Keep Them Coming Back: Resources for Coaches to Enroll and Retain Participants in the Lifestyle Change Program
Moderator

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Adobe Chat Box

• If you have a question, please type it in the Chat Box.

• We will do our best to respond to chat questions during the webinar.
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- This program has been approved for CNE, CEU, CECH, and CPH credit.

- To receive credit:
  - Complete the activity
  - Sign in at TCEOnline
  - Complete the evaluation
  - Pass the posttest with 60%

cdc.gov/TCEOnline
Password: Diabetes
Please Note

• To receive credit, you must visit www.cdc.gov/TCEOnline

• If you have never registered in TCEOnline, you will have to create a new account.
  – Returning users should login with their existing username and password.
Objectives for Today

• Identify at least 1 communication strategy that can be used in type 2 diabetes prevention or self-management programs.
• Identify at least 1 education strategy that can be used in type 2 diabetes prevention or self-management programs.
• Identify at least 1 evidence-based approach to type 2 diabetes prevention or diabetes self-management for community or team-based clinical settings.
• Describe at least 1 strategy for reducing diabetes-related health disparities.
• Describe at least 1 resource to support implementing best practices in improving diabetes education and/or reducing diabetes-related health disparities.
Presenters

Joshua Petty, MBA, Health Communication Specialist, Division of Diabetes Translation (DDT), CDC

Nancy Silver, BA, MS, Health Communication Specialist, DDT, CDC

Leslie Ross, MPH, CHES, Oak Ridge Institute for Science and Education (ORISE) Fellow, DDT, CDC
Part 1:

Are You Connected?
Pathways to Finding Resources
National DPP Customer Service Center (CSC)

- Marketing and promotional resources
- Lifestyle Coach training and practice

nationaldppcsc.cdc.gov/s/
Quickly find what you need via the Search tool
New Resources on the CSC

• Medicare Diabetes Prevention Program
• Employer and Insurer
• Health Care Providers

All new resources are focus tested and customizable!
The National Diabetes Prevention Program (National DPP) is a partnership of public and private organizations working to prevent or delay type 2 diabetes. Partners make it easier for people at risk for type 2 diabetes to participate in evidence-based lifestyle change programs to reduce their risk of type 2 diabetes.

[cdc.gov/diabetes/prevention](http://cdc.gov/diabetes/prevention)
Lifestyle Change Program Website

- Consumer-facing page
- Participants
- Health care professionals
- Program locator

cdc.gov/preventt2
Part 2:

Connecting to Resources to Boost Enrollment and Retention
Helping Participants Stay the Course:

Personal Success Tool (PST)

• Easy to use online modules
• Reinforces PreventT2
• Videos, quizzes, and pledges
• Motivating messages
Participant Modules

• Commit to Change
• Get Active
  – Activity Tracking
• Eat Well
  – Food Tracking
• Support
• Stay Motivated
• Check In and Keep Going
We need YOUR help!

Recruiting program participants to test new PST modules in development:

- 1-hour phone interview at their convenience
- Show them draft modules and ask for their opinions
- They will receive a gift card

We'll assist you!

- Send you a one-page description
- Someone from Hager Sharp will contact you

For more information, email: DDT_DiabetesWebinar@cdc.gov
Coach’s Guide: 4 Easy Steps

- **Step 1:** Try the PST yourself!
- **Step 2:** Introduce the PST to your participants
- **Step 3:** Tailor and send texts or emails with links to modules, as scheduled
- **Step 4:** Be ready to help participants who use the PST
**Quick Reference Guide/Scheduling Tool**

