**Well Connected Communities Master Volunteer Program Competencies**

**Broad Competencies:**

1. Youth and adult volunteers wishing to be certified as "Well-Connected Communities Master Health Volunteers" will obtain the knowledge and skills to affect community change in collaboration with issues determined by the Community Wellness Council and under the direction of the County Extension Agent working with that initiative.
2. Youth and adult volunteers will understand what the "Culture of Health" is, basic principles of learning theory and behavior change for youth and adults, chronic disease management, and social determinants of health.
3. Youth and adults will acquire practical knowledge in using data for needs assessment, determining the reliability of information on the internet, working with diverse populations, marketing and branding and skills in effective public speaking and demonstrations.

**Specific Competencies per Curriculum Module:**

* **Module 1: A Brief History of Extension & Volunteer Program Overview**
	+ **Volunteers will learn how the Cooperative Extension System is rooted in community-led change through the application of research-based information, providing practical, personal solutions.**
		- Identify Extension as a function of federal, state and local cooperation
		- Describe Extension as an agent for practical, personal solutions and change
		- Describe volunteer-delivered programming as a way to leverage Extension outreach and education
		- Describe elements of the volunteer training program
* **Module 2: What is a Culture of Health?**
	+ **Volunteers will learn about what constitutes a Culture of Health and how their work will contribute to the Well Connected Communities initiative led by Cooperative Extension System with support from the Robert Wood Johnson Foundation**
* Develop awareness that health should permeate every aspect of life, enabling people to be their best and thrive
* Learn the difference between equitable and equal health opportunities
* See how volunteers are important in the delivery of Well Connected Communities
* **Module 3: Health Behavior Theory**
	+ **Volunteers will learn about common behavioral theories underpinning health programs/interventions.**
* Define ‘theory’ and why it is important in program planning and implementation
* Use behavior change theory to understand health behavior at individual, interpersonal, and community levels of the social ecological model
* Apply health behavior theories to WCC Master Volunteer work
* **Module 4: Social Determinants of Health**
* **Volunteers will learn how conditions in places where people live, work, learn, and play affect health outcomes.**
* Identify root causes of common health issues
* Describe examples of interventions/programs addressing social determinants of health
* Using social determinants of health to determine priorities for WCC Master Volunteer work.
* **Module 5: Finding Reliable Information on the Internet**
	+ **Volunteers will learn to distinguish information rooted in research and best practices as opposed to unreliable information that should not be used in WCC programming and projects.**
* Discuss sources of information online, from least reliable to most reliable
* Identify information on websites to evaluate reliability
* Apply evaluative framework on an Internet search
* **Module 6: Youth-Adult Partnerships**
	+ **Youth will be equal partners with adults in discussions, program planning, implementation and evaluation, with adults serving as mentors and role models.**
* Learn about the unique assets youth and adults bring to the table
* Appreciate that youth have fresh ideas, unique skills and energy to be engaged as current leaders, not future ones.
* See that adults have life experiences and perspectives to assist youth in learning
* Understand that YAP relationships are based in mutual trust
* **Module7: Marketing for WCC Volunteers**
	+ **Marketing is an important area for WCC Master Volunteers to consider as they will want to tell the story of their work in improving the health of their communities.**
	+ **Understanding the community, rallying others to help, and making a communications plan with identified outlets, a clear message, and planning for the outcome of the marketing efforts are important to success.**
* Learn where to find the WCC Communications Toolkit.
* Make a marketing plan.
* Tell the story to inform others and gain more support
* **Module 8: Understanding and Using Data**
	+ **This session is led by the University of Wisconsin School of Medicine who is responsible for the annual tabulation of the County Health Rankings and Roadmaps (CHRR) for the Robert Wood Johnson Foundation.**
	+ Understand how public data is used to determine where a county ranks in healthiness within its state.
	+ Learn to use the CHR&R web site to find community data.
	+ Become competent in using this data to facilitate health action plans for communities**.**
* **Module 9: Chronic Disease**
	+ **Volunteers will learn basics about common chronic diseases – diabetes, hypertension, and heart disease – including risk factors, prevention, and management.**
* The chronic disease burden in America
* Common risk factors for chronic disease
* How to prevent chronic disease
* Strategies for chronic disease management
* **Module 10: Principles of Adult Learning**
	+ **Adults learn differently from children. Volunteers will need to adapt their teaching strategies to include adult learner’s unique needs, life experiences, and preferences.**
	+ Styles of learning
	+ Principles of adult learning theory
	+ Strategies for working with adult learners in WCCV work.
* **Module 11: Essential Elements of Positive Youth Development**
	+ **The Positive Youth Development is a model guiding communities so that the way they organize programs, support and opportunities enabling young people to develop to their full potential.**
	+ **This model includes the Essential Elements of 4-H Youth Development which focuses in the Circle of Belonging, Courage, Generosity, Independence, and Mastery.**
	+ Participants will learn how to shape programs so that they will maximize the opportunities for youth to learn and grow.
* **Module 12: Public Speaking**
	+ **Through training activities and discussion, WCC volunteers are well-equipped to leverage Extension outreach and education. But speaking in front of a group may be an overlooked training need.**
	+ Principles of sound public speaking
	+ Elements of a communication cycle
	+ How to develop clear concise messages
* **Module 13: Exercise Recommendations**
* **Exercise is essential for good health, but most Americans do not meet minimum recommendations. Volunteers will learn about exercise recommendations and the types of exercise needed for functional fitness.**
* The difference between exercise and physical activity
* Types of exercise recommended – balance, flexibility, endurance, and strengthening
* Examples of exercises to meet recommendations
* **Module 14: Cultural Diversity and Inclusion**
	+ **Cooperative Extension serves all persons and communities regardless of race, social status or a host of other characteristics.**
* Define and examine diversity and its impact
* Explore their own attitudes toward working with different audiences
* Identify successful strategies in working with diverse audiences
* **Module 15: Creating A Culture of Wellness**
	+ **Learn to cultivate a culture of wellness where best practices are integrated into everyday life.**
	+ **This is preferable to relying on doctors when one is ill.**
		- Nutrition and Diet
		- Exercise
		- Hygiene