

The Power of the Action Plan: Action Plans as Evaluation and Motivation Strategies

Rachel M. Price, MSG, Janet C. Frank, DrPH, Christy Ann Lau, MSSW, and Ming Lee,
PhD

California Geriatric Education Center
University of California, Los Angeles

rprice@mednet.ucla.edu

Core objectives of the California Geriatric Education Center (CGEC) are to provide faculty development for health professions faculty and training to healthcare practitioners to improve the quality of care for older adults in California. The *Systems Approach to Gerontology Education in California* project and the CGEC offered two faculty development programs in September 2008 and June 2009. *Evidence-Based Health Promotion for Older Adults: Competencies, Content and Curricula* addressed five areas of evidence-based health promotion for older adults while anchored to professional educational competencies.

One evaluation method implemented was the participant Action Plan which stated how the content presented would be integrated into teaching activities. SMART objectives were created by each participant, which includes Specific, Measurable, Achievable, Realistic and Time specific activities. This approach is an ideal evaluation method where participants are granted the freedom to choose the topic area, method of delivery, and framework to ensure implementation. Of the 72 faculty participants who completed action plans, 49% (n=35) responded to follow-up surveys at six months and one year post conference. Based on the overall participant data, 40% (n=14) have completed their action plan, 60% (n=21) are on track to complete their action plans and attendees have trained 3,278 students/trainees in institutions and community agencies across the state of California. The data collected illustrate how attendees have directly applied the knowledge and skills learned at the conferences into their teaching. This evaluation methodology allows for documentation of improved teaching and clinical care indirectly affecting care of older adults.

Project funded by the U.S. Department of Health and Human Services, HRSA, D31HP08842 and U.S. Department of Education, FIPSE, P116B060029