

# Creativity and Perseverance: Creating Programs in Appalachia

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# About Me

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- IBCLC in 2017; trained at UNC-CH
- PhD in 2018; studied at NCSU
- RD in 2020; trained through OSU
- FARE Certified in Pediatric Allergies in 2022



# About Me, Personally

- Cis-white female who benefits from white privilege
- My pronouns are she/her
- I have a middle-class occupation that affords me economic privilege
- I live and work on land that belongs to the Catawba, Waxhaw, and Sugaree nations



# By the end of this presentation, you should be able to:

Describe the process of program planning

Produce SMART goals and objectives

List the challenges of program planning in academia



# Criteria for LEAARC Approval

Completed  
application form

Curriculum map

References used  
for course  
development

Faculty  
qualifications/job  
descriptions

Course  
evaluation  
methods



# Preparing For Your Course



# Step 1: Conduct a Needs Assessment

Define community, purpose, goals, and objectives

Identify areas of need or gaps in knowledge

- This applies not just to program planning, but to research in general



# How do you do a needs assessment?

Survey or  
questionnaire

Focus groups

Literature or  
data review

Keep it simple. Ask your  
target audience what they  
need.





# Questions You Can Ask

- Who has a problem that is not being addressed?
- Who has a question that is not being answered?
- What other programs or resources exist to address the problem/answer the question?
- Why are existing programs and resources failing?
- What could be done to improve existing resources or programs?



# Use a SWOT Analysis



# Step 2: Define Program Goals and SMART Objectives

- Goal: general, overall focus
  - Example: Prepare IBCLCs to create a CERP offering
- Objectives: specific, measurable, attainable, realistic, and time-bound (SMART)
  - Example: 100% of participants will be able to identify where to submit a CERP proposal on the IBLCE website by the end of the 1 hour lesson.



# Types of Objectives

## Outcome objective

- Knowledge, behavior, or clinical information that has been gained

## Process objective

- Activities included in the program that help participants meet their goal

## Structure objective

- Measurable components related to process objectives (cost, materials, budget, staffing, etc.)



# Step 3: Determine your Intervention Level

Level 1: Awareness

Level 2: Lifestyle Changes

Level 3: Environment



# Step 4: Identify Funding

This step may or  
may not be relevant  
to you

Consider grants,  
partnering with  
larger organizations,  
or sponsorships



Step 5:  
Create a curriculum map  
aligned with the IBLCE  
competencies



# Step 6: Compile your References

Yep, we're evidence-based here –  
so you're gonna have to do some  
research 😊





# Step 7: Fill out the LEAARC Application

office@LEAARC.org

<https://www.leaarc.org/>



LEAARC applications can take  
6-12 months to approve,  
depending on completeness



# Planning Your Course





# Develop a Mind Map



# Create Your Materials

Lesson  
Plans

Visual Aids

Handouts

Evaluation  
Materials

Technology



# Develop a Marketing Strategy

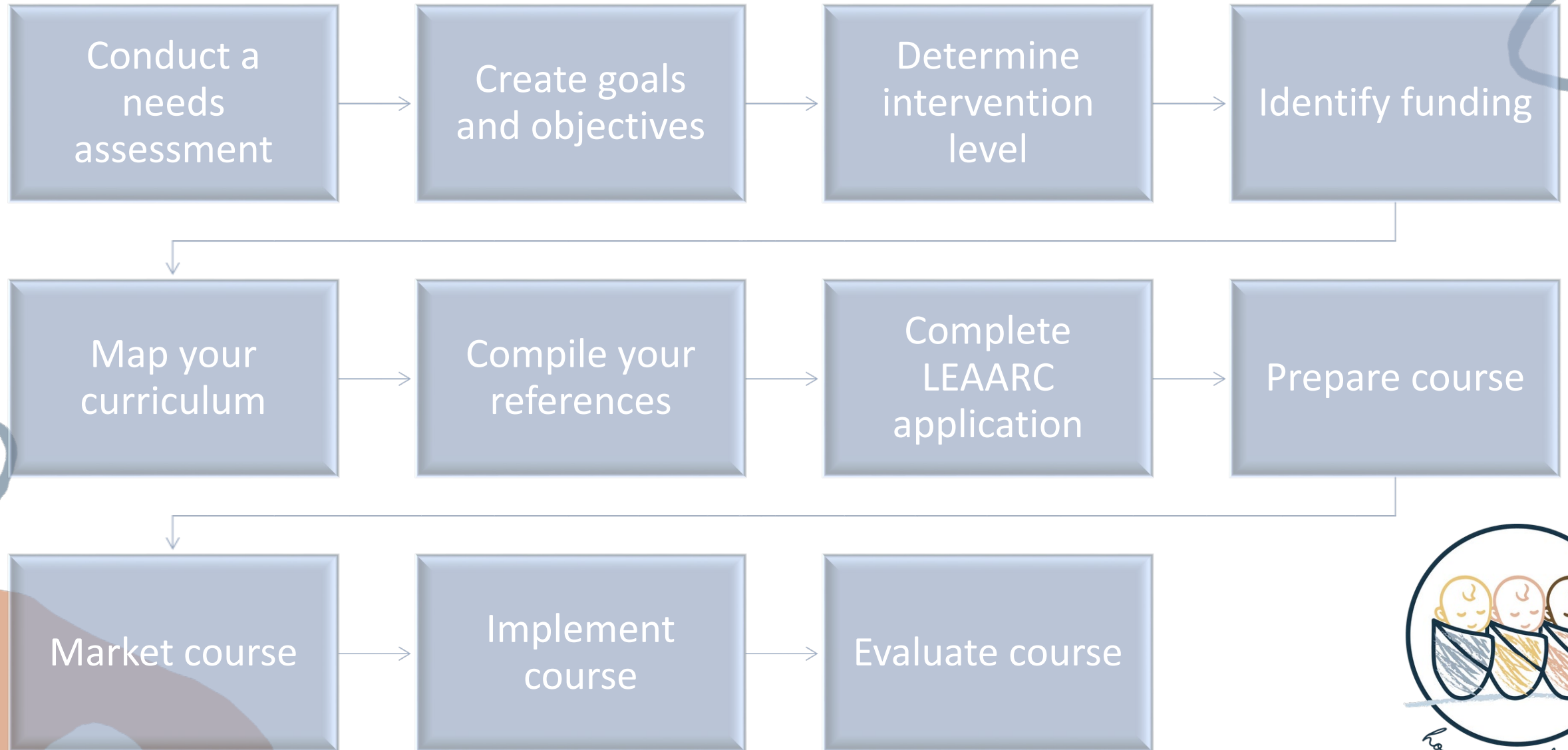
- Marketing is the key to success with any program
- Things to think about:
  - How will you market the program?
  - Who are the necessary partners to make this program successful?
  - When is the best time to offer this program?
  - How far in advance should I market?
  - What options do I have if enrollment is low?



Now you go and implement  
your LEAARC approved course!



# Summary





# Applying this in Academia



# Why don't more of these programs exist?

Administrator buy in

Expenses associated with maintaining approval

Low student enrollment compared with other, traditional majors

Lack of awareness surrounding the credential



# Challenges in Academia

Red tape

Student completion

Employability



# Challenges in Appalachia

Employability in a traditional workplace

Need for additional credentials

Population density impacting earning potential

Cost to access all of the training



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