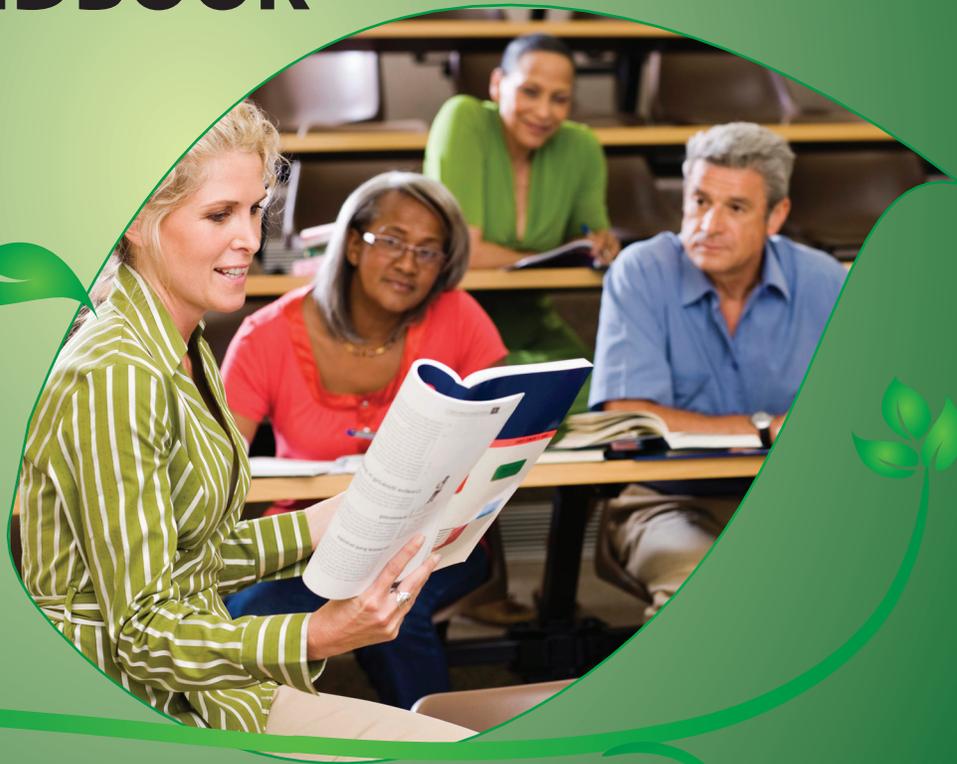


SPOKESPERSON AMBASSADOR HANDBOOK



National Center for Chronic Disease Prevention and Health Promotion
Division of Population Health





SPOKESPERSON AMBASSADOR

HANDBOOK

INTRODUCTION

The goal of the Ambassador Outreach Strategy is to increase the number of people who participate in self-management education workshops. Audience research conducted by the Centers for Disease Control and Prevention has shown that word of mouth is an effective way to promote the Chronic Disease Self-Management Program (CDSMP). In your area, the workshops may be called by another name, like “Living Well” or “Healthy Living.”

As a Spokesperson Ambassador, you are the key to the success of this strategy. You are an Ambassador because you have experienced the benefits of participating in a CDSMP workshop. We need your special talents. You have experience, and you know how to connect with other people in your community. You were chosen because of your success and your enthusiasm for self-management education. You have what it takes to market the value of CDSMP workshops to groups of people that you know and even to groups of people you do not know in your community.

How to Use This Handbook

This handbook is set up in three steps with tools and forms to help you “sell” participation in CDSMP workshops. The marketing term *pitch* refers to delivering this message. The first step is preparing to be a Spokesperson Ambassador. You will receive training from your Ambassador Outreach Coordinator that will allow you to plan your outreach approach and practice your marketing pitch. The second step is delivering an effective pitch that convinces people like yourself to sign up for a CDSMP workshop. Finally, in the third step, you will be connecting with your Coordinator on a regular basis to keep him or her informed and to make sure you have the support you need. More details about each step are provided on the following pages.



As you move through each step, you will see icons for Tools  and Tips . They were customized by your Coordinator for your specific location and needs.

STEP 1: PREPARING TO BE A SPOKESPERSON AMBASSADOR

Train and Make a Plan

The best preparation is practice. During training, you will have a chance to learn how to use this handbook, how to connect with people, and how to market CDSMP workshops. You will also learn how to make a plan for your outreach efforts. When you participated in a CDSMP workshop, you learned how to make a plan every week to take steps to improve your own health and well-being. That action plan was an important part of your success.



