



HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE

Design and Development of Blended Learning

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June 17, 2014

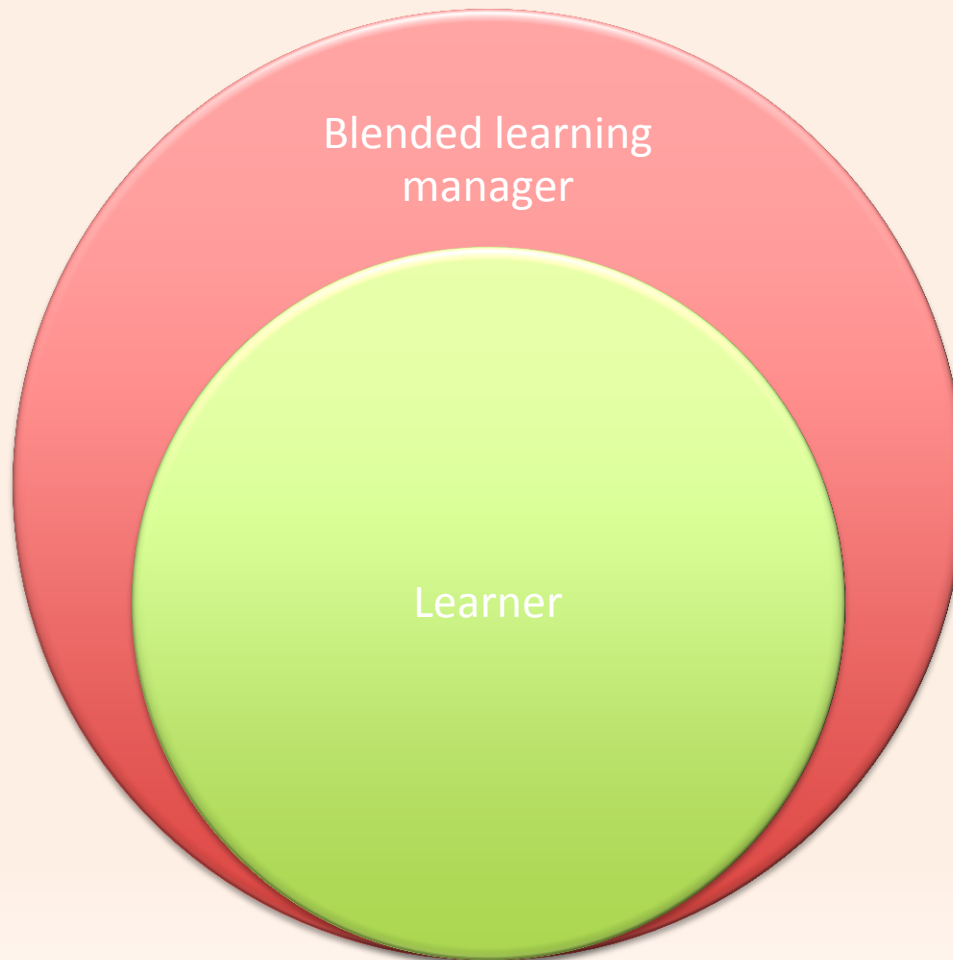


USAID
FROM THE AMERICAN PEOPLE

Three focus areas

- The learner
- The blended learning manager
- Future directions

Learner is king!



“In two weeks, I need a 1-day distance learning course for nurses on referral of complicated deliveries.”

“We want a 3-day asynchronous E-learning course on supply chain management for logisticians in 6 weeks .”