**Personal Success Tool Quick Reference Guide**

<table>
<thead>
<tr>
<th>Session Topic</th>
<th>Module Content</th>
<th>Optional Messages and Module Link to Text/Email to Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction to the Program</strong></td>
<td>• Information about the LCP tailored to participants’ age</td>
<td>Welcome again! I look forward to starting this journey with you. Stay motivated on your own time by checking out the Personal Success Tool (PST) online modules I’ll send you. This week’s session helps you succeed in a way that fits your age, offers videos from participants like you, and helps you create a pledge to commit to your goals. <a href="http://www.cdc.gov/diabetes/programs/preventt2/week1-quiz.html">www.cdc.gov/diabetes/programs/preventt2/week1-quiz.html</a></td>
</tr>
<tr>
<td><strong>Session date:</strong></td>
<td>• Testimonial videos</td>
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<tr>
<td></td>
<td>• A pledge participants can tailor and sign</td>
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</tr>
<tr>
<td><strong>Get Active</strong></td>
<td>• Quiz to reinforce content from the session</td>
<td>This week’s online session with the Personal Success Tool (PST) is all about improving your quality of life by getting active. Think about how physically active you are right now. Find an activity that’s right for you and make a plan for when things get in the way. <a href="http://www.cdc.gov/diabetes/programs/preventt2/week2-quiz.html">www.cdc.gov/diabetes/programs/preventt2/week2-quiz.html</a></td>
</tr>
<tr>
<td><strong>Session date:</strong></td>
<td>• Suggested physical activities, tailored to participant goals and preferences</td>
<td></td>
</tr>
<tr>
<td><strong>Track Your Activity</strong></td>
<td>• Concrete steps to track physical activity</td>
<td>This week’s PST session helps you hit your physical activity goal of 150 minutes a week. Track your activity, remove obstacles, and learn what you’re already doing that counts as physical activity. <a href="http://www.cdc.gov/diabetes/programs/preventt2/week3-quiz.html">www.cdc.gov/diabetes/programs/preventt2/week3-quiz.html</a></td>
</tr>
<tr>
<td><strong>Session date:</strong></td>
<td>• Everyday activities to meet weekly 150-minute goal</td>
<td></td>
</tr>
</tbody>
</table>

- Helps you plan when to send each module link
- Shows the PreventT2 curriculum topic and the associated module
- Suggests messages for emailing or texting to participants
Additional Resources

cdc.gov/diabetes/prevention/resources/personal-success-tool-pst.html
Helping Spread the Word and Engage New Participants:

Program Champion Toolkit

“If I can help connect one or two people to a program that can help them accomplish those goals, that is my motivation.”
- Program Champion

• Current and past program participants help recruit new participants
• Increases visibility and shares program successes
• Uses relationship-building and storytelling
Characteristics of Successful Program Champions

- Excited about the lifestyle change program
- Successful in making lifestyle changes and overcoming barriers
- Positive attitude about making lifestyle changes
- Good listener and clear communicator
- Willing to share their story about the lifestyle change program
- Seen as a member of the community you serve
Resources for Program Staff and Coaches

- Quick Start Guide
- Program Champion Strategy
- Pathway for Program Staff
- Recruiting Champions
- Training
- Supporting Champions and Keeping Them Engaged
Resources for Program Champions

• Resources designed exclusively for the Champion:
  – Being an active listener
  – Navigating tricky conversations
  – Managing the conversation
  – Telling your story

cdc.gov/diabetes/prevention/resources/champion-toolkit.html
Part 3:
Putting Tools into Practice: Program Champion Example
Meet Vanessa

- Lifestyle Coach for three years
- Loves the lightbulb moments where participants connect the content to steps towards their own goals
- Wishes she could better share the successes of her participants
- Is worried that the current limits on face-to-face activities will impact her recruitment and enrollment
Vanessa’s Path to Success:

Four Easy Steps to Implement the Program Champion Strategy

STEP 1: Get Familiar with the Program Champion Strategy
STEP 2: Identify Possible Program Champions
STEP 3: Engage Program Champions
STEP 4: Support Program Champions in Reaching Potential Participants
Step 1: Get Familiar with the Program Champion Strategy
Steps 2 & 3: Identify and Engage Program Champions

Messages for Potential Program Champions

When introducing the Champion Strategy, you may wish to use or adapt the following language:

To help us recruit participants for our next lifestyle change program, we’d like you to consider becoming a Program Champion. As a Program Champion, you’ll tell friends, family members, and others how you have benefited from the lifestyle change program. You will also encourage people who might benefit from the program to sign up.

We will provide all the information and resources you need to be a Program Champion, and we will support you in your outreach activities. We don’t expect that everyone will want to become a Program Champion, and we won’t pressure you to do so. These efforts are voluntary, and you will work on activities at your own pace. We estimate that Program Champion activities will take about 1 hour a week, but some may take more or less time.

Think about it. If you’re interested, we’ll share more information. In the meantime, if you have questions, please come talk to me.
Step 4: Support Program Champions in Reaching out to the Community

SUPPORTING PROGRAM CHAMPIONS AND KEEPING THEM ENGAGED

for Program Staff

Provide Ongoing Support to Program Champions
- Be accessible for guidance by phone, by e-mail, or in person.
- Check in regularly, especially with new Program Champions, to:
  - Reassess and modify activities as needed.
  - Give Program Champions a chance to discuss what has worked well and what their challenges are.
- Assist Program Champions’ work and provide feedback to ensure their success.
- Offer coaching—for example, by sharing communication tips or role playing—to help Program Champions share their story.
- Provide resources and tools to support and enhance Program Champions’ outreach efforts.
- Discuss the types of questions from potential participants that Program Champions cannot or should not answer.

