

ESSENTIAL ELEMENTS OF AN EFFECTIVE TB TRAINING PROGRAM

How do you plan and conduct an effective TB training program? This section sets forth the ingredients for a successful training. It also describes the staffing and other resources needed. The Step-by-Step Implementation Guide in the next section gives a comprehensive plan for putting these essential elements in place.

WHAT ARE THE COMPONENTS OF A SUCCESSFUL TRAINING PROGRAM?

The planning and production of a training program is not a single step-by-step procedure. Rather, it involves a series of activities that are implemented more or less concurrently, beginning with the planning stage, running through the training session itself, and concluding with follow-up activities (e.g., short- and long-term evaluation) after the training is over. Francis J. Curry National TB Center has identified fifteen distinct components of training—the basic strategies, systems, and procedures that are essential to a well-run and effective training event. You might think of these fifteen components as modules that you can link together to construct a successful training event. They can be grouped into five broad categories:

- *Planning:* (1) Needs assessment, (2) choice or development of curriculum, (3) creation of an action plan, (4) budget development, (5) selection of the training location
- *Course development:* (6) Recruitment and coordination of faculty, (7) development of training materials, (8) arrangement for continuing education credits
- *Participants:* (9) Marketing to attract the target audience, (10) registration

- *Logistics:* (11) Space set-up, (12) audiovisual arrangements, (13) catering, (14) staff coverage
- *Post-course follow-up:* (15) Evaluation

Each module forms the basis for one of the steps in the Step-by-Step Implementation Guide.

WHAT ARE THE STAFFING REQUIREMENTS?

The staff you will need depends on the size and scope of your training program. A single individual might be able to coordinate a half-day event on your own premises with a small audience and only one or two presenters. A multiple-day, off-site program with many participants and a large faculty will require the combined efforts of several people. A typical staff (if resources allow) may include:

- A health educator/manager to help customize the curriculum to the needs of the audience
- A coordinator to organize and supervise the planning and production
- One or more assistants, working under the coordinator's direction, to help with the many multifaceted tasks of putting on a training program
- Additional individuals on the day of the training to run the registration table, distribute materials, assist with audiovisual presentations, coordinate with site personnel, and handle other tasks as needed to ensure that the training runs smoothly

In smaller health departments or jurisdictions, these tasks may be performed by two or fewer staff members.

WHAT RESOURCES WILL YOU NEED?

A successful training program can involve a substantial commitment of time, staff, and financial resources. Precisely what is required will vary substantially, however, depending on many factors, including (but not limited to):

- The duration of the program (a half day, a full day, multiple days)
- The number of faculty, the amount of their honoraria (if any), and the cost of their travel arrangements
- The number of participants who will attend
- The volume of training materials that will be produced
- The type (and cost) of location where the training will be held (conference room, rented hall, hotel meeting room, etc.)
- The type and amount of space to be used
- The vendor services that will be needed (A/V, catering, interpretation, etc.)

Because there are so many factors to be considered and so many types of expenses that can be incurred, careful planning and tracking of the program budget is a must.

In some instances, you may decide to charge a fee for the training, although this is not always feasible or desirable. If a fee is charged, some of the financial resources expended can be recouped, making the training more cost-effective.