Learner Heterogeneity

Type, Task, Location



“Monitoras”

- Village Volunteers in Honduras
- Track child’s growth and promote good feeding practices



Vaccinators

- Nurses and nurse assistants in Central African Republic
- Administer vaccines in accordance with CPGs



Pharmacy technicians

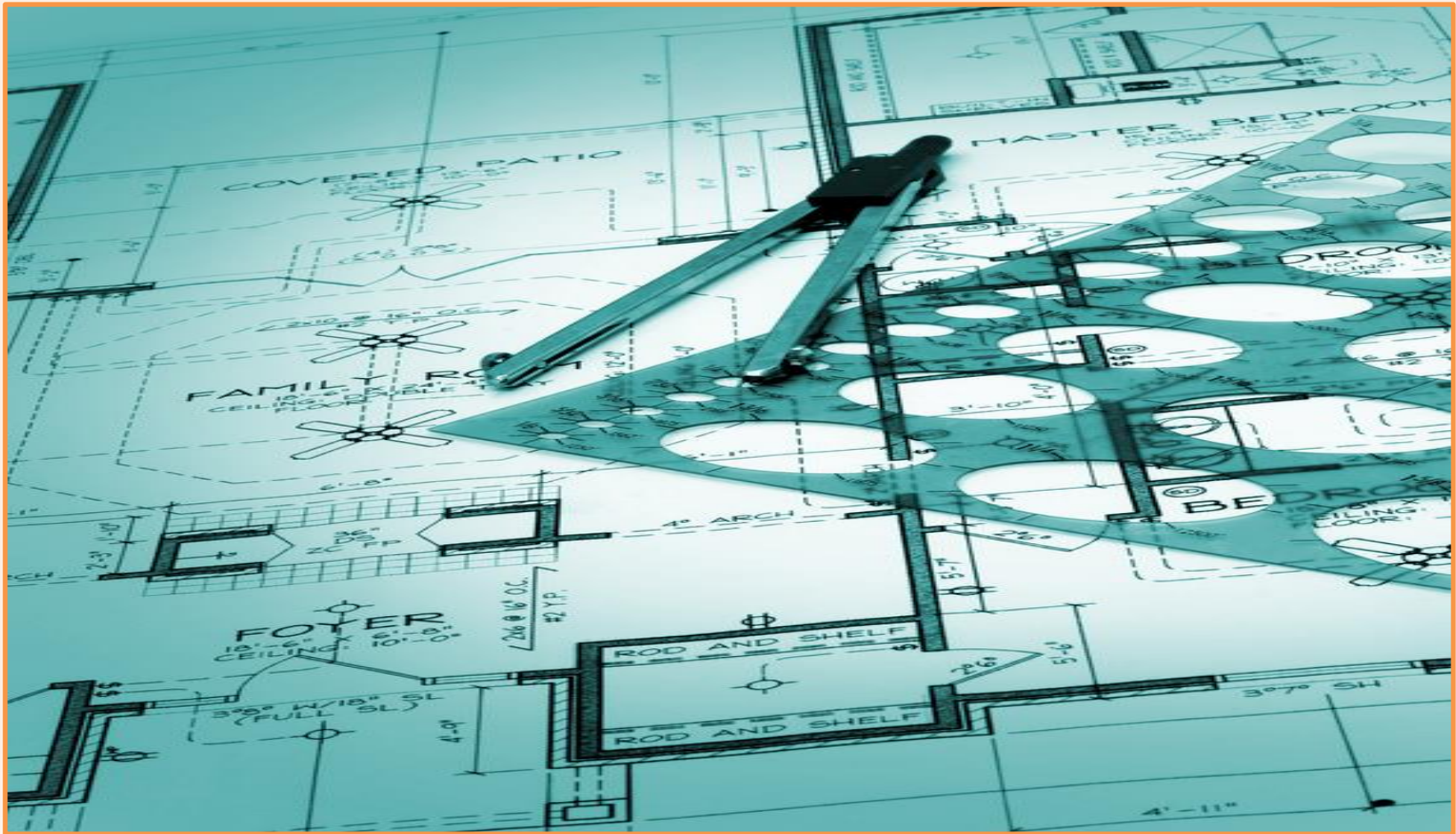
- Logisticians in Bangladesh
- Ensure access to essential drugs

Learning approach principles

Evidence-based

1. Select the appropriate learning architectures
1. Build the learning experience floor by floor
2. Incorporate the appropriate furnishings

