

The ENSPIRE Study:  
**Engaging Staff to Improve  
COVID-19 Vaccination Response  
at Long-Term Care Facilities**

# **Co-design** **Curriculum**

10/1/22

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CURRICULUM OVERVIEW

Session	High-level content areas	Content
1  Week of 10/3	1 <b>Welcome &amp; introductions</b>	Introductions: facilitators, co-designers. Group meeting agreements Human Subjects key points, Land & labor acknowledgement
	<b>Project overview &amp; co-design process</b>	Review research goals: increase booster uptake, increase booster knowledge, increase booster promotion. Review co-design process and goals.
	<b>Active listening &amp; interviewing</b>	Mindful listening activity, practicing active listening
	<b>COVID vaccine in our lives</b>	Brainstorm re: COVID vaccine and booster in our lives
2  Week of 10/10	2 <b>COVID-19 basics</b>	COVID-19 virus and vaccine basics, impact in our community DISCUSSION
	<b>History of vax</b>	History of vaccines: exploitation, testing on vulnerable people, consent, etc. DISCUSSION
	<b>Interviewing basics</b>	Tips on doing interviews
	<b>ASSIGNMENT: Peer interview</b>	Assignment: Conduct interview with 1 person from your affinity group who works in a LTCC
3  Week of 10/17	3 <b>Interview findings</b>	Sharing from peer interview assignment DISCUSSION
	<b>Fears and key motivators</b>	Discuss why people are and are not getting the booster
4  Week of 10/24	4 <b>Guardrails</b>	Examples and guardrails to guide design process
	<b>Design workshop Ad #1</b> <b>ASSIGNMENT: Find image and music</b>	Identifying key motivating factors, brainstorming ad wording Assignment: locate photos, images, music to inspire the group
5 Week of 10/31	<b>Design workshop Ad #1</b>	Products and dissemination; images and music; what do we want to say?
6  Week of 11/7	6 <b>Design workshop Ad #2</b> <b>ASSIGNMENT: Find image and music</b>	Review key motivating factors; products and dissemination Assignment: locate photos, images, music to inspire the group
	7 <b>Re-introductions</b>	INTRODUCTION: EAGLES/co-designers
Week of 11/14	<b>Ad #1 Mock-up review</b>	Review and edit mock-ups of product #1
	<b>Design workshop Ad #2</b>	Images and music; what do we want to say?
8  Week of 11/28	8 <b>Peer advocacy</b>	Sharing a personal story, learning the HEART model Empathy & Difficult Conversations
	9 <b>Ad #1&amp;2 Mock-up reviews</b>	Review and edit mock-ups of products #1 & #2 Finalize dissemination plans
10  Week of 12/12	10 <b>Ad #2 Mock-up review</b>	Review and edit mock-ups of product #2
	<b>Wrap up &amp; celebration!</b>	Celebrate successes; final product slide show from all groups

General Suggestions

BREAK-OUT ROOMS

- It is up to co-facilitator pairs to decide whether to use a breakout room or not when it is suggested in the curriculum; some affinity group teams are small enough that you may not want to use breakout rooms
- Co-facilitator (administrator) puts question or task in the chat once break-out rooms start

WHITEBOARD MANAGEMENT

- We advise that one of the co-facilitators write participants’ ideas on the whiteboard (scribing) in the activities that involve whiteboards rather than asking

participants to scribe due to possible technical difficulties and limitations of the devices that co-designers are using.

#### ASSIGNMENT/HOMEWORK

- Reminder texts/messages sent 2 days before assignment is due (re: homework)

#### REMINDER TEXTS TO CO-DESIGNERS WEEKLY

- A reminder text can be sent weekly through Outlook or staff co-facilitators may choose to send from their own phones (re: session happening).
- Either way ZOOM LINK FOR THE CO-DESIGN SESSION MUST BE INCLUDED

#### HOW TO ACCESS THE CURRICULUM

- An electronic version will be in the Zoom channel.
- Print copies can be requested from Kirsten.

Session 1 Overview

Local time		Minutes
e.g. 5:00-5:10	Welcome	5
	Introductions	8
	Discussion: Group meeting agreements	15
	Land and Labor Acknowledgement	2
	Project overview and co-design process	15
	Description of affinity group definition and selection	10
	Break	10
	Mindfulness listening activity: Active listening	25
	Think/pair/share activity: COVID vaccine & booster in our lives	20
	Wrap-up and next steps	10
	Total minutes	120

Session 1 Co-facilitator Tasks in Advance

- 1) Watch videos that will be shared in session:
- [High Plains Research Network Testing to Prevent Colon Cancer \(10 min\)](#)
- 2) OPTIONAL: review videos about COVID-19 basics and COVID vaccine:
- [KFF COVID-19 Vaccine Monitor](#)

[I can't believe we're making another COVID video](#)
- 3) OPTIONAL: read background materials on COVID basics and vaccine
- [What you need to know about COVID-19 vaccines](#)

[How COVID-19 vaccines work](#)
- 4) One day before session, reminder text with Zoom link must be sent

Session 1 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- Poster of participant-created agreements
- List of beliefs and practices about COVID vaccines and boosters
- Follow-up action items for assistance with co-designer tech

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep content for “session 2 co-design slidesFinal”

# Session 1 Curriculum

## Welcome (5 minutes)

Welcome! We're so glad you're here, and we thank you for finding the time to participate. We look forward to learning from you and all of us getting to know each other over the next weeks and months.

We also want everyone to know that we will be recording these sessions. Because we are doing a research project, we need to keep track of everything that we do and talk about so we can learn from it. One of the things we are trying to learn is how well this kind of co-design works, including the individual sessions and topics we talk about. For this reason, we will be recording automatically using the Zoom record feature.

## START RECORDING TO THE CLOUD

## Introductions and icebreaker (8 minutes)

*Note to facilitator: Call on people alphabetically.*

To get started, can you tell us your name, where you work, and what kind of work you do there? Then, for fun, tell us your favorite thing you did this summer?

<slide of introduction questions>

*Facilitator models and then calls on other participants.*

## Group Meeting Agreements (15 minutes)

**Goal: create agreements about meeting logistics**

**Output: create list of group-agreements to share at the beginning of each session**

Now let's talk about some general rules or guidelines we want to follow in our meetings on Zoom. I have a few questions to get us started. We will write down the ideas that we come up with.

