



## Better Kid Care Satellite Training

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### PROGRAM

The Better Kid Care Program, delivered by Family Living extension agents, provides educational materials, learning experiences and training opportunities for child care providers, parents and employers. The Better Kid Care Program employs satellite and on-site discussions for two-hour training workshops.

After agents in the Capital Region downloaded a series of satellite trainings, they developed an evaluation to measure the impact and effectiveness of some of the trainings. Selecting some trainings for evaluation is an efficient way to economize your evaluation resources and yet gather important, albeit restricted, impact data.

### PROGRAM OBJECTIVES FOR THE SATELLITE PROGRAM ON NEW WAYS TO PLAN

#### Impact Objectives:

Child care providers who attend the satellite workshop will:

- Use new ideas for planning their program for children.
- Use an activity for mixed aged children.
- Tell parents about something the child is doing/learning in the program.
- Do the stress buster at home.
- Do related activities.

Child care providers who have not used the suggestions discussed in the satellite will indicate they plan to do so within the next month.

#### Delivery Method Objectives:

Child care providers will believe that:

- Satellite is “moderately” or “very” helpful in enhancing provider skills.
- Suggestions recommended on the satellite program were not difficult to put to use.

Child care providers will represent a cross section of providers in terms of type of provider and years as a provider.

### EVALUATION STRATEGY

This evaluation has many advantages and a disadvantage. Advantages include organizational efficiency; timeliness; increased number of participants for an evaluation; reduced participant burden; and a focus on behavior change and program improvement. A disadvantage centers on the type of the measures.

**Design:** The overall evaluation question focused on whether satellite training is an appropriate and valuable delivery method for the target audience of child care providers. In order to have a substantial number of providers contributing to this decision i.e., a large enough sample, the agents in the region worked as a team to develop and conduct one evaluation for all counties in the region where the satellite training was downloaded. They planned an end-of-training telephone interview following three of the year's eight satellite trainings. One benefit of the telephone survey lies in the reduction of burden, to which the participant is subjected. Planning ahead, the agents collected the participants' telephone numbers as part of registration. The agents informed the participants that they might be called three weeks after the training as part of a random sample to evaluate the training.

**Measures:** The evaluation questions detailed below measured the degree to which the above impact and delivery method objectives were achieved. In addition, the evaluation measured the degree to which the impact objectives for two other satellites were achieved. The questions for the latter, very similar to those for the first satellite below, are not detailed here for purposes of succinctness.

An advantage of this type of measure, called a self-report measure because a participant is reporting on their own behavior, is that it makes an evaluation feasible and easy to conduct. But a self-report measure has disadvantages too. It relies on the participant's memory and could be subject to social desirability bias, where a participant wants their behavior to *appear* more desirable than it actually is. However, conducting the telephone survey three weeks following the training and wording the questions carefully helped to mitigate the threat of this type of measure in this telephone interview.

**Sampling Design:** A random sample of 100 participants was selected for the telephone interview that was implemented by the State Data Center.

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### DATA COLLECTION METHOD: Telephone Survey

The following protocol provides a telephone introduction, questions to evaluate the use of satellite for training, questions to determine the profile of the target audience, and the questions to measure behavior change, barriers to behavior change and future intentions.

Hello, this is \_\_ (name) \_\_ with Penn State Cooperative Extension. I'm an Extension Educator in the Better Kid Care Program. I'm calling as a follow-up to our Better Kid Care Satellite training for child care providers that you recently attended. We are following up with a limited sample of participants to help us improve our program and gauge its success. Your participation is voluntary and the data will be recorded anonymously. You can call (Extension Regional Director) if you would like verification that extension is conducting this follow-up (number if desired at (-#-)). You may choose not to answer any question. Would you be willing to spend 5 minutes of your time responding to six questions?

**IF NO** Thank you for your time. We hope you will attend other trainings.

**IF YES** Thank you.....I want to assure you that all information provided will be confidential and your county Extension Educator will be happy to provide you with a copy of the results if you are interested.

DELIVERY  
METHOD  
QUESTION

How helpful was the satellite training in enhancing your skills as a child care provider?

- NOT HELPFUL 1
- SOMEWHAT HELPFUL 2
- MODERATELY HELPFUL 3
- VERY HELPFUL 4

You recently participated in the Penn State Cooperative Extension Better Kid Care Satellite program on the topic ***New Ways to Plan Activities***. I am going to name a few of the suggestions discussed in that satellite, and as I do that, I would like you to tell me if you have had a chance to try it.

BEHAVIOR  
QUESTION

**Suggestion #1: Use any new ideas for planning program**

BARRIER  
QUESTION

1 YES

2 NO, NOT YET

INTENTION  
QUESTION

How difficult would you say that it was to implement this suggestion?

How likely are you to try this suggestion in the next month?

1 NOT DIFFICULT (go to next suggestion)

1 NOT TOO LIKELY

2 DIFFICULT

2 SOMEWHAT LIKELY

3 VERY DIFFICULT

3 MODERATELY LIKELY

4 VERY LIKELY

BARRIER  
QUESTION

What are some of the reasons why it was very difficult, or difficult, for you to use this idea?