Sustain Program Champion Engagement
- Hold Program Champion recognition events quarterly to show appreciation for their hard work. These events can also:
  - Be social events for Program Champions to meet with staff and participants.
  - Offer a way to give performance awards to Program Champions.
  - Introduce and welcome new participants and Program Champions.

COMMUNICATION TIPS FOR OUTREACH ACTIVITIES

for Program Champions

Talking to other people about [fill in the name of your program] doesn’t have to be complicated. Simply tell your story, share details about the program, and direct them to more information. The tips in this document will help you do that.

- Tell Others About the National DPP Lifestyle Change Program

Think about friends, family members, coworkers, and other people you know who might be at risk of type 2 diabetes and who might be interested in the National Diabetes Prevention Program (National DPP) Lifestyle change program. Examples would be people who are overweight, who have a family history of type 2 diabetes, or who don’t eat a healthy diet or get regular physical activity. Find at least 5 or 10 minutes to share your experiences and story with them. For example:
- Grab a cup of coffee, discuss the program during your lunch break or a family event, or chat briefly after a church or social gathering.
- Pick a time when neither of you feels rushed or distracted. For example, avoid discussing the program while the other person is driving, rushing off to pick up a family member, or watching sports on TV.
- Be positive and realistic about the program and your experience. Avoid complaining about anything.
- Be spontaneous if you like to be. This could mean striking up a conversation in a cafeteria line or local coffee shop.
- If you talk about the challenges you faced, make sure to also talk about how you overcame them.
- Focus on your own behavior and why you joined the lifestyle change program.
- If others are already eating well and being physically active, encourage these activities. Promote the MyPlate change program as another way to help them lead a healthy life.
- Talk about local events or places that you frequent. This will confirm your status as a member of the community.
Part 4:

Connecting People to Support for Themselves and Their Families
“But I’m Not Ready to Commit”

On Your Way to Preventing Type 2 Diabetes

• Designed for:
  – People at risk who are not ready to join the Lifestyle Change Program
  – People who are waiting for a class to start

• Uses behavioral science strategies to increase self-efficacy and help people at risk take small steps toward lifestyle change
On Your Way

Your plan only needs two key ingredients to work:
1. It should be based on healthy eating.
2. It should be something you can keep doing.

People often need to try different things to create a plan that works for them. Some may cut back on sugar and eat more protein to stay fuller longer. Others may focus on crowding out unhealthy food with extra fruits and vegetables. Still others take the guesswork and temptation out of life by sticking to just a few breakfast and lunch choices that they know are nutritious. The details will depend on what you like and what fits in best with your life.

Eat well. Good food in the right amounts does so much more for you than just helping you lose the pounds; it helps you feel better and even think better. All good things!

Some basics to get started:

Choose these foods and drinks more often:

- Non-starchy vegetables such as peppers, mushrooms, asparagus, broccoli, and spinach
- Fruits
- Lean protein such as fish, chicken, turkey, tofu, eggs, and yogurt
- Whole grains such as quinoa, brown rice, and steel cut oatmeal

Choose these foods and drinks less often:

- Processed foods such as packaged snacks, packaged meat, chips, granola bars, sweets, and fast foods
- Trans fat, found in things such as margarine, snack food, packaged baked goods, and many fried foods
- Sugary drinks such as fruit juice, sports drinks, and soda

“But I (or My Family) Already Have Diabetes”

Diabetes Self-Management Education and Support

• Diabetes self-management education and support (DSMES) services help people successfully manage their diabetes and live a healthy life
• Address knowledge, skills, and tools
• Lifestyle Coaches can serve as a bridge to DSMES services for individuals and families in need
DSMES Resources

• American Diabetes Association (ADA) and Association of Diabetes Care and Education Specialists (ADCES) online locator tools

• CDC resources
  – DSMES Toolkit
  – Webinar recordings
  – National Standards for DSMES

Links available at: cdc.gov/diabetes/managing/education.html
Questions?

Please submit in the chat box.

Send questions after the webinar to:
DDT_DiabetesWebinar@cdc.gov
National DPP Customer Service Center

nationalehypertensionprogram.cdc.gov/s/