How to Plan and Evaluate Events

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What We Will Discuss

- The differences between initiative and programs
- How to develop initiatives for bigger impact
- Keys to event planning that lead to success
- Evaluating events: How to collect and use event feedback from both participants and volunteers
- Hands-on use of an event planning form

Initiative versus Program

- **Initiative is a series of programs or events that target multiple stages of change over time with a clearly defined long-term outcome**

- Uses a bottom-up approach that develops and implements initiative's individual component programs

- Each program team constructs a plan that estimates and allocates resources required to deliver that one program

- The Health Ministry Team identifies connections and dependencies among the program's projects, and refines and reworks their program plans to integrate them with others

Precontemplation

Relapse/Recycle Contemplation

Maintenance Preparation

Action
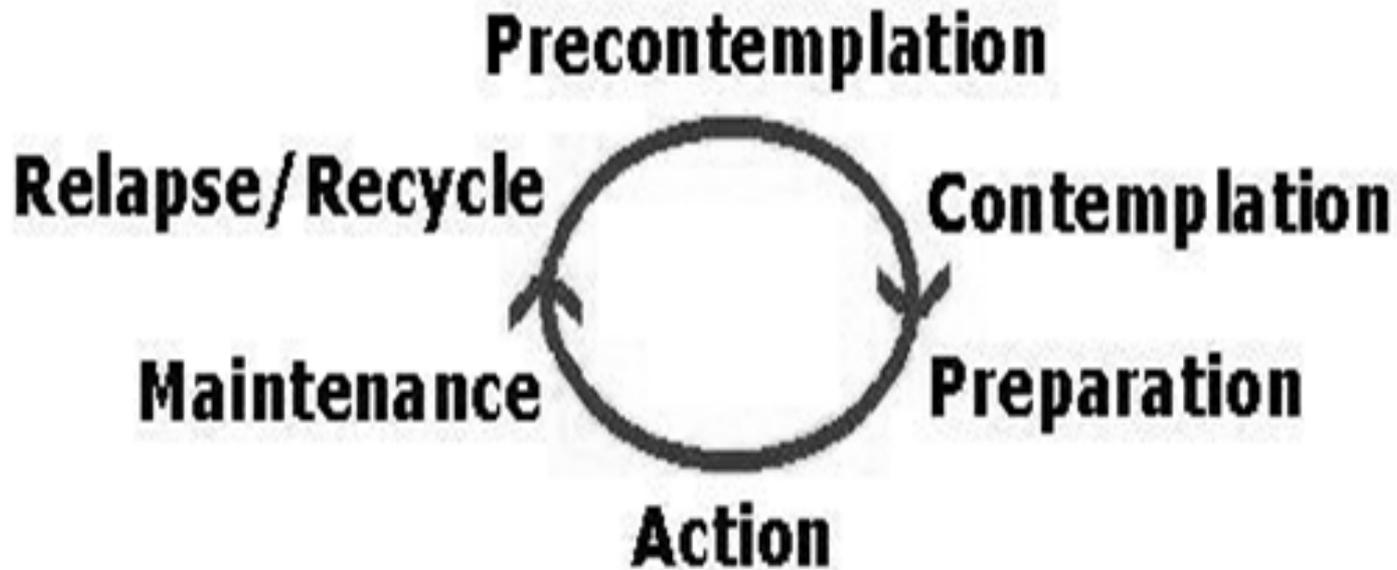
- People do not move through the stages of change in a linear fashion – they often recycle and repeat stages based on their level of motivation and self efficacy.

Prochaska JO and DiClemente CC (1984) The Transtheoretical Approach: Towards a Systematic Eclectic Framework . Dow Jones Irwin , Homewood, IL, USA .

