

INNOVATIONS IN DIABETES BEHAVIOR CHANGE WEBINAR SERIES

**ENROLLING AND RETAINING PARTICIPANTS IN THE NATIONAL DIABETES
PREVENTION PROGRAM LIFESTYLE CHANGE PROGRAM:
NEW RESOURCES FOR LIFESTYLE CHANGE PROGRAM COACHES**

SCWCWD4371

PROGRAM DESCRIPTION: This webinar will provide details on communication, marketing, and engagement tools that coaches in the National Diabetes Prevention Program (DPP) Lifestyle Change Program can use to recruit and retain participants. CDC communication experts will demonstrate marketing resources that are tailored to specific audiences, including different racial/ethnic groups and older adults who are eligible for the Medicare DPP. Tools (i.e. Personal Success Tool, Champion Toolkit) to help reduce the burden of participant recruitment and retention efforts—with examples of how to put them into action—will also be highlighted.

Presentation Title	Presenter
Are you Connected? Pathways for Finding Resources	Joshua Petty, MBA Health Communication Specialist Division of Diabetes Translation Centers for Disease Control and Prevention
Connecting to Participants to Boost Enrollment and Retention	Nancy Silver, BA, MS Communication Specialist Division of Diabetes Translation Centers for Disease Control and Prevention
Putting Tools in Practice: Personal Success Tool Example	Leslie W. Ross, MPH, CHES ORISE Fellow

	Division of Diabetes Translation Centers for Disease Control and Prevention
Connecting people to the support they need for themselves and their families	Leslie W. Ross, MPH, CHES ORISE Fellow Division of Diabetes Translation Centers for Disease Control and Prevention

OBJECTIVES:

At the conclusion of the session, the participant will be able to:

1. Identify at least 1 effective communication strategy that can be used in type 2 diabetes prevention or self-management programs.
2. Identify at least 1 effective education strategy that can be used in type 2 diabetes prevention or self-management programs.
3. Identify at least 1 evidence-based approach to type 2 diabetes prevention or diabetes self-management that can be used in community or team based clinical care settings.
4. Describe at least 1 strategy for reducing diabetes related health disparities.
5. Describe at least one tool or resource to support the implementation of best practices in improving diabetes education and communication and/or reducing diabetes related health disparities.

FACULTY/CREDENTIALS:

**Joshua Petty, MBA
Health Communication Specialist
Division of Diabetes Translation
Centers for Disease Control and Prevention**

**Nancy Silver, BA, MS
Communication Specialist
Division of Diabetes Translation
Centers for Disease Control and Prevention**

**Leslie W. Ross, MPH, CHES
ORISE Fellow
Division of Diabetes Translation**

Centers for Disease Control and Prevention

ORIGINATION DATE June 23, 2020

RENEWAL DATE:

EXPIRATION DATE:

URL:

<https://www.cdc.gov/diabetes/ndep/training-tech-assistance/webinars.html>

HARDWARE/SOFTWARE: Computer Hardware; Internet connection;
Browser

MATERIALS: None

TARGET AUDIENCE: Physicians, Registered Nurses, _____

PREREQUISITES: _____

FORMAT: Enduring materials.

CONTACT INFORMATION: Office of Alexis Williams (770) 488-5942

ACCREDITATION STATEMENTS:

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