- Should we use the Zoom raised hand feature before talking? What about the other Zoom "reactions"? How should we use those?
- Do we want to use Zoom chat?
- What should we do if someone is late? How long do we wait to start or do we always start on time?
- What ideas do you have for other agreements that will help everyone feel comfortable sharing their ideas?
  - Prompts if needed: do you want to add anything about how what is said stays in this room? Do you want to add anything about how we talk or listen to each other?
- What else should we keep in mind when we are having our group discussions?

*Facilitator: Please choose the option below that works best for you and adapt as needed.*

Option 1: Please leave your cameras on as much as possible during these sessions. Let's pretend like we are having an in-person experience. Of course, feel free to turn it on and off as you need. We just want to put faces with the people we are working with for several weeks.

Option 2: As we get started, we would like to talk a bit about the question of whether people should have their zoom video camera on or off. We understand it can be a sensitive issue and we have no intention to force anyone to have their camera on if they do not want to. Given that we will be working closely together for several weeks, we believe that it will be helpful if we can see each other as we do our work. So we would like to encourage all of us to keep our zoom camera on if possible and to feel free to turn it off and on as we feel the need.

*Optional addition for Option 1 and 2:*

We know it can be complicated in some situations, but we want to encourage all of us to try our best to feel comfortable as much as we can as we navigate through this world of working remotely on zoom. It is ok if family members are moving around in the background doing their things, children coming to talk with us or wanting to be held or our pets going in and out. Or even us wanting to get something to eat or drink. For us, all these are now normal parts of the zoom world and so we encourage all of us to relax and just go with the flow. Also “some days might be on-camera and some off.” No one is going to judge anyone or be upset. Let us just be. Is that ok?

### *Human Subjects Key Points*

- *You all are considered research participants and have the right to privacy.*
- *We will not give others personal information like your address or phone #.*
- *Participating in co-design is not expected to cause any physical or emotional harm. If you feel uncomfortable or at risk of harm, please tell us ASAP.*
- *Please protect each other’s privacy---please do not share personal or confidential things from co-design outside the project.*
- *We are asking you to share co-designed ads at your workplace, and co-workers will know that you participated. But, you do not need to share your personal information with them.*
- *What else can we do to protect your privacy?*

### *Land and labor acknowledgement (2 minutes)*

*Note to facilitator: read this aloud. Can be adapted as you see fit.*

\*ENSPIRE Land & Labor Acknowledgment Statement: As many of you may be aware, it is now common in many settings to share a land and/or labor acknowledgment at the start of group activities. With this in mind, we would like to take a few minutes now to acknowledge the presence of each one of you with us today in this virtual space. We also acknowledge the indigenous peoples of this country, peoples whose lands we occupy in one form or the other. We extend sincere gratitude and respect to them and to the slaves and forced laborers who helped build this country. We had hoped that this co-design meeting would be in person so that we could share food and drink as we work together. Unfortunately, because of the ongoing pandemic, we had to change plans and hold our meetings virtually via zoom as we are doing right now. We know that it is not the same as being in person. We thank you for joining us and for agreeing to be a part of this very important research project.

### *Project overview and co-design process (15 minutes)*

**Goal: get everyone on the same page for what ENSPIRE is as a research project and what we want to create together through co-design**

*Note to facilitator: Share these slides: Session 1 ENSPIRE Project Overview. One facilitator presents while the other monitors the chat.*

*The PowerPoint includes a link to the video.*

*Show: [Testing to Prevent Colon Cancer Video \(10 min\): High Plains Research Network Testing to Prevent Colon Cancer](#)*

*Refer to video discussion questions in PowerPoint slide:*

What did you find interesting about the project you saw in the video?

Think about the things they were saying in the ads to convince people to get screened colon cancer. What is different about planning ads about preventing colon cancer compared to planning ads about the COVID booster?

What questions do you have so far?

*Break (10 minutes)***START RECORDING TO THE CLOUD****TOPIC: Active listening and interviewing***Pair activity, discussion, video: Mindful listening and active listening (25 min)*

## Mindfulness activity (10 minutes)

Now we are going to do a short activity about listening. People have a lot of different opinions about the COVID vaccine, and this activity can help us all think about listening to each other as we work together. Also next week we will ask you to do an interview where you will listen to a co-worker share their opinions about the COVID vaccine. This activity will help you prepare to for that interview too.

- We will go into breakout rooms in pairs and give you a topic. One person will talk first while the other listens, and then you will switch.
- You'll decide who will share first and who will listen first.
- Here is the topic: Tell your partner about a time in last couple of weeks when you felt happy or proud. It doesn't have to be a big deal, sometimes small things are very special. If for some reason you don't feel like you have something happy or positive that you want to share right now, you are welcome to share something else that comes to mind. It could be just sharing something about your day today.
- Here's the part of the activity that can be really different for a lot of people - we're going to ask you to **not** say anything or interrupt your partner. Of course you can smile or show how you're feeling, but please don't ask questions or make comments or give advice.
- When you're listening, see if you can listen deeply with your heart, feeling happy when your partner is sharing something happy, and maybe feeling a desire to be supportive if your partner shares something hard.
- When the first person is done sharing, you'll switch. Each person will have 2 minutes – we'll send a message into your breakout rooms after the 2 minutes so you will know to switch if you haven't already.
- Then we'll come back to be all together again.

## Group discussion (15 minutes)

*Note to facilitator: take notes of any memorable quotes about listening or feeling heard that we can share again next week right before we introduce the peer interview activity. It would be helpful to have a few quotes about behaviors / ways of listening that participants appreciated that can serve as a reminder before they do their interviews. The white board is not recommended for this activity because it's important for people to see each other's faces for this conversation.*

- Before this next conversation, I want to ask everyone to **not** share what their partner said. That is private between the two of you. I'm going to ask you a few questions about your experience, and please just comment on what it was like for you.
- First, let's talk about the experience of sharing. What was it like for you to share something with your partner just now? (Probe if needed: What feelings did you notice as you were sharing?)
- What did your partner do that felt good to you when you were talking?
- Now let's talk about listening. What was it like for you to listen to your partner in this way where you weren't saying anything?
- I'd like to invite you to pause and think about another time when you were listening to someone today – it could be listening to a friend, or family member or co-worker. *[facilitator pauses]* What was similar or different about listening in this activity?
- The COVID vaccine is a topic where there are a lot of different opinions. Is there anything from this listening activity that you think would be good for us to keep in mind as we work together?