Stages of Change Model

Pre-Contemplation

- Denial
- Not interested in changing in next 6 months
- Needs awareness, information, more reasons to change

Contemplation

- Ambivalence about changing in next 6 months
- Cons outweigh pros
- Needs motivation, inspiration, encouragement, and facts

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Stages of Change Model

Preparation

- Believes in need and ability to change
- Ready to develop specific plans to change in next 6 months
- Needs action plan that includes specific steps, anticipation of obstacles, a plan to address them, and means to gather support

Action

- In the process of adopting new habits for at least 6 months
- Putting the plan into action and fine-tuning it as they go
- Needs support to stay on track and cumulative, specific and achievable goals

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Stages of Change Model

Maintenance

- Ongoing practice of new, healthier behavior for over 6 months and chances of returning to old behavior are few
- Trying to be one of the only 40% of people who achieve their goal on the first try
- Need support, variety to keep interest, and new challenges to prevent boredom

Recycle

- One step from maintenance
- Change happens in a spiral pattern
- New information
- 17% of people require more than 6 attempts to succeed
- Need revised plan using new information, skills and social support

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Plan an Initiative that Includes Strategies to Influence:

- Attitudes
- Knowledge
- Skills
- Environment
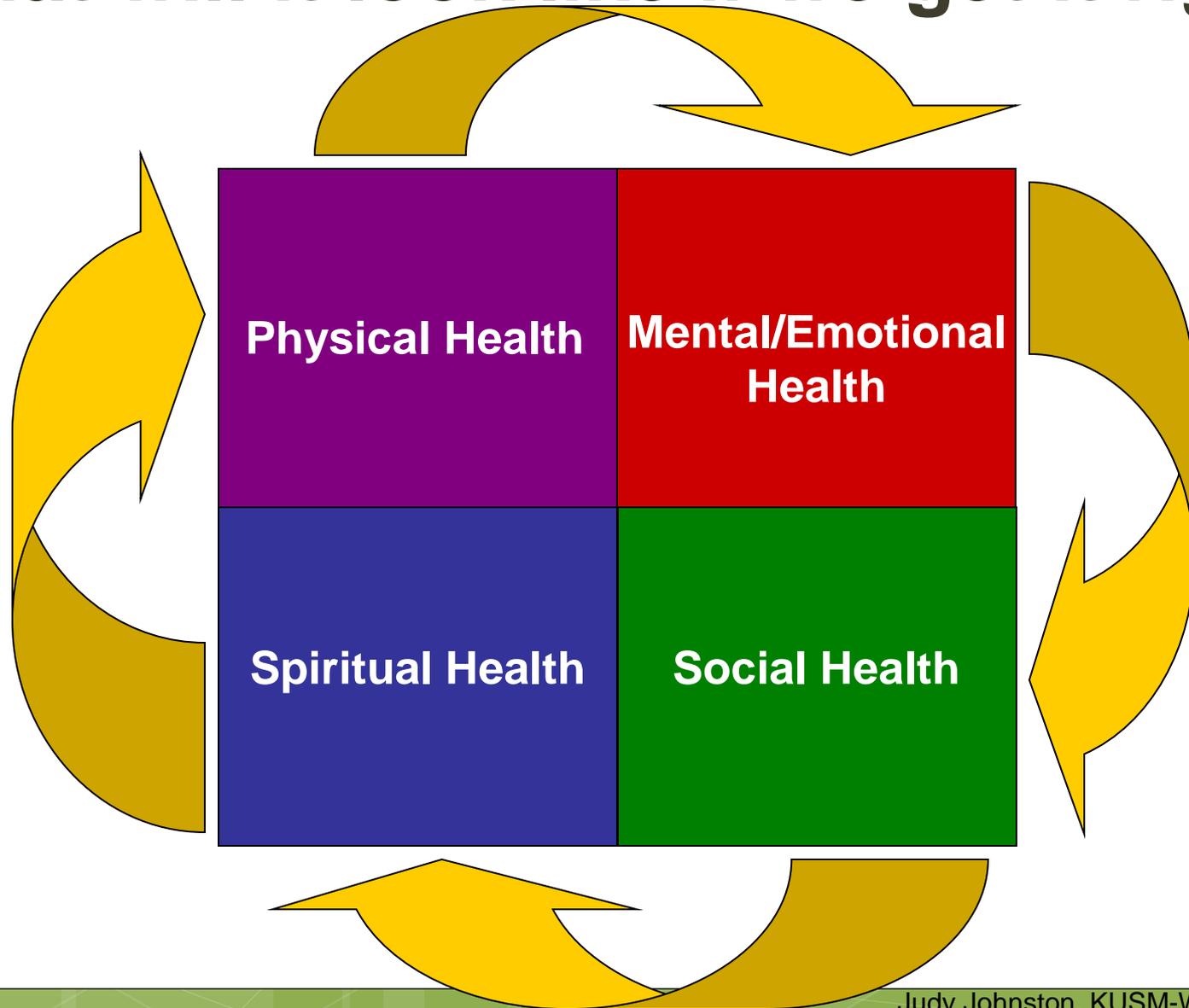- Policy