1. Select the appropriate learning architectures



Learning architectures

Show and tell

Acquiring knowledge



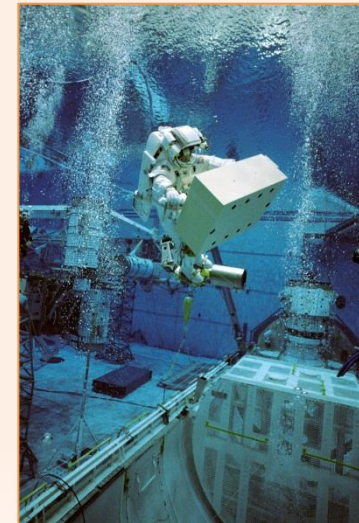
Stair-step architecture

Building procedural skills



Immersive architecture

Building strategic skills

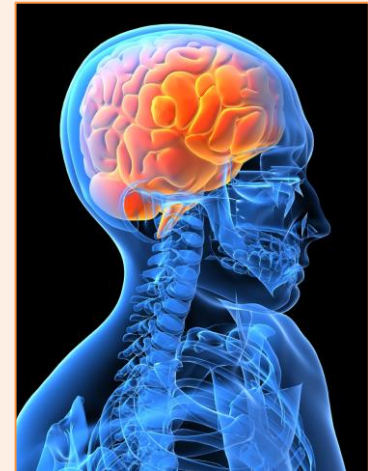


2. Build the learning experience floor by floor




Memory

- Working memory
 - Thinks, solves problems, learns
 - Limited capacity
- Long-term memory
 - Stores extensive patterns
 - Vast capacity



Learning Program for CCAs in Ethiopia

Learning Objectives

- 
1. Explain your 5 main tasks
 2. Establish an ECC group
 3. Lead an ECC
 4. Meet with your supervisor
 5. Report on your activities

L.O. #3/Sub-objectives

- 3.1 Welcome people
- 3.2 Use the audio player
- 3.3 Lead a nutrition game
- 3.4 Lead a report-back
- 3.5 Teach a nutrition song
- 3.6 Lead a discussion
- 3.7 Tell a story
- 3.8 Lead a mini-drama
- 3.9 Lead a role play
- 3.10 Lead the closing activities

3. Incorporate the appropriate furnishings



Materials



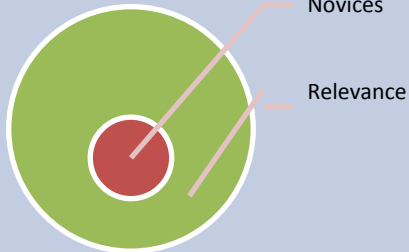
Learner materials

- Participant's manual
- Job aids
- Audio recordings, visuals

Learning manager materials

- Manager's guide
- All participant materials
- Management/reporting forms

Attributes of effective materials



Use visuals
strategically

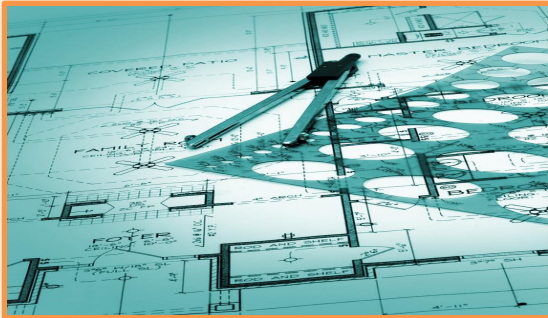


Personalize
the
learning
experience



Limit
auxiliary
elements:
Less is
more

Learning approach principles - Summary -



1. Select architectures



2. Build floor by floor



3. Incorporate furnishings

Design considerations for blended learning managers

Training

Feedback

Coaching

Moderating

Design considerations for blended learning managers



Training

Trainers

Scripted training guide

*Immersive learning
experience*

Future directions



Take-away

- The Learner is king
- Have reasonable expectations of learning managers
- Future directions