- *Note to facilitator: if anything comes up that is worth adding to the group agreements about how to listen to each other etc., you could validate the idea and propose to the group that it be added to the group agreements.*

## **Outputs:**

### **List of ways we show we are listening**

### **TOPIC: COVID vaccine and booster in our lives [Emphasis on vaccine rather than COVID]**

*Think/Pair/Share activity: COVID vaccine and booster in our lives (20 minutes)*

#### *Note to facilitator:*

*1) Put these two topics on a virtual white board:*

*What are all the different things you've heard people say about the first COVID vaccine?*

*What are all the different things you've heard people say about the COVID booster?*

*2) Ask individuals to think in their minds or make a note on a slip of paper (5 mins)*

*3) Put pairs in breakout rooms and have them share answers with a partner,*

*4) Have pairs give report outs (one minute each) and 5 minutes of open discussion about themes.*

## **Outputs:**

- **list of beliefs/practices re: COVID vaccine and booster**

*Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

*What went well this session?*

*What would you want to change next time?*

*Are there any tech issues we need to follow up on?*

## **Outputs:**

- **Follow-up action items for assistance with co-designer tech**

## **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep recap slides for next week

Session 2 Overview

Local time		Minutes
	Welcome, re-introductions	10
	Recap	5
	Review communication objective/co-design goals	10
	COVID-19 basics	20
	Break	10
	History of vaccine research and review a COVID-19 vaccine video	40
	Interviewing activity: Interviewing basics and assignment	20
	Wrap-up and next steps	5
	Total minutes	120

Session 2 Co-facilitator Tasks in Advance

- 1) Watch videos that will be shared in session:
  - [Hello Black America!](#)
- 1) OPTIONAL: review videos about history of vaccines and qualitative interviewing:
  - [History of the first vaccine](#)
- 2) OPTIONAL: readings on history of vaccines
  - [It's Not the Science We Distrust](#)
  - [Covid-19 Basics](#)
  - [Disproportionate Impact of COVID-19 on Racial and Ethnic Minorities in the US](#)
- 3) Prepare slides
- 4) One day before session, reminder text with Zoom link must be sent

Session 2 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- List of ways COVID has impacted us
- List of beliefs re: vaccine development and/or medical research

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

## **Session 2 Curriculum**

### **START RECORDING TO THE CLOUD**

#### *Welcome and re-introductions (10 minutes)*

*Note to facilitator: Call on people alphabetically.*

Welcome back to our co-design group. We're very grateful and excited to jump into new topics and activities with you. As a way of getting started and getting to know each other better, please tell us something about yourself that makes you really proud. I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared something you're proud of, please call on the next person.

#### *Brief recap of what we did last week and co-design (15 minutes)*

*Note to facilitator: share recap slides prepared in "ENSPIRE-recap template for use in session 2"*

1. *Review group agreements*
2. *Review the outputs from last week – what people are saying about the vaccine/booster and how people have experienced the pandemic.*
3. *Review the 3 included slides about co-design process.*

*Facilitator opens for general discussion.*

Discussion questions:

1. What questions do you have about what we will be doing?
2. *[if no one asks questions]* What are you excited about?
3. What advice do you have for us as we start co-design together?

### **TOPIC: COVID-19 basics**

#### *Discussion: COVID-19 basics (20 minutes)*

We started by talking about the vaccine and booster because that is really what our project is about. But we don't want to ignore the disease that started all of this. Let's take a few minutes to talk about COVID itself and how it has impacted our community

#### *1) Put these three topics on a virtual white board and have a general discussion.*

What have the past two years of COVID-19 been like for you, your friends, and your family?

What has it been like for your co-workers?

What are your friends and co-workers saying about COVID at this point?

#### *2) Record answers on the white board as participants share.*

This has been a great discussion. Next we'll move into talking about the history of vaccines and how to listen to each other through interviews.

#### **Outputs:**

- **List of ways COVID has impacted us**

*Break (10 minutes) Note to facilitator: queue up the "Hello, Black America" video and try to get past the ad at the beginning.*

### **START RECORDING TO THE CLOUD**

## TOPIC: History of vaccines

### *Discussion and video: History of vaccines (40 min)*

For this discussion would you prefer to see the whiteboard as we're writing on it or see each other?

*Put these topics on a virtual white board and facilitate a conversation with one facilitator scribing (20 min):*

What have you heard people say about how medical research is done?

*Probe if needed:* What are some problems with how medical research was done in the past?

What have you heard people say about how vaccine research is done?

What do people say about companies that make vaccines?

### **Outputs:**

- **list of beliefs re: vaccine development and/or medical research**

### *Discussion and video: Hello Black America video*

*Note to facilitator: Queue up the "Hello, Black America" video to use after this discussion.*

Now here's an example of a video that is trying to address some concerns about the COVID vaccine. The video is out of date, but many people do still have these concerns. After we watch, we'll talk about what is or isn't helpful about this video. The goal is for us to see an example and talk about what we like and don't like because in the next few weeks we will be planning our own flyers, brochures, videos or other ads for the booster.

*Note to facilitator: share Hello, Black America video and lead discussion (25 min): One facilitator takes notes but not on white board.*

- If you were going to give this video a grade, like an A, or B or C, what grade would you give it and why?
- How much do you think the things they said in the video would change someone's mind about getting the booster? What would change someone's mind? What would not? Why?
- What have you heard people saying about the new updated booster?

### **Outputs:**

- **Impression of the video and what people have said about new booster**

### *Pair activity and discussion: Peer interview (20 min)*

As part of getting to understand others' beliefs about the COVID vaccine, we are going to ask you to go do an interview with a co-worker this week and then to come back and share what you learned from them.

I'm going to share some slides with tips about doing interviews, and then we'll walk through the interview questions together.

Please feel free to ask questions about any part that doesn't make sense. I especially want to be sure the interview questions are clear so you will be prepared when you do the interview.

*Note to facilitator: share slides re: interview protocols, assignment interview instrument (5 min)*

We've made one change: we are not asking you to submit a photo of your notes, but we are definitely needing you to take notes so we can have a full discussion next week.

*Then put pairs in breakout rooms and ask them to practice interviewing each other. Type 3 of the interview questions in the chat for their reference. (10 minutes).*

Now let's practice what we've learned. We are each going to practice interviewing another person. We'll take 10 minutes. You can use the interview questions from our actual interview guide. We know you won't get through all of them, but you can each take about five minutes to try interviewing your partner.

*General discussion (if there is time):*

What questions do you have?

What went well?

Was there anything that didn't work well? Why? What can we do differently?