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Planning an Initiative

- The initiative plan is a scheme or method worked out beforehand for the accomplishment of an objective through multiple programs or events that address people's needs at different stages of change.

- The initiative plan integrates planned activities and results of individual programs and provides the Health Ministry Team with a window into the cumulative work effort and potential impact of the entire initiative
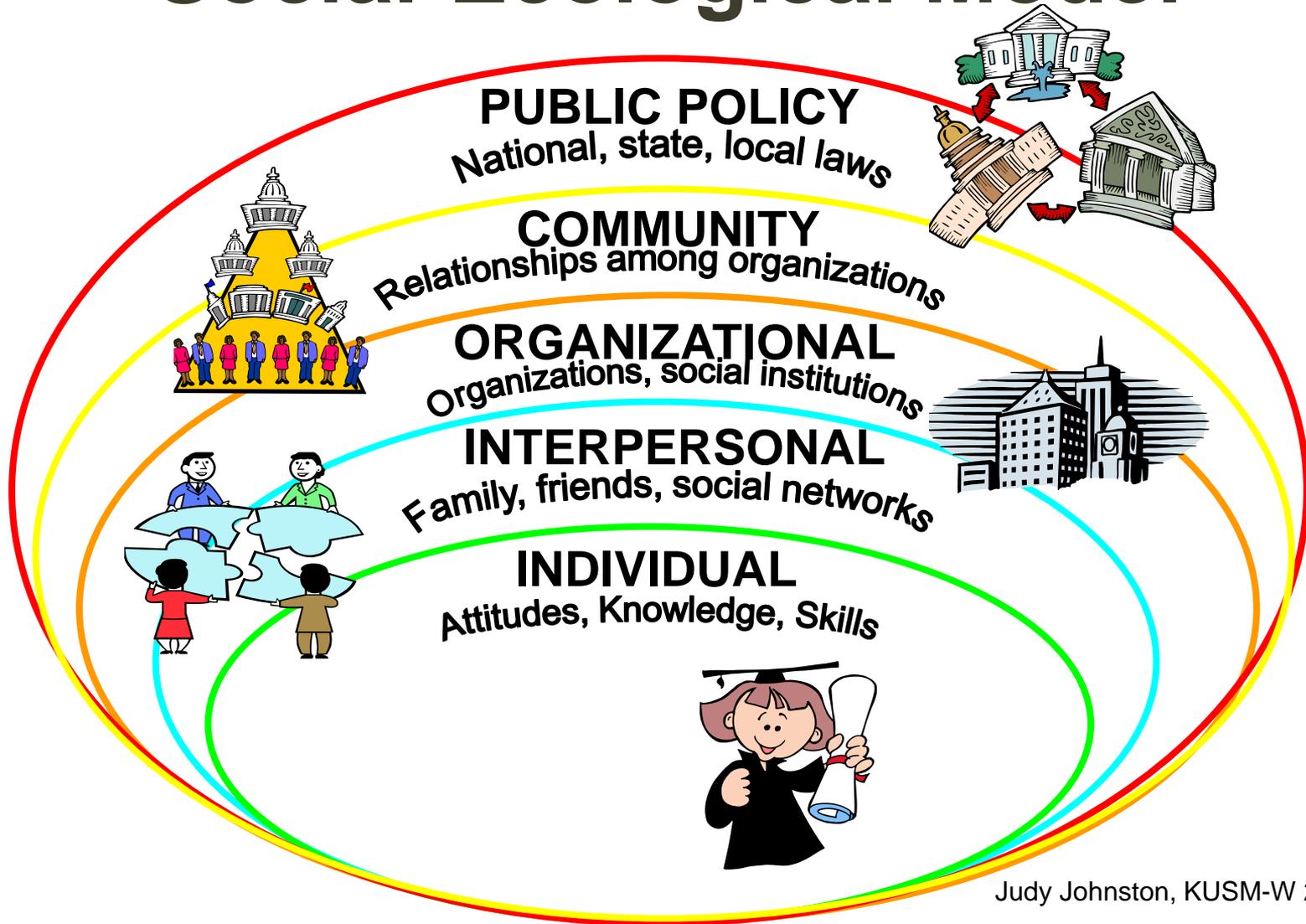
When Planning an Initiative

