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.

<table>
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<tr>
<th>Presentation Title</th>
<th>Presenter</th>
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| 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 |
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
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Nancy Silver, BA, MS
Communication Specialist
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Leslie W. Ross, MPH, CHES
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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

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