*Wrap up and next steps (5 minutes)*

## **HANDOUT:**

- **Peer interview instrument with notes template**

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

## **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

Session 3 Overview

Local time		Minutes
	Icebreaker	10
	Recap	5
	Findings from the peer interviews	55
	Break	10
	Fears and key motivators	30
	Wrap-up and next steps	10
	Total minutes	120

Session 3 Co-facilitator Tasks in Advance

- 1) OPTIONAL: readings on misinformation and vaccine confidence
  - [Guide to Building Confidence in the Black and African American Communities](#)
  - [KFF Media & misinformation](#)
- 2) Prepare Recap Slide in “session 3 co-design slides Final”– list of beliefs about vaccine development and medical research
- 3) Bring list of beliefs and practices re. the COVID booster from session 1 so that points on this list can be added to the “What are we hearing?” activity if helpful
- 4) One day before session, reminder text with Zoom link must be sent

Session 3 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- White board list of reasons why people ARE and ARE NOT getting the booster
- List of fears and motivating factors for people to get boosted

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

## Session 3 Curriculum

### START RECORDING TO THE CLOUD

#### Icebreaker (10 minutes)

*Note to facilitator: This is a round robin icebreaker. This is not data that we are trying to collect as an output.*

Welcome back to our co-design group. Let's start today by thinking about how you talk with friends and family who don't live with you.

What technology/ apps/ sites do you use to keep in touch with your families, near or far? Examples -- Whatsapp, Facebook Messenger, Marco Polo, Instagram, Tik Tok, phone call, text message, etc....

I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared how you communicate with friends and family, please call on the next person.

#### Brief recap of what we did last week (5 minutes)

*Note to facilitator: share recap slide and very briefly review the outputs from last week.*

### TOPIC: Peer interviews report back

#### Group discussion: Findings from the peer interviews (55 min)

*Note to facilitator: Please scribe the answers to the questions highlighted below. You will use this list in another activity later.*

- 1) Have slides up and ask participants to answer each of the questions either verbally or in the chat.
- 2) One facilitator facilitates the conversation while the other scribes on slides.
- We want to take almost an hour to hear what you learned from your interviews. We are not going to refer to the people you interviewed by name, but it is possible that you might know who the people are if you work in the same organization. So please remember to keep what we share confidential.
- Let's start with who you interviewed. What are the jobs of the people you interviewed and how old are they?
- Using the scribing slides and interview form (attached at end for your reference), ask co-designers to share what they heard, focusing especially on Q 7-13.
- 3) Once all co-designers have shared their answers discuss common themes.
- 4) Note: they can report from their notes template but there is limited time.
- 5) Facilitator invites the participants to create a list of reasons why the people they interviewed ARE getting the booster and why the people they interviewed are NOT getting the booster.

#### Outputs:

- Slide list of reasons why people ARE and ARE NOT getting the booster

#### Break (10 minutes)

*Note to facilitators: For the next activity, prepare to pull up the whiteboard list of what reasons the interviewees shared for getting or not getting the booster and potentially add any other points from the output list of what people are saying about the COVID vaccine from week 1 (or use the recap slide you prepared for week 1 as a reference) in order to share with the group for the next activity.*

### START RECORDING TO THE CLOUD

### TOPIC: What are we hearing?

#### Discussion and list review: Fears and key motivators (30)

*Note to facilitator:*

1) *Share on whiteboard: list of reasons why people are and aren't getting the booster from the peer interview activity and any additional points from the week 1 list of what people are saying about the vaccine and booster.*

2) *Discussion questions (one facilitator leads discussion while the other scribes):*

Can you think of anything that is missing from this list?

When you look at these lists, what are some fears that people might be holding about the vaccine and booster?

Probe if needed: What are they trying to protect themselves from?

What are some things that convince people to get the shot?

For people who DO get the vaccine or booster, what can you tell about what is important to them?

### **Outputs:**

- **List of motivating factors for people to get boosted**

*Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

### **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week



**Session 4 Overview**

Local time		Minutes
	Icebreaker	10
	Review co-design goals/process	10
	Guardrails and guidance for co-design: how will we design the ads?	30
	Break	10
	Design workshop: Choosing 2 key motivating factors	15
	Design workshop: Brainstorming the words for the ads	30
	Assignment: Find an image	5
	Wrap-up and next steps	10
	Total minutes	20

**Session 4 Co-facilitator Tasks in Advance**

- 1) Prepare slides: list of fears and motivating factors related to the vaccine, including what was shared during the session about peer interviews and any additional ideas on their interview summary sheets that were not mentioned during the session
- 2) One day before session, reminder text with Zoom link must be sent

**Session 4 Facilitator to-dos**

CONTENT FOR NEXT WEEK’S SLIDES

- Content from “what we want to say” – this maps to text in the creative brief
- Prepare poll on messages

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week using “Session 5 co-designslidesFinal” - include list of motivating factors in slides (or you can share the list that was created on the whiteboard). You will also need the ideas for wording for the ads.

## **Session 4 Curriculum**

### **START RECORDING TO THE CLOUD**

#### *Icebreaker (10 minutes)*

*Note to facilitator: Round robin icebreaker.*

Welcome back to our co-design group. Let's start today by talking about XX

[insert icebreaker of choice here; facilitator's choice]

I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared XX, please call on the next person.

*Note to facilitator: There is no recap this week because instead we will use the brainstormed list of the motivating factors from the previous week to set the stage for the design workshop.*

#### *Review co-design process (10 minutes)*

This week we are going to start designing our first ad! So, before we jump into the creative side of things, we want to briefly review the goals of the research project and co-design.

### **TOPIC: Guardrails**

#### *Facilitator presentation: How we will design the ads (30 min)*

*Note to facilitator: share slides about working with EAGLES.*

*Facilitator opens for general discussion. Answer as many questions as possible to get everyone on the same page.*

#### *Break (10 minutes)*

### **START RECORDING TO THE CLOUD**

### **TOPIC: Start design workshop**

#### *Large group activity: choosing two key motivating factors that will be the focus of the products (15 min)*

*Note to facilitator:*

- *Post the list of motivating factors from session 3 why people ARE getting the vaccine – see slide “Review: What motivates people to get the booster?” or share your white board from the previous session.*

*Open for general discussion and add any additional factors:*

Can you think of anything that is missing from this list?

We are going to be designing two different communication products and we need to choose two of these ideas to focus on. So now I'd like to ask you to think about people you know – especially co-workers – who haven't gotten the booster and think about which of these reasons would be the most motivating to them. Use Zoom poll feature [prep poll in advance.]