Your Coordinator will give you a Spokesperson Ambassador Outreach Plan form.

SPOKESPERSON AMBASSADOR OUTREACH PLAN				
Name _____				
Month/Year _____				
Who	What	When	Where	Notes
Example: Garden Club Members	I am a guest speaker	July 15, 9:00am	Mary's house	Talk with members of the Garden Club. The computer available to host's use dates.

Your Coordinator will help you identify groups of people in your community to speak with about self-management education. Once you have identified the “who,” then you will need to identify the “how.” Will this be an informal presentation or will you have the time and equipment available to present PowerPoint slides with your presentation? You and your Coordinator need to stay in touch to review your plan and your activities regularly. That way, you can get support for what you want to do and you may be able to help other Ambassadors with your ideas.

Learning the Basic Message or Pitch

As an Ambassador, you will be talking with groups of people that you may or may not know. You could be at church or a garden club. You might be talking to a group of doctors, faith-based leaders, or other people in your community who can recommend the workshop. Regardless of the circumstances or how you say it, make sure that you deliver this basic message:

“We all [or many of us] have ongoing health problems. This workshop helped me, and I think it could help you too. Here is how you can sign up.”

An effective pitch has three parts: the opening, the persuading information, and the closing. If you use all three in every pitch, you will give people good reasons to sign up for a workshop.

Your Coordinator will give you a Talking Points Card that you can carry with you to remind yourself of the three parts of an effective message.

1 Part 1: Opening

Make a connection with the people you are talking to by relating your own experience with a chronic or ongoing health problem. If you have time, you might talk about limitations you have experienced, such as pain, fatigue, or worry that kept you from doing the things you like to do.

Example: “Did you wake up this morning with a smile on your face and jump out of bed ready to roll? I know how it is—we have ongoing health problems. There is a workshop that helped me, and I think it could help you too.”

Part 2: Persuading

Describe the benefits of CDSMP workshops. This is the time to “sell” the workshop. Share one or more examples, depending on time, of how the CDSMP workshops helped you.

Example: “I got a lot out of this workshop. I learned how to be independent and how to exercise safely and use other techniques for staying active and healthy. Here are some of the benefits I have experienced from participating in a CDSMP workshop:

- “I learned new skills that help me to be more independent so I can do more of the things I like to do.”
- “Now I am in charge of my ongoing health problems instead of health problems being in charge of me.”
- “Everyone at the workshop shares experiences and supports each other.”
- “I learned techniques like exercising safely that have helped me move more easily.”
- “Now, I have more energy and I can breathe more easily when I climb stairs.”

Add other examples from your own experience.

Part 3: Closing

Show people how to sign up for CDSMP workshops. Make sure everyone you talk to knows how to sign up. Give them a handout with information about upcoming workshops.

Examples: “Here is how to sign up for a workshop. What can I do to help you sign up and participate?” and “There’s a workshop close by that is coming up. Here is information about it. It’s a great way to meet other people like us, and it’s fun.”

Discuss the workshop information. Ask people if they have questions or if you can remind or assist them to participate. Give people the CDSMP Information and Workshop Schedule.

Talking Points Card

MAKE THE PITCH

-  **Opening:** Make the connection...
-  **Persuading:** Describe the benefits...
-  **Closing:** Demonstrate how to sign up...

MAKE THE PITCH

-  **Opening:** Make a connection.
“We both or we all have ongoing health problems. This workshop helped me and I think it could help you too.”
-  **Persuading:** Describe the benefits.
“I got a lot out of the workshops. I learned how to be more independent, how to exercise safely, and how to use other techniques for staying active and healthy.”
-  **Closing:** Demonstrate how to sign up...
 - “Here is how to sign up for a workshop. What can I do to help you sign up and participate?”
 - Hand out the ASMP or CDSMP Information and Workshop Schedule.



TIP

Audience research has found that people are most interested in the benefits that help them maintain independence and do the things they like to do.

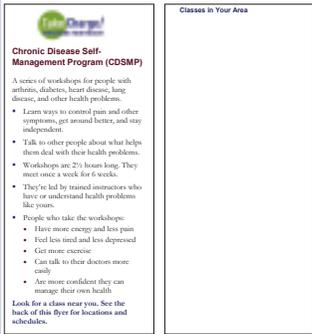
STEP 2: MARKETING THE CDSMP WORKSHOPS

How to Connect with People

Now that you have planned and practiced your pitch, you will be reaching out to the groups of people that you identified. The CDSMP pitch in your Handbook provides an outline for you to follow when preparing your pitch. The style of the conversation will vary depending on your audience and how much time you have to talk.



