# Ambassador Outreach Evaluation Summary Report

# Template

Capture the experience, successes, and challenges of using Ambassador Outreach as a way to increase participation in local chronic disease self- management workshops. Review lessons learned and think about ways to strengthen this outreach strategy.

**Your State and Program Name**:

**Reporting Period**:

***Describe Your Outreach Strategy. Use your Coordinator’s Work Plan to summarize the following:***

* What interventions and workshops did your program promote through Ambassador Outreach?
* How many locations or communities did you focus on?
* What were your criteria for selecting those locations or communities? (You can use the criteria you described in

your Ambassador Outreach Plan.)

* What specific audiences (individuals, groups, or influential leaders) did you focus on?
* What partners did you involve in your efforts?
* How many Person-to-Person Ambassadors were involved and in what communities were they active? (Your Ambassador Tracking Spreadsheet will have this information.)
* How many Spokesperson Ambassadors were involved and in what communities were they active? (Your Ambassador Tracking Spreadsheet will have this information.)
* How many staff members were on your Ambassador Outreach coordination team? List them by title and the role(s) each played in your outreach initiative (e.g., coordinated the overall effort, trained staff, prepared materials).

|  |  |
| --- | --- |
| **Title and name of staff member** | **Role(s) in outreach initiative** |
|  |  |
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* What was your total budget? How much did you spend during this reporting period?
* What were your major areas of investment?

## Summarize Ambassador Activity

Using the information on the Ambassador Tracking Spreadsheet (page 56), summarize the following information:

**Reporting Period (month/year—month/year) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Activity** | **Number** |
| Active Person-to-Person Ambassadors |  |
| Individuals contacted |  |
| Active Spokesperson Ambassadors |  |
| Group presentations |  |
| Group attendance |  |
| Total individuals contacted |  |

## Summarize Trends in Enrollment: Where Your Ambassadors Were Active

Use your Ambassador Tracking Spreadsheet and CDSMP workshop registration data to summarize the following information:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Trends in Enrollment** | | | | | | | |
| **Community Name and Number of Ambassadors per Community** | | **Baseline**  **(January–June)** | | **Period 1**  **(July–December)** | | **Period 2**  **(January–June)** | |
| Number of  Workshops | Number of  Participants | Number of  Workshops | Number of  Participants | Number of  Workshops | Number of  Participants |
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## Summarize “How Did You Hear About Us?” Spreadsheet

Summarize the answers of workshop trainees who completed the Registration Questionnaire. If possible, gather and summarize the data from all areas of your state where the questionnaire was used. Then, summarize the data from the areas where your Ambassadors were active. Compare your results. Use this spreadsheet to record your information:

|  |  |  |
| --- | --- | --- |
| **Data Sources** | **Total no. of participating areas where questionnaire was used** | **Total no. of participating areas where Ambassadors were active** |
| Friend, family member, coworker |  |  |
| Someone who attended a workshop |  |  |
| Someone who teaches a workshop |  |  |
| Doctor’s office or medical practice of  any kind |  |  |
| Church leader or other community leader |  |  |
| Brochure, flyer, poster, or other  print material |  |  |
| Radio, TV, newspaper |  |  |
| Web site |  |  |
| Don’t know or don’t remember |  |  |
| Other |  |  |
| TOTAL |  |  |

## Conclusions and Lessons Learned

Specify Person-to-Person or Spokesperson Ambassador where applicable.

* Overall, how well did your Ambassador Outreach Strategy work? Describe how Ambassador Outreach was or was not effective in recruiting trainees to CDSMP workshops in locations where your Ambassadors were actively promoting them.
* What feedback have you received from your Ambassadors about this outreach strategy?
* Describe any observations you and your Ambassadors have made about factors that may encourage a person to act after Ambassador Outreach.
* What background, training, or personality characteristics do you think were especially helpful for Ambassadors who have participated in Ambassador Outreach?
* What are the main benefits and drawbacks of this Ambassador Outreach Strategy?
* What worked well and what would you do differently in future outreach initiatives?
* What advice would you give another program planning Ambassador Outreach? What do you wish someone had told you ahead of time?