*Note to facilitator: Count the votes and write them next to each of the motivating factors from the brainstorming. Review the results.*

Given these two finalists, which one shall we use for our first ad?

*Decision is made.*

#### *Activity: What words do we want our slogan or key message to be? (20 min)*

*Scribe copies the winning motivating factor into brainstorm slide. Uses slide to scribe words for slogan.*

Now it's time to start thinking about what slogan or key message we want to say in our ads or materials.

Prompts if needed:

What can we say that will get people's attention?

What can we say that they will remember?

What can we say that will motivate them to get the booster?

*Discussion: narrowing to our favorite ideas (10 min)*

*Note to facilitator: one facilitator guides discussion, second facilitator scribes ideas.*

**Outputs:**

- **List of motivating factors – this maps to key messages in the creative brief**
- **List of “what we want to say” – this maps to text in the creative brief**
- **Results of the vote on which two motivating factors to focus on in the two communication products**

*Assignment: Find an image and keep thinking about ideas of what to say in our products (5 min)*

*Note to facilitator, explain:*

- Now we need some ideas for inspiration---these are not the actual images or music we will use, but they are for us to get a feeling of what we want our ad to look like or sound like.
- We will be using images and possibly music in our products.
- For next week, please find a photo or take a photo, find a poster, a gif, a meme, music, etc. that you think would go with the two motivating factors that we selected. Right now, we don't want you to worry about if it is copyrighted; the ones you select and submit will be for us to get a feeling of what kinds of images and music we want to look for.
- Please send us the image or music that you find. You can send it via email or text me. We need to receive this BEFORE our session next week.
- If you are going to send in something from social media or from a friend or family, please get their permission before you send it in.
- The photos and music we use in the final versions will have to be “stock” that do not have copyrights. *Demonstrate how to get to iStockphoto.com.*
- Please also keep thinking about ideas of what we can say in our communication products and we will discuss more next week.

*Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

**AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

Session 5 Overview

Local time		Minutes
	Icebreaker	10
	Design workshop: Products and dissemination	45
	Break	10
	Design workshop: What do we want to say?	45
	Wrap-up and next steps	10
	Total minutes	120

Session 5 Co-facilitator Tasks in Advance

- 1) Prepare content for session 5 co-design slidesFinal – include list of motivating factors in slides. You will also need the ideas for wording for the ads.
- 2) Prepare slides of images and music submitted by participants
- 3) One day before session, reminder text with Zoom link must be sent
- 4) Two days before session, send text reminder for music and images to be sent in

Session 5 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- Composite slides of participant-submitted images and music
- Creative brief content captured on white board

AFTER THE SESSION

- Fill in Creative Brief and submit to EAGLES using <this link>.
- Co-facilitators complete WEEKLY DEBRIEF in RedCap
  - Activity about fears and key motivating factors from Week 3 maps to #2 (audience) in the creative brief
- Prep slides for next week – create list of motivating factors and be prepared to highlight the two motivating factors that the group chose for the focus of the two ads. You will also need the ideas for wording for the two ads from session 4. You could also just share your whiteboards if you prefer.

## Session 5 Curriculum

### START RECORDING TO THE CLOUD

#### Icebreaker and recap (10 minutes)

*Note to facilitator: Round robin icebreaker.*

Welcome back to our co-design group. Let's start today by sharing one thing you are looking forward to in the next month or two.

I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared XX, please call on the next person.

*Note to facilitator: there is no recap slide for this week because instead we will review the two motivating factors selected as the focus of the two ads and also the brainstorm of words to say in the ads in order to set the stage for the large group activity below "What do we want to say in the ad?"*

#### Design workshop: Products and dissemination: What kind of ad are we going to create? (45 minutes)

This week we are going to decide what kind of product we will create!

***Note to facilitator: GA teams who want to create videos must do that during Weeks 4-6 while WA teams can use Weeks 7-9 for video production. Please focus on what the first ad will be and how it will be shared. We will repeat this activity for the second ad in session 6.***

- 1) *This will be a large group discussion. One facilitator leads the discussion while the other scribes.*
  - What do you think the most effective type of ad might be for long-term care staff?
  - What are people most likely to pay attention to?
- 2) *See if there is general consensus about what they want the first product to be and which of the two key motivating factors it will be for. If no consensus or people are quiet, discuss pros and cons of each.*
- 3) *Lead discussion on how these products can be disseminated:*
  - Let's talk concretely: how are we going to share this ad?
  - [For poster] Where in your facility would a poster be put up? Who would put it up? Are there other posters that would compete with it?
  - [For video] How would a video be shared in the facility? Is there somewhere it could be projected? How often? Who will see it? Are there other ways to share a video?
  - Continue in this manner for specific selected product...

#### Break (10 minutes)

### START RECORDING TO THE CLOUD

#### Large all-group activity: What do we want to say in the ad? (45 min)

*Note to facilitator: Reshare slides "session 5 co-design slidesFinal" and refer to the ideas for wording from the previous session for key motivating factor #1 (slide 5). If there wasn't enough time in the previous session to brainstorm about wording, then that needs to be done now. See session 3, last activity.*

*If the team wants a video, then this discussion needs to start by making the choice about which key motivating factor will be for the video and which key motivating factor will be for the other ad. For GA, they will do the video first, for WA they will do the other ad first.*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes. It is possible that the brainstorming of wording and images will blur together since they're going to be thinking about what to say and what they want it to look like. Or, if a participant is excited about a particular image they submitted, then you can start there. Reminder: we can't use copyrighted images, so we have to use any images they submit as a way of generating ideas of what to look for in istock photos.*

*These prompts are optional.*

- Here are the ideas from last week for the words for the ad. Now it's time to come up with the final words we want to use. How do you feel about what we have? Do you have any other ideas?
- What can we say that will get people's attention?
- What can we say that they will remember?
- What can we say that will motivate them to get the booster?

*Get to consensus about the wording.*

*Share any photos or videos that the participants submitted.*

- What is it about this image that you like? When we look for an image, what is it about this image that you think we should try to have in our ad?
- [If relevant] which music do we want to use?

*See if there is general consensus about what they want the elements to be. If no consensus or people are quiet, discuss pros and cons of each, bring group to agreement. Scribe final decisions.*

### **Outputs:**

- **Content for creative brief.**

### *Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

### **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week
- Fill in Creative Brief and submit to EAGLES using [<this link>](#).

