.

Type here...

In 2-3 sentences, describe challenges that your project has encountered during engagement activities.

Type here...

Notice the first question is about lessons learned, and the second question is related to challenges experienced, such as problems encountered during the implementation of the campaign.

6. The next section asks about market research completed during a quarter. Notice, here we are interested in completed research, not research in progress. We understand that completing market research could take more than one quarter and that you will not complete market research each quarter. If you report that market research was completed, follow-up questions will appear.

Market Research

Did you complete market research activities this quarter?

- ☒ Yes
☐ No

7. By selecting the “yes” response, you will be asked to identify which market research activities were used. For each selected activity, you will get a follow-up question that asks the number of times the market research activity was used. In the following example, virtual focus groups and online surveys are reported, and pertinent follow-up questions are displayed.

Which of the following market research activities were used to assess your intervention's educational campaign to promote COVID-19 vaccinations? Please select all that apply.

- ☒ Virtual focus group (approximately 4-8 participants)
- ☐ In-person focus group (approximately 6-10 participants)
- ☐ Virtual community listening session (approximately more than 8 people)
- ☐ In-person community listening session (approximately more than 10 people)
- ☐ Virtual cognitive interview
- ☐ In-person cognitive interview
- ☐ Virtual interview
- ☐ In-person interview
- ☒ Online surveys
- ☐ Print surveys
- ☐ Other (Please Describe)

Number of virtual focus groups.

ex: 23

Number of online surveys.

ex: 23

8. The next question in this section asks about barriers experienced during the market research. Notice this question is related to market research activities and is not related to challenges to pilot project implementation, which should have been reported in a previous section. A list of commonly experienced barriers is provided, but additional ones can be included in a text box.

What barriers have you experienced during the marketing research? Please select all that apply.

- ☐ Difficulty recruiting participants for virtual sessions
- ☐ Difficulty recruiting participants for in-person sessions
- ☐ Difficulty recruiting participants
- ☐ Low attendance at virtual sessions
- ☐ Low attendance at in-person sessions
- ☐ Difficulty managing diverse individual perspectives during virtual group sessions (e.g., focus groups and listening sessions)
- ☐ Difficulty managing diverse individual perspectives during in-person group sessions (e.g., focus groups and listening sessions)
- ☐ Difficulty re-testing educational campaigns with same group as before
- ☐ Difficulty measuring reach of the educational campaign
- ☐ Difficulty measuring frequency of the educational campaign
- ☐ Difficulty assessing the educational campaign's resonance with target audience.
Please describe:
- ☐ Other (please specify)

9. A series of open-ended questions are presented at the end of this section. For example, the following screenshot is one open-ended question about applying findings from market research to future iterations of your educational campaign.

In 2-3 sentences, please describe how you applied your market research to the next iteration of your educational campaign.

Type here...

10. COVID-19 immunization education projects will report results observed. In the first quarterly report, projects will identify which results they **plan** to evaluate. In subsequent quarterly reports, projects will select results observed through project efforts. The option of “no results to report at this time” will be provided and should be used if results have not been observed in a quarter.

Results

Which of the following results do you plan to evaluate? Please select all that apply.

- ☐ Improved trust in vaccinations
- ☐ Improved perceived vaccine safety
- ☐ Improved perceived importance of vaccines for preventive health and disease prevention
- ☐ Improved social norms emphasizing importance of vaccinations
- ☐ Increased number of individuals vaccinated
- ☐ Increased number of individuals vaccinated at vaccination events as part of your EXCITE project
- ☐ Decreased community barriers to vaccinations
- ☐ Decreased personal barriers to vaccinations
- ☐ Increased COVID-19 vaccine rate
- ☐ Other (please specify)

Other Adult Immunization Education

Other adult immunization education projects will report on their community assessment procedures, educational campaign implementation, and market research. These three sections represent the key iterative processes to be completed by pilot projects. As the following screenshot illustrates (note red arrow), the target adult immunizations of these projects will need to be identified. Linked [here](#) are the CDC-recommended adult immunizations.

Other Adult Immunization Education

Does your project include other adult immunization education?

- ☒ Yes
☐ No

What adult immunization(s) does your project target?