- Consider multiple aspects of health
- Consider Socio-Ecological Model
- Consider Stages of Change
- Consider possible target groups

What will it look like if we get it right?

Physical Health

Mental/Emotional Health

Spiritual Health

Social Health

Components of Comprehensive Health Initiatives (Examples)	Individual	Interpersonal	Organizational
Physical Health Wellness of body & absence of chronic pain/discomfort; Nutrition; Energy; Determined by lifestyle & behavior	Nutrition Education; Active Games; Physical activity challenges; Blood pressure, blood sugar, &/or cholesterol checks with referrals & education; Tobacco cessation	Walking/ Exercise Groups; Support Groups; Physically Active Games at events; Cooking clubs;	Healthy Food, Parking Po& Tobacco Use Policies; Changes in Meeting Agendas to include PA; Community Garden; Mandatory Days Off; Vacation Policies
Mental/Emotional Health How we feel about ourselves, express emotions; Adaptability Ability to make decisions and resolve problems; Capacity to function productively in society	Emotional Intelligence; Stress Management; Time Management; Financial management; Communication Skills; Balancing Work & Family	Parenting Classes; Sector-Specific support/activity Groups	Mandatory Days Off; Vacation Policies
Social Health Ability to interact with people (family, friends, etc.); Form & maintain personal relationships Assert personal beliefs regardless of influence of peers	Stress Management Tips; Intentional hospitality; Etiquette skills	Stress Management Support Group; Social Support Group for target ages; Leadership Skills Class; Learning Styles Manners & Etiquette training and events	Food Pantries; Clothing Exchanges; Community meals; Community garden; Regular community events to engage congregants of various ages
Spiritual Health Sense of purpose & meaning; Ideas, values, morals, aspirations; Appreciate feelings of others; Influences actions taken, choices made, and deeply affects perceptions of the world around us.	Daily Journals; Prayer Memorization; Whisper Prayer; Meditation	Meditation Groups; Stewardship Teams; Bible Study groups for specific populations, ex. Bible study group for young mothers;	Prayer garden; Prayer Labyrinth; Meeting Structure Policies to include prayer & reflection; Alternative worship options

Possible Target Groups

- Age
- Gender
- Stage of Life
- Pre-Existing Conditions
- Interests
- Experiences
- Others
- All?

Ask yourself:

- What is our long-term outcome?
- What needs to happen or be in place for the accomplishment of that outcome?
- At what stage of change is our target group?
- What steps are necessary to move the group forward in the stage of change continuum?
- What kinds of events can we develop or identify and combine into an initiative that will address those steps?
- What is our timeline?

Event Planning

- If you plan, evaluate, and document your actions and outcomes, it is much easier to recruit someone else to lead the event the next time it occurs.

- Helps your team make an informed decision about whether or not to repeat the event

Initiative Plans

- Only when you have an initiative plan can you develop program plans.

Event Planning Form: Basic Info

- Name of Event (Be consistent; Name should be descriptive)
- Date/Time for Event
- Location of Event (Be specific as to which rooms, etc.)
- Target Audience(s)
- Total Number of Participants Anticipated (Be realistic and market accordingly!)

Child Care

- **Is Child Care to be provided?** The answer will impact your participation if your target audience is young parents.)
- **If yes, by whom?**
  - Check that all child care providers are properly trained (Consider Red Cross Certification)
  - Be sure that everyone who is taking care of children has been properly vetted.
- **Who will pay for it?**

Objectives of the Event

- Think this through carefully and be realistic!
- Is the outcome simply awareness of an issue or will participants leave with new knowledge?
- Will there be hands-on skill development?
- Will this one event result in the desired outcome or will it simply contribute the achievement of a bigger outcome when combined with related activities you are planning for your initiative?