Session 6 Overview

Local time		Minutes
	Icebreaker	10
	Review process making Product #1	15
	Guardrail review: how will we design the ads?	10
	Design workshop: Product #2: Reviewing fears and motivators	20
	Break	10
	Design workshop: Product #2: Products and dissemination	40
	Assignment: Find music and an image	5
	Wrap-up and next steps	10
	Total minutes	120

Session 6 Co-facilitator Tasks in Advance

- 1) Prepare slides from Week 4 outputs:
- The list of motivating factors, highlighting the second motivating factor that was chosen as a focus for ad #2
  - List of ideas for wording of the ads from session 4
  - One day before session, reminder text with Zoom link must be sent

Session 6 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- Updates to list of key characteristics/values
- Updates to list of key message ideas
- Voting tabulation on messages for Product #2

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep content for session 6 co-design slidesFinal. You will need to insert the key motivating factors or you can refer to your whiteboard. We suggest including all key motivating factors because we are creating space for the group to revisit their decision about the second motivating factor they chose for the second ad if they change their minds based on the experience of creating the first ad. Also include the ideas for wording of the ads from session 4.

Session 6 Curriculum

START RECORDING TO THE CLOUD

Icebreaker (10 minutes)

Note to facilitator: Round robin icebreaker: What is something new in your life this week?

Review process for creating ad #1 (15 minutes)

Welcome back to our co-design group. Let’s start today by talking about how it went with designing our first ad.

- How did you feel it went in terms of how we planned and put it together?
- What can we do better/differently?

Who would like to start? After you’ve shared XX, please call on the next person.



## TOPIC: Guardrails

*Facilitator presentation: Brief review of examples and guardrails for co-design (10 min)*

*Note to facilitator: share slides <insert link to EAGLES slides>:*

- 1) [3 slides developed from EAGLES training:
  - creative brief general concepts,
  - examples and
  - guardrails]
  - 2) Facilitator opens for general discussion. Answer as many questions as possible to get everyone on the same page.

## TOPIC: Start design workshop for Product #2: Reviewing motivators

*Large group activity: revisit fears and key motivating factors (20 min)*

*Note to facilitator: This can be a quick conversation if the team still wants to focus on the second motivating factor they chose.*

- 1) Review the slide about key motivating factors or share your whiteboard. Highlight the 2 motivating factors that the group chose.

A couple weeks ago, we chose these two motivating factors for the two ads, but now we have had the experience of designing one ad and we could change our mind.

- Do you still feel like this second motivating factor is the best choice for our second ad?
- Do you feel like it will motivate your co-workers to get the booster? Why or why not?

*Open up the conversation to other options for a key motivating factor to focus on if the team has ideas. Reach a consensus about which motivating factor to focus on. Note: there is an activity in session 7 to brainstorm about the wording after the team decides what type of product they want to focus on in the next activity below.*

### Outputs:

- Choose key motivating factor that will be a focus of the second ad

*Break (10 minutes)*

**START RECORDING TO THE CLOUD**

*Design workshop: Products and dissemination – what kind of ad are we going to create? (40 minutes)*

This week we are going to decide what kind of product we will create!

***Note to facilitator: GA teams who want to create videos must do that during Weeks 4-6 while WA teams can use Weeks 7-9 for video production.***

- 1) This will be a large group discussion. One facilitator leads the discussion while the other scribes.
  - What do you think the most effective type of ad might be for our second ad?
  - What are people most likely to pay attention to?



- 2) *See if there is general consensus about what they want the first product to be. If no consensus or people are quiet, discuss pros and cons of each, especially with regard to their top values and messages.*
- 3) *Lead discussion on how these products can be disseminated:*
  - Let's talk concretely: **how are we going to share this product?**
  - [For poster] Where in your facility would a poster be put up? Who would put it up? Are there other posters that would compete with it?
  - [For video] How would a video be shared in the facility? Is there somewhere it could be projected? How often? Who will see it? Are there other ways to share a video?
  - *Continue in this manner for specific selected product...*

*Assignment: Find an image (5 min)*

*Note to facilitator, explain:*

- We will be using images and music in our product. The photos and music we use in the final versions will have to be “stock” that do not have copyrights.
- For next week, please find a photo or take a photo, a poster, a gif, a meme, music, etc. that you think would go with the two motivating factors that we selected. Right now, we don't want you to worry about if it is copyrighted; the ones you select and submit will be for us to get a feeling of what kinds of images and music we want---not the specific ones we will use in the final product.
- Please send us the image or music that you find. You can send it via email [or text if facilitator is comfortable]. We need to receive this BEFORE our session next week.
- Please also keep thinking about ideas of what we can say in our communication products and we will discuss more next week.

*Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

**AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

Session 7 Overview

Local time		Minutes
	Icebreaker, introductions to EAGLES	15
	Group discussion: Product #1 mock-up review	20
	Design workshop: Product #2: What do we want to say?	25
	Break	10
	Design workshop: Product #2: Images and music	40
	Wrap-up and next steps	10
	Total minutes	120

Session 7 Co-facilitator Tasks in Advance

- 1) Prepare content for session 7 co-design slidesFinal – second key motivating factor and the proposed wording from the brainstorming activity in week 4 for the second ad
- 2) Prepare slides of participant-submitted images and music
- 3) One day before session, reminder text with Zoom link must be sent
- 4) Two days before session, send reminder text for music and images to be sent in

Session 7 Facilitator to-dos

CONTENT FOR NEXT WEEK’S SLIDES

- Composite slides of participant-submitted images and music
- Creative brief content captured on white board

AFTER THE SESSION

- Fill in Feedback Form and submit to EAGLES using <this link>.
- For non-English groups, co-facilitator does final copy editing.
- Fill in Creative Brief and submit to EAGLES using <this link>.
- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week

Session 7 Curriculum

START RECORDING TO THE CLOUD

Re-introductions and EAGLES introductions (15 minutes)

Note to facilitator: Round robin icebreaker.

Welcome all of you and to our EAGLE visitor, [name]. [Name] is here to show us our draft or “mock-up” product and hear our feedback.

Before we start that, let’s introduce ourselves to [name]. Please say your name and one thing you would like all of us to know about you.

I’ll start <facilitator inserts and models a statement> and now I’ll call on someone else. After you’ve shared XX, please call on the next person.

*Note to facilitator: There are no recap slides because you will be reviewing the key motivating factor and wording ideas to set the stage for the product design activity: what will we say in the second ad?*

*Group discussion: Mock-up review (20 minutes)*

Now we are going to review what [name] has created based on our ideas and design!

*Note to facilitator:*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

- 1) Show product via slide or video [<insert link to product here>](#).
- 2) Lead discussion on how this product looks. One facilitator asks questions while the other scribes content for the Feedback Form.
  - Do you have any changes you think we should make to the text?
  - What about the images---what needs changing?
  - What are some comments about the overall “look and feel?” Any changes needed?
  - Continue working through the prompts on the Feedback Form slide...

**Outputs:**

- **Content for Feedback Form.**

*Large all-group activity: Creative brief---product design – what will we say in the second ad? (25 min)*

*Offer to show the video samples again for the group to narrow to one of the templates.*

*Note to facilitator: share “session 7 co-design slidesFinal” and review the key motivating factor that was finalized in the previous session. If they decided to keep the original key motivating factor, then share the wording ideas that they brainstormed in session 4. If not, start with the brainstorming below.*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes. It is possible that the brainstorming of wording and images will blur together since they're going to be thinking about what to say and what they want it to look like. Or, if a participant is excited about a particular image they submitted, then you can start there. These prompts are optional.*

Let's start with the words we want to use. We have what we brainstormed before, and some things to think about are:

- What can we say that will get people's attention?
- What can we say that they will remember?
- What can we say that will motivate them to get the booster?

*Get to consensus about the wording.*

*Break (10 minutes)*

**START RECORDING TO THE CLOUD**

*Design workshop: Product #2: Images and music (40 minutes)*

*Share any photos or videos that the participants submitted.*

- What images do we want to go in the ad?
- [If relevant] which music do we want to use?

*See if there is general consensus about what they want the elements to be. If no consensus or people are quiet, discuss pros and cons of each, bring group to agreement. Scribe final decisions.*

[USE STORYBOARD IF WANTED](#)

**Outputs:**

- **Content for creative brief.**

### Wrap up and next steps (10 minutes)

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

### **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep slides for next week
- Fill in Feedback Form and submit to EAGLES.
- Fill in Creative Brief and submit to EAGLES using [<this link>](#).

**Session 8 Overview**

Local time		Minutes
	Recap	10
	Telling your story	25
	Peer advocacy: learning the HEART model	40
	Break	10
	Group discussion: Empathy and difficult conversations	25
	Wrap-up and next steps	10
	Total minutes	120

**Session 8 Co-facilitator Tasks in Advance**

- 1) Prepare Recap Slide
- 2) Review HEART method: <https://immunitycommunitywa.org/talking-about-vaccines/>
- 3) One day before session, reminder text with Zoom link must be sent

**Session 8 Facilitator to-dos**

CONTENT FOR NEXT WEEK’S SLIDES

- List of ideas shared about difficult conversations about the vaccine and expectations for dissemination

AFTER SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Prep recap slides for next week

## Session 8 Curriculum

### START RECORDING TO THE CLOUD

#### Recap (10 minutes)

*Note to facilitator: Round robin icebreaker.*

Today let's make our icebreaker be something you are looking forward to in the next month.

I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared XX, please call on the next person.

#### Peer advocacy: learning the HEART model pair activity (50 minutes)

##### Introduction

- We are asking you to help hand out or get the word out about our materials at your workplace.
- As you are doing that, you may choose to talk with your co-workers directly about the booster shot or you may be approached by your co-workers with questions.
- It is up to you how much you choose to talk with your coworkers.
- We encourage you to talk positively about the booster shot as feels comfortable, but at no point do we want you to start or be pulled into an argument with a coworker.
- We are going to do an activity and share some ideas that you could use when you are talking with your co-workers.

#### Activity: Sharing a personal story (25 minutes)

*Note to facilitator: share slide deck for session 8, which introduces a think/pair/share activity. When the participants come back from the breakout rooms, rather than the usual "report out" by pair, you can use these prompts for discussion. One facilitator leads the conversation and the other scribes on the virtual whiteboard. The facilitator could create headings on the whiteboard for "Talking with others" and "Listening to others" and note the ideas in those categories.*

- What did your partner say or do that was convincing?
- What did you learn that you will keep in mind when talking with your co-workers?
- What did your partner do that made you feel heard and respected?
- What did you learn that you will keep in mind when listening to your co-workers?

#### Activity: Learning the HEART model (40 minutes)

*Note to facilitator: continue sharing the session 8 slide deck to explain the HEART method. Then the two facilitators do a role play of the HEART method and ask if there are any questions or comments.*

Let's watch another example.

- Who would like to be our person who will go first as someone who has concerns about the COVID booster? That person can come up with a reason why they don't want to get the booster.
- Who would like to be the partner who can use the HEART method to respond.

*Note to facilitator: Show slide with the acronym and put in the chat:*

*H=Hear*

*E=Empathize*

*A=Analyze*

*R=Resources*

*T=Tell*

*Watch role play.*

*Reconvene large group and ask:*

- How did that feel?
- What was helpful?
- Was there anything that didn't work that you'd like to share with the group?
- What questions came up?
- What additional support do you need?

*Break (10 minutes)*

**START RECORDING TO THE CLOUD**

*Group discussion: Empathy and hard conversations (25 minutes)*

*Note to facilitator:*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

- These conversations seem to go better when people express empathy, what are some things we say or do to show a friend or co-worker that we care when we are talking about something uncomfortable?
- What are you most nervous about when you think about talking with your co-workers about the COVID booster?
- What are you most excited about?

**Outputs:**

- **List of ideas shared about difficult conversations about the vaccine and expectations for dissemination**

*Wrap up and next steps (10 minutes)*

*Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

**AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap

**Session 9 Overview**

Local time		Minutes
	Re-introductions with EAGLE present, recap	10
	Group discussion: Product #1: Second mock-up review	15
	Group discussion: Product #2: Mock-up review	40
	Break	10
	Group discussion: Finalizing dissemination plans	35
	Wrap-up and next steps	10
	Total minutes	120

**Session 9 Co-facilitator Tasks in Advance**

- 1) Prepare slides with the ideas for sharing ad #1 from week 5 and the ideas for sharing ad #2 from week 6
- 2) One day before session, reminder text with Zoom link must be sent

**Session 9 Facilitator to-dos**

CONTENT FOR NEXT WEEK’S SLIDES

- Feedback Form content captured on white board

AFTER THE SESSION

- Fill in Feedback Form and submit to EAGLES using [<this link>](#).
- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Review slides for next week



# Session 9 Curriculum

## START RECORDING TO THE CLOUD

### Re-introductions and recap (10 minutes)

*Note to facilitator: Round robin icebreaker.*

Welcome all of you and to our EAGLE visitor, [name]. [Name] is here to show us our draft or “mock-up” product and hear our feedback.

