

COORDINATOR'S WORK PLAN GUIDANCE

Goal

What do you want to accomplish by planning and conducting this Ambassador Outreach Strategy?

Objectives

What are you trying to achieve by using Ambassador Outreach to promote self-management education workshops? You may have specific, immediate objectives, such as increasing the enrollment of a particular workshop by 20%. Does your program need to meet specific measures that you want to include in your objectives? Be specific about which intervention(s) your Ambassadors will promote.

During each step, specify whether a Person-to-Person or Spokesperson Ambassador will be involved in the activity.

Locations

After you have chosen the interventions you are going to promote, look at the places where the workshops are being offered. Depending on how many staff members and Ambassadors you have, you may not be able to market to all locations when you launch your Ambassador Outreach Strategy.

To start, focus on workshop locations where classes are not being filled. You will also want to consider how accessible your locations are for the chosen audience, including the availability of services such as public transportation and parking. As you and your team build experience, add more locations to your list.

Audiences

An important step in the planning process is to identify the individuals and groups you want to reach with your marketing efforts. The Ambassadors' existing relationships with people in the community will determine which individuals and groups you will reach through this strategy. In addition, you, as Coordinator, may want to