1. You will be asked if a community assessment was completed during the quarter. Some quarters, you may not complete a community assessment. If you report that a community assessment was implemented, follow-up questions will appear.

Community Assessment Prior to Educational Campaign Implementation

Did you complete a community assessment this quarter?

- ☒ Yes
☐ No

2. By selecting the “yes” response, you will be asked to report which community assessment approaches were used. For each community assessment approach selected, you will get a follow-up question that asks for the number of times the approach was used. An in-person community listening session is being reported in the following example, and the pertinent follow-up question is displayed.

Which of the following rapid community assessment approaches were used prior to your educational campaign to promote adult immunizations? Please select all that apply.

- ☐ Virtual focus group (approximately 4-8 participants)
- ☐ In-person focus group (approximately 6-10 participants)
- ☐ Virtual community listening session (approximately more than 8 people)
- ☒ In-person community listening session (approximately more than 10 people)
- ☐ Virtual cognitive interview
- ☐ In-person cognitive interview
- ☐ Virtual interview
- ☐ In-person interview
- ☐ Online surveys
- ☐ Print surveys
- ☐ Other (Please Describe)

Number of in-person community listening sessions.

ex: 23

3. Next, you will be asked if the educational campaign was implemented during the quarter. Some quarters, you may not implement the educational campaign. If you report that the educational campaign was implemented, follow-up questions will appear.

Implementation of Educational Campaign

Did you implement your educational campaign this quarter?

- ☒ Yes
- ☐ No

4. In the following example, a vaccination clinic is being reported. Boxes to report reach and county appear under the activity item. You must type the county name and add counties to the list by clicking the plus sign (+) under County Name Box. You will only report reach per county for virtual live event, in-person event, and vaccination clinic. And you will only report the number of individuals vaccinated for vaccination clinic.

Which of the following educational campaign engagement activities were implemented to promote other adult immunizations?

- ☐ Virtual Live Event
- ☐ In-person Event
- ☐ Radio
- ☐ TV
- ☐ Social Media
- ☐ Instant Messages
- ☐ Print Media
- ☐ Direct Mailing
- ☐ Direct Text Campaign
- ☐ Email
- ☒ Vaccination Clinic
- ☐ Other (please describe)

How many vaccination clinic activities were provided? *

ex: 23

How many individuals were reached at vaccination clinics by county? *

County Name	Reach
<input type="text"/>	<input type="text"/>
<input type="button" value="+"/>	

How many individuals were vaccinated at vaccination clinics by county? *

County Name	Reach
<input type="text"/>	<input type="text"/>
<input type="button" value="+"/>	

5. A series of open-ended questions are presented at the end of this section. Two of the questions are presented in the following screenshot.

In 2-3 sentences, explain how you have worked to overcome those challenges experienced during implementation of project engagement activities.

Type here...

In 2-3 sentences, explain ways that your partners have helped overcome those challenges.

Type here...

Notice the first question is about lessons learned and the second question is related to challenges experienced, such as problems encountered, during campaign implementation.

6. The next section asks about market research completed over the quarter. Notice, here we are interested in completed research, not research in progress. We understand that completing market research could take more than one quarter and that you will not complete market research each quarter. If you report that market research was completed, follow-up questions will appear.

Market Research

Did you complete market research activities this quarter?

- ☒ Yes
- ☐ No

7. By selecting the “yes” response, you will be asked to identify which market research activities were used. For each selected activity, you will get a follow-up question that asks the number of times the market research activity was used. In the following example, virtual focus groups are being reported, and the pertinent follow-up question is displayed.

Which of the following market research activities were used to assess your intervention's educational campaign to promote other adult immunizations? Please select all that apply.

- ☒ Virtual focus group (approximately 4-8 participants)
- ☐ In-person focus group (approximately 6-10 participants)
- ☐ Virtual community listening session (approximately more than 8 people)
- ☐ In-person community listening session (approximately more than 10 people)
- ☐ Virtual cognitive interview
- ☐ In-person cognitive interview
- ☐ Virtual interview
- ☐ In-person interview
- ☐ Online surveys
- ☐ Print surveys
- ☐ Other (Please Describe)

Number of virtual focus groups.

ex: 23

8. The next question in this section asks about barriers experienced during the market research. Notice this question is related to market research activities and is not related to challenges to pilot project implementation, which should have been reported in a previous section. A list of commonly experienced barriers is provided, but additional ones can be included in a text box.