Marketing/Promotion Plan

- Carefully craft a consistent message about the event that everyone on the team can repeat easily
  - Consistency is key
  - Simple and easy to remember
  - Short and descriptive
- Decide how best to market to this particular audience; What media will you use?
  - Not everyone reads the bulletin/newsletter
  - Not everyone listens to the radio
  - Not everyone uses social media
  - Some audiences respond best to personal invitation
- Who is responsible for developing and placing the marketing/promotional materials?
- What is your marketing/promotion schedule?

Resources

- Resources include supplies, expertise, time, facilities, etc.
  - Think through exactly what you need (include model numbers of items if you have them
  - Estimate your needs and increase it by 5%
  - If you know of one or more sources, list them.
  - Indicate how much you budgeted for each item

Your volunteers are a resource!

- Be sure you have specific job assignments/ job descriptions for volunteers
- Consider brief training before the day of the event
- Know how many volunteers you need for each job and for each time slot
- There is nothing worse than having a volunteer standing around!

Setup requirements

- Think through and test your setup prior to the day of the event
- Think about how traffic will move at the event and plan accordingly
- Make contingency plans for outdoor activities
- Test all electronic equipment and make sure your volunteers know how to operate them. If they don't know how, train them!

Day of the event

- Who is in charge of each group of volunteers?
  - Does that person have a list of volunteers, their assignments, their shifts, and their contact information?
  - Do the volunteers have confirmation of their assignments and shifts and do they know who is in charge of their group and have that person's contact information?
- When, where, and how are volunteers supposed to check in?
- When, where, and how are participants supposed to check in? What, if anything, will participants receive at check-in?
- Who should be contacted if there is a problem? How should they be contacted?

Evaluating the Event: Participants

- If this was an event to increase awareness, knowledge or skill, ask how much their awareness/knowledge/skill was increased by their participation in the event. (A lot, moderate amount, a little, not at all, unsure)
- Ask about intention to make a change as a result of the event. (Is there anything that you learned at this event that you plan to implement in the next 6 months? If yes, what do you plan to implement? Provide a list of options.)
- Ask if whether they would participate in a similar event in the future. (On a scale of 1 to 5, with 1 being not at all and 5 being definitely will , how likely are you to participate in a similar event if offered in the future.
- Overall, how satisfied are you with the event activities? (1= not at all, 2, somewhat satisfied, 3= satisfied, 4=very satisfied)
- What suggestions do you have to improve the event?
- What additional topics would you like the Health Ministry Team to address in future events?

Evaluating the Event: Volunteers

- How did you feel the event went overall? (1= Not at all well, 2= Just okay, 3= It went well, 4=It went very well)
- Do you think that the event objective was achieved? Yes/No; Why or why not?
- Do you have suggestions for ways we can improve the event for participants?
- Do you have suggestions on ways we can improve the volunteer experience?
- If we offer this event again in the future, would you like to be asked to volunteer? Yes/No

Evaluating the Event: Planning Team

- How well did the event meet the objectives we set for it?
- How did the numbers participating compare to the numbers we forecast?
- What challenges did we encounter in planning?
- What challenges did we encounter during the event?
- What feedback have we personally received from participants?
- What feedback have we personally received from volunteers?
- What will we do differently the next time we organize this event?
- Review participant and volunteer evaluations
- Revise plans , if needed, to improve future events
- Make a decision as to whether or not to repeat the event in the future
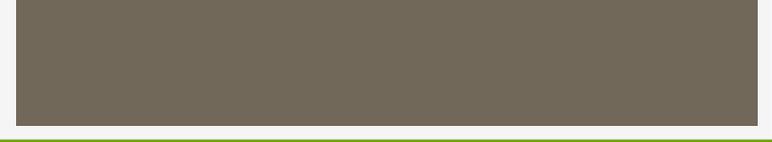
Planning= Ready, Aim, Fire

Failure to Plan = Fire, Ready, Aim