5 NOT SURE

BEHAVIOR  
QUESTION

**Suggestion #2: Do the same activity for mixed aged children**

BARRIER  
QUESTION

1 YES

2 NO, NOT YET

INTENTION  
QUESTION

How difficult would you say that it was to implement this suggestion?

How likely are you to try this suggestion in the next month?

1 NOT DIFFICULT (go to next suggestion)

1 NOT TOO LIKELY

2 DIFFICULT

2 SOMEWHAT LIKELY

3 VERY DIFFICULT

3 MODERATELY LIKELY

4 VERY LIKELY

BARRIER  
QUESTION

What are some of the reasons why it was very difficult, or difficult, for you to use this idea?

5 NOT SURE

BEHAVIOR QUESTION

**Suggestion #3: Tell parents about something the child is doing/learning in program**

1 YES

2 NO, NOT YET

INTENTION QUESTION

BARRIER QUESTION

How difficult would you say that it was to implement this suggestion?

How likely are you to try this suggestion in the next month?

- 1 NOT DIFFICULT (go to next suggestion)
- 2 DIFFICULT
- 3 VERY DIFFICULT

- 1 NOT TOO LIKELY
- 2 SOMEWHAT LIKELY
- 3 MODERATELY LIKELY
- 4 VERY LIKELY
- 5 NOT SURE

BARRIER QUESTION

What are some of the reasons why it was very difficult, or difficult, for you to use this idea?

BEHAVIOR QUESTION

**Suggestion #4: Did you get a chance to try the stress buster at home?**

1 YES

2 NO, NOT YET

INTENTION QUESTION

BARRIER QUESTION

How difficult would you say that it was to implement this suggestion?

How likely are you to try this suggestion in the next month?

- 1 NOT DIFFICULT (go to next suggestion)
- 2 DIFFICULT
- 3 VERY DIFFICULT

- 1 NOT TOO LIKELY
- 2 SOMEWHAT LIKELY
- 3 MODERATELY LIKELY
- 4 VERY LIKELY
- 5 NOT SURE

BARRIER QUESTION

What are some of the reasons why it was very difficult, or difficult, for you to use this idea?

BEHAVIOR QUESTION

Are there any other ideas you tried in your child care business as a result of the training?

- 1 NO ----- > GO TO NEXT QUESTION
- 2 YES ----- > IF YES, CAN YOU PROVIDE SOME EXAMPLES?

DELIVERY METHOD QUESTION

I want to ask you a question about the future satellites for child care providers. How likely are you to attend another Penn State Cooperative Extension Satellite training this year?

Would you say you are:

- NOT TOO LIKELY 1
- SOMEWHAT LIKELY 2
- MODERATELY LIKELY 3
- VERY LIKELY 4

Let's end with a few background questions to make sure we have reached a range of providers.

TARGET AUDIENCE  
QUESTION

Of the following child care provider businesses, which one are you involved with?

- FAMILY CHILD CARE HOME 1
- GROUP HOME 2
- CHILD CARE CENTER 3
- OTHER 4

TARGET AUDIENCE  
QUESTION

How many years have you been a child care provider?

- ONE OR LESS YEARS 1
- TWO TO FIVE YEARS 2
- SIX TO TEN YEARS 3
- MORE THAN TEN YEARS 4
- HOW MANY YEARS \_\_\_\_\_

### **CLOSING COMMENT:**

Thank you for your time and participation in this survey. If you would like a copy of the results, please contact your county Extension Educator that provided the training.

### **USE OF THE DATA:**

In designing this evaluation of a selection of satellite trainings, the agents provided themselves with hard data that answered five specific questions about planning satellite trainings in the future:

1. Was the impact on the child care providers in terms of changes made in child care sufficient to suggest that the health and welfare of children in their care will be improved?
2. Was the impact sufficient to warrant training by satellite in future?
3. Did the training attract all types of child care providers?
4. Did providers accept satellite training as a useful delivery method for them?
5. What part of the satellite training, if any, needed to be improved?

### **TO PLAN A PHONE SURVEY, see:**

Kiernan, Nancy Ellen. 2002. Volunteer Interviewers in a Phone Interview: *What to Consider*. Tipsheet #65, University Park, PA: Penn State Cooperative Extension. Available: <http://www.extension.psu.edu/evaluation/pdf/TS65.pdf>

Kiernan, Nancy Ellen. 2002. A Phone Interview: Steps to Increase Response from Your Target Audience. Tipsheet #67, University Park, PA: Penn State Cooperative Extension. Available: <http://www.extension.psu.edu/evaluation/pdf/TS67.pdf>

**For further information about the evaluation, please contact Sandra P. Hall ([sph3@psu.edu](mailto:sph3@psu.edu)). This Web site is copyrighted by the Pennsylvania State University. The information may be used for educational purposes but not sold for profit.**