See the Chronic Disease Self-Management Program Information and Workshop Schedule.



How to Make the Most of Your Time with People

- **Listen carefully** to determine what information will convince the audience members that a CDSMP workshop is worth attending.
- **Maximize your time with people** by focusing on the basic messages. Be prepared to answer questions, but only spend extra time on details if audience members express interest and you have the time.
- **Make it easy to recommend the workshops** by organizing packets of outreach materials in advance. That way, you can give people all the information they need. Pay attention to questions and reactions and tailor your messages as needed. Emphasize the benefits that make the workshop worthwhile.
- **Make it easy for people to participate.** Ask yourself, what information do these audience members need to know? What resources do they need? Use the CDSMP Information and Workshop Schedule or other materials that your Coordinator gave you. Handouts will help people sign up for workshops.

Make Each Pitch a Home Run

If possible, have a contact sign-in sheet for your audience. Follow up with the people you talk with to reinforce the messages you have communicated during your presentation and to make it easy for them to sign up for a workshop. For best results, consider contacting people more often in the weeks right after your presentation. Make sure you contact people who appear to be interested early enough so they have time to sign up for a workshop.

Staying in contact with people does not need to take a lot of time. Use the notes from your Ambassador Outreach Report to create a follow-up plan that works for you and the amount of time you have.

Here are some suggested ways to stay in contact with people:



By Phone

Call the people you talked with soon after meeting them. Ask if they have had a chance to look at the handout or fact sheet you gave them. Ask if they have any questions that they did not get a chance to ask you before. Remind them to contact you if they need more information. If you cannot reach someone by phone after leaving three messages, try to reach them another way. For example, you could mail them CDSMP information.



By Mail

You can also send materials—such as a post card reminder, fact sheet, or short note—by mail. You can provide another copy of the CDSMP Information and Workshop Schedule. Make sure to repeat the time and place of the next workshop.



By E-mail

Some people may prefer to be contacted by e-mail. This method gives them a chance to ask questions as soon as they think of them and to contact you at their convenience. It also gives you time to provide current information about a workshop and to respond to people's questions quickly and easily.



TIP

Incorporate lessons learned as you refine your approach for future outreach visits.



See the Ambassador Outreach Plan and Outreach Activity Report.

SPOKESPERSON AMBASSADOR OUTREACH ACTIVITY REPORT

Ambassador Name _____
Month/Year _____

Instructions: Use this table to report your activities. Give it to your Coordinator at the end of each month.
Return report to: _____
Fax: _____ E-mail: _____
Address: _____

Date	Name of the group you talked to	Contact information	Follow-up: How will you make sure these people sign up for a workshop (e.g., email, remark card, postcard)?
Example: 1/28/13	Westfield Community Church women's group	553-454-3322 westfieldchurch@aol.com	Postcards and class schedule; send postcards in 1 week.

STEP 3: CONNECTING WITH YOUR COORDINATOR

At the end of each month, look at your Ambassador Outreach Plan to assess your efforts. You should also contact your Coordinator to review your activities. You and your Coordinator may decide to meet or talk by phone. Your Coordinator will give you an Ambassador Outreach Activity Report form to keep track of the groups you talked with, how each visit went, what questions people had, and what kind of response you received. For example, did the people you talked with sign up for a workshop? Would you change your pitch in the future on the basis of what you learned?

When you connect with your Coordinator, you may want to add any suggestions you have about future activities. You and your Coordinator will also want to use this time to plan your activities for next month.

SUMMARY

As you can see, YOU are the key to success! We hope that you will find marketing CDSMP workshops easy and fun to do. Here are some tips to remember.

The Ambassador Outreach Strategy has three steps:

Step 1: Preparing to Be a Person-to-Person Ambassador

- Make a plan.
- Prepare and practice your pitch.

Step 2: Marketing the CDSMP Workshops

- Connect with people.
- Make your pitch stick.

Step 3: Connecting with Your Coordinator

- Check in regularly.
- Celebrate your success.

THANK YOU for your valuable contribution to the health and well-being of people in your community. Please contact your Coordinator with your comments or concerns.



Your Coordinator will give you tools and handouts that are customized for your specific needs. They include

- Spokesperson Ambassador Outreach Plan.
- Ambassador Outreach Activity Report.
- Talking Points Card.
- CDSMP Information and Workshop Schedule.

NOTES

Spokesperson Ambassador Handbook