What barriers have you experienced during the marketing research? Please select all that apply.

- ☐ Difficulty recruiting participants for virtual sessions
- ☐ Difficulty recruiting participants for in-person sessions
- ☐ Difficulty recruiting participants
- ☐ Low attendance at virtual sessions
- ☐ Low attendance at in-person sessions
- ☐ Difficulty managing diverse individual perspectives during virtual group sessions (e.g., focus groups and listening sessions)
- ☐ Difficulty managing diverse individual perspectives during in-person group sessions (e.g., focus groups and listening sessions)
- ☐ Difficulty re-testing educational campaigns with same group as before
- ☐ Difficulty measuring reach of the educational campaign
- ☐ Difficulty measuring frequency of the educational campaign
- ☐ Difficulty assessing the educational campaign's resonance with target audience. Please describe:
- ☐ Other (please specify)

9. A series of open-ended questions are presented at the end of this section. Some of the open-ended questions are presented in the following screenshot.

In 2-3 sentences, please describe what you learned through the market research activities.

Type here...

In 2-3 sentences, please describe how you applied your market research to the next iteration of your educational campaign.

Type here...

10. Other adult immunization education projects will report the results observed. In the first quarterly report, projects will identify which results they **plan** to evaluate. In subsequent quarterly reports, the project will select results observed through project efforts. The option of “no results to report at this time” will be provided and should be used if results have not been observed in a quarter.

Results - Other Adult Immunization

Which of the following results do you plan to evaluate? Please select all that apply.

- ☐ Improved trust in vaccinations
- ☐ Improved perceived vaccine safety
- ☐ Improved perceived importance of vaccines for preventive health and disease prevention
- ☐ Improved social norms emphasizing importance of vaccinations
- ☐ Increased number of individuals vaccinated
- ☐ Increased number of individuals vaccinated at vaccination events as part of your EXCITE project
- ☐ Decreased community barriers to vaccinations
- ☐ Decreased personal barriers to vaccinations
- ☐ Increased adult immunization rate
- ☐ Other (please specify)

Assets

1. You can upload educational campaign products (assets) that you DEVELOP or ADOPT for EXCITE Activity 2. If you indicate that you have assets to report, you will be prompted to identify the asset type and upload that asset and any related digital links. The example below illustrates reporting items related to assets DEVELOPED. Items for assets ADOPTED are identical to these. You only need to report project assets once. There is no need to report on the same asset in multiple quarterly reports.

Have you DEVELOPED educational campaign products (assets) as part of your project? If you have provided these assets in a previous reporting period, you do not have to report them again. *

- ☒ Yes
☐ No

Select educational campaign products (assets) DEVELOPED as part of your project.

*

- ☐ Evaluation Tools
- ☐ Image
- ☐ Infographic
- ☐ Slide Deck
- ☐ Social Media Graphic
- ☐ Survey Forms
- ☐ Text/Image for Direct Mail or Email Campaigns
- ☐ Text/Image for Print Media/Popular Press
- ☐ Text for Instant Messenger Campaigns
- ☐ Text for Talking Points or Radio Public Service Announcement
- ☐ Video
- ☐ Other (please describe)

Please upload educational campaign products (assets) DEVELOPED as part of your project. If you have links to add, you may add those on the next question.



Browse Files

Drag and drop files here

-
2. The last item of the form asks you to describe how your project successfully promotes the uptake of COVID-19 vaccines. The question provides the opportunity for you to summarize your project's success story.

In 2-3 sentences describe how your project is successfully promoting the uptake of COVID-19 vaccines.

Type here...

Submitting Your Report

1. Your report is not final until you click the green Submit button on the final reporting screen.
2. Once you submit the report, you will receive an email confirmation that your quarterly report was successfully submitted, along with a PDF copy of your report. Katie Stofer, EXCITE Assistant Project Director, will also receive a confirmation email.

Save

Submit