

# **GOH CAMPAIGN COMMITTEE**

## **TRAINING CURRICULUM**

## **MODULE 1 - Session 1: Building group identity and scope of work**

### **Purpose**

In this session the Campaign Committee will establish an identity as a working group. They will establish ground rules for working together, and review the roles and responsibilities of the G.O.H. Committee. The Committee will also receive an overview of the mission of the Project GOH intervention and the components of the campaign.

### **Tasks**

1. Distribute agenda, folders, calendar, etc.
2. Conduct Icebreaker – Roly Poly
3. Discuss concepts of privacy, confidentiality, and informed consent
4. Review the purpose, roles and responsibilities of the G.O.H. Committee in promoting oral health knowledge, norms and behavioral practices in the building.
5. Discuss principles and importance of collaboration within the group and working with the larger community of residents for whom the campaigns will be developed.
6. Establish ground rules for the functioning of the committee

**Facilitator:** Based on discussion of ground rules, facilitators will create Ground Rules poster and handouts for distribution at Session 2

7. Break
8. Overview of concepts guiding the intervention and components of the campaign
9. Wrap-up
  - a) Review of today's session content
  - b) Confirm date and time of next session

**Materials:** Paper, easel, markers, folder, pads, pens, snacks, sign in sheet, agenda, calendar, ice-breaker handout, consent forms

## **Module 2 - Sessions 2 & 3: Review of the components of the Pro-GOH Campaign; Protecting and respecting study participants; Effective communication**

### **Purpose**

To discuss the parts of an effective campaign of any kind (political, health care), to review existing materials and the parts of the campaign that are to be planned by the G.O.H. Committee. To have committee members participate in human subjects/ethical protections training. To discuss and practice effective communication to dissemination of oral health messages and information. Distribute and review Ground Rules.

### **Tasks - Session 2**

1. Committee check-in and distribute agenda
2. Questions/Comments from previous session (Record all)
3. Distribute Ground Rules handout and review with group to make sure they are clear
4. Define the word, “campaign” and “fairs” or public education events as part of overall campaign, and discuss various types of campaigns that committee members have read about, heard about, or participated in and how a campaign can help achieve a desired goal.
5. Break
6. Discuss goals of the campaign.
7. Describe messages to be part of the campaign and methods to effectively communicate messages.
8. Wrap-up
  - a) Review of today’s session content
  - b) Confirm date and time of next session

### **Tasks - Session 3**

1. Questions/Comments from previous session
2. Introduce the idea of human subjects protection and why campaign committee members who are part of the study, need to protect confidentiality of participants during campaigns.
3. Introduce human subjects training facilitator
4. Conduct training session with committee members
5. Debrief main issues in HST (confidentiality, risk, incentives etc.)
6. Wrap-up
  - a) Review of today’s session
  - b) Confirm date and time of next session

**Materials:** Paper, easel, markers, pads and pens, snacks, sign in sheet, agenda, Ground Rules

## **MODULE 3 - Sessions 4 & 5: Oral health and oral health self-management behavior; Confirmation of campaign event schedule**

### **Purpose**

To review with G.O.H. Committee their understanding of oral health and oral hygiene practices; establish a formal definition of oral health addressing their knowledge and knowledge gaps; to introduce intervention domains and domain scripts used in the AMI and review other visual/video materials. The Committee will receive demonstrations of and will practice appropriate oral hygiene techniques.

### **Tasks – Session 4**

1. Committee check-in and distribute agenda
2. Questions/Comments from previous session (Record all)
3. Discuss oral health: What is it, what are some beliefs about it and how to maintain it?
4. Break
5. Presentation (ppt) by Oral Health Expert followed by questions and answers
6. Video demonstrations and hands-on practice of oral health hygiene techniques
7. Questions, discussion, summarization of Good Oral Health and hygiene
8. Wrap-up
  - a) Review of today's session
  - b) Confirm date and time of next session

### **Tasks - Session 5**

1. Questions/Comments from previous session
2. Review theoretical domains and domain scripts (as used in AMI) and other visual materials to create messages and campaign activities
3. Discuss idea of messaging based on these domains
4. Break
5. Wrap-up
  - a) Review of today's session
  - b) Confirm date and time of next session

**Materials:** model, AMI scripts, other visuals, paper, easel, markers, pads and pens, snacks, sign in sheet, agenda, oral hygiene items

## **MODULE 4 - Session 6 & 7: Creation of a campaign plan**

### **Purpose**

To utilize all of the materials provided in prior sessions to develop GOH campaign messages reflecting theoretical domains, and campaign activities, targeted to the population of the building.

### **Tasks - Session 6**

1. Committee check-in and distribute agenda
2. Questions/Comments from previous session
3. Review the 12 theoretical domains and their meanings in lay language
4. Review scripts associated with each of the domains collaboratively, domain by domain
5. Break
6. By domain, create a primary pro oral health and hygiene message associated with that domain for use during the campaign.
7. Translate the language of the message back and forth from English to Spanish/Spanish to English to make sure that it works.
8. Create or select an image for that message
9. Wrap-up
  - a) Review of today's session
  - b) Confirm date and time of next session

### **Tasks - Session 7**

1. Questions/Comments from previous session
2. Create the activities that will be developed as components of the G.O.H. campaign (3 fairs).
3. Link the domain based messages to the activities by querying which activities can deliver a message more effectively and how it can be done.
4. Identify additional informational materials for the campaign (3 fairs)
5. Develop a time line for the development of each of the fairs in the campaign and for the campaign overall.
6. Make decisions about task assignments for the campaign (i.e. working with building management regarding scheduling time, space, etc.)
7. Identify methods for advertising for the campaign.
8. Break
9. Role-play recruitment strategies to encourage building resident participation
10. Wrap-up
  - a) Review of today's session content
  - b) Confirm date and time of next session

**Materials:** Paper, easel, markers, pads and pens, snacks, sign in sheet, agenda

## **MODULE 5 - Sessions 8 & 9: Development of campaign material**

### **Purpose**

To develop all of those activities and materials which comprise a campaign.

### **Tasks – Session 8**

1. Committee check-in and distribute agenda
2. Questions/Comments from previous session
3. Begin to develop materials such as brochures, flyers, posters and written program, introduction script to the activity, oral health games in line with messages
4. Break
5. Identify the needed materials and equipment and make sure that they are available and ready.
6. Wrap-up
  - a) Review of today's session content
  - b) Confirm date and time of next session

### **Tasks – Session 9**

1. Questions/Comments from previous session
2. Continue to develop campaign materials
3. Break
4. Identify specific roles for each Campaign Committee member
5. Identify methods to evaluate changes that should be made in the G.O.H. campaign the next time it is planned.
6. Wrap-up
  - a) Review of today's session content
  - b) Confirm date and time of next session

**Materials:** Paper and markers, snacks, sign-in sheet, agenda, copy of campaign timeline with activities created in Sessions 6 & 7, materials needed to create brochure, posters etc as needed

## **MODULE 6 - Session 10: Preparation for campaign events**

### **Purpose**

To review and critique GOH training and discuss “next steps”

### **Tasks**

1. Committee check-in and distribute agenda
2. Questions/comments from previous session
3. Review training activities conducted
4. Break
5. Continue with Committee members’ discussion and evaluation of participation in training sessions and process of campaign development
6. Discussion of “next steps”
7. Wrap-Up

**Materials:** Paper, easel, markers, pads and pens, snacks, sign-in sheet, agenda

**Two additional sessions will be scheduled to finalize campaign materials, and to review and practice Campaign Committee roles and responsibilities during the oral health fairs.**