Before we start that, let’s introduce ourselves to [name]. Please say your name and tell us, what is one thing you have done that encouraged someone to make a positive change in their life?

I’ll start <facilitator inserts and models a statement> and now I’ll call on someone else. After you’ve shared XX, please call on the next person.

*Note to facilitator: share recap slide and very briefly review the outputs from last week.*

### Group discussion: Mock-up review Product #1-Draft 2 (15 minutes)

Now we are going to review what [name] has created based on our ideas and design!

*Note to facilitator:*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

- 1) Show product via slide or video <insert link to product here>.
- 2) Lead discussion on how this product looks. One facilitator asks questions while the other scribes content for the Feedback Form.
  - Do you have any changes you think we should make to the text?
  - What about the images---what needs changing?
  - What are some comments about the overall “look and feel?” Any changes needed?
  - Continue working through the prompts on the Feedback Form slide...

**Outputs:**

- **Content for Feedback Form.**

### Group discussion: Mock-up review Product #2-Draft 1 (40 minutes)

Now we are going to review what [name] has created based on our ideas and design!

*Note to facilitator:*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

- 1) Show product via slide or video <insert link to product here>.
- 2) Lead discussion on how this product looks. One facilitator asks questions while the other scribes content for the Feedback Form.
  - Do you have any changes you think we should make to the text?
  - What about the images---what needs changing?
  - What are some comments about the overall “look and feel?” Any changes needed?
  - Continue working through the prompts on the Feedback Form slide...

**Outputs:**

- **Content for Feedback Form.**

### *Break (10 minutes)*

### **START RECORDING TO THE CLOUD**

### *Group discussion: Finalizing communication plans (35 minutes)*

#### *Note to facilitator:*

*First you will present the slides, then allow for individual time to work on the worksheets. If someone doesn't have the worksheet available, they could recreate it on a piece of paper. Then each person can report out on their ideas for one of the ads, and there will be an open conversation.*

We've mailed a worksheet to each of you with examples of a communication plan and how to reach different groups of staff. We're going to go over some examples that we made up for how to share a flyer with these different groups.

#### *Note to facilitator: share slides and invite any questions or comments*

Now we'll have about 10 minutes for you to make notes about how you could share each of the two ads. Then we'll all come back together and each person can share their ideas.

*Note to facilitator: when it seems like everyone is done, reconvene the group and ask for a volunteer who wants to share their ideas first. One facilitator leads the conversation and the other can write a **list of ideas for sharing the ads** on the white board as the participants share their ideas. Depending on the size of the group, you can ask them to share their plan for one ad or both ads. Then continue asking for volunteers to share. There's no need for the white board for this discussion, but one facilitator would take notes.*

#### **Discussion questions:**

- Did you hear any ideas that you might want to do too?
- What do you think will be hard about actually doing this?

*Probe, if needed:* Is there anything that we (facilitators) can do to help?

#### **Outputs:**

- **List of ideas for sharing the ads**

### *Wrap up and next steps (10 minutes)*

Next week is our celebration. We have some ideas and some things planned, but would love to hear any ideas you have.

- What would you like to do during our celebration?
- Would each of you please send me a photo of yourself doing something you love?

#### *Facilitator opens for general discussion:*

What went well this session?

What would you want to change next time?

#### **AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Fill in Feedback Form (and submit to EAGLES via email at [kpwhrieagles@kp.org](mailto:kpwhrieagles@kp.org)).

**Session 10 Overview**

Local time		Minutes
	Icebreaker and recap (10 minutes)	10
	Group discussion: Product #2: Second mock-up review	20
	Co-designer ongoing activities	5
	Break	10
	Celebration!	65
	Wrap-up	10
	Total minutes	120

**Session 10 Co-facilitator Tasks in Advance**

- 1) Review slides
- 2) One day before session, reminder text with Zoom link must be sent

**Session 10 Facilitator to-dos**

AFTER THE SESSION

- Co-facilitators complete WEEKLY DEBRIEF in RedCap

## **Session 10 Curriculum**

### **START RECORDING TO THE CLOUD**

#### *Recap (10 minutes)*

*Note to facilitator: Round robin icebreaker.*

Welcome to our last co-design session!

Today let's make our icebreaker be 1-2 words that describe how you are coming to our meeting this afternoon.

I'll start <facilitator inserts and models a statement> and now I'll call on someone else. After you've shared XX, please call on the next person.

#### *Group discussion: Second mock-up review Product #2 (20 minutes)*

Now we are going to review what [EAGLE name] has created based on our ideas and design!

*Note to facilitator:*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

- 3) *Show product via slide or video <insert link to product here>.*
- 4) *Lead discussion on how this product looks. One facilitator asks questions while the other scribes content for the Feedback Form.*
  - **Do you have any changes you think we should make to the text?**
  - **What about the images---what needs changing?**
  - **What are some comments about the overall "look and feel?" Any changes needed?**
  - *Continue working through the prompts on the Feedback Form slide...*

#### **Outputs:**

- **Content for Feedback Form.**

#### *Co-designer activities going forward*

- Your role in this project does not have to stop with this week's meeting. We can use your help in January-March on some simple activities. They are:
  - Helping with dissemination at your building.
  - Being interviewed by someone on our staff team about what co-design was like.
- To do these activities you need to consent again. We'll be reaching out for that in early January. We will send you a short information sheet about these activities and then we will need to have a brief conversation to allow you to ask questions and provide your consent.
- If you provide your consent:
  - We would ask you to keep track of and let us know how you shared the materials. You do not have to share the materials, we would just like to know what you did or did not do.
  - We would also invite you to participate in an interview to talk about your experience with this project and your opinions about how it went.

#### *Celebration! (65 minutes)*

*Note to facilitator: show slide show of all teams' co-designed products in the background while facilitating discussion*

*This will be a large group discussion. One facilitator leads the discussion while the other scribes.*

*Include a break whenever you see fit.*

- When you think about all the work we have done together over the last few months, what are you most proud of?

**Outputs:**

- List of examples of pride in the work

*Wrap-up (10 minutes)*

*Co-facilitators: decide how, in your own words, you would like to thank your co-designers and say goodbye.*

**AFTER THE SESSION**

- Co-facilitators complete WEEKLY DEBRIEF in RedCap
- Fill in Feedback Form (and submit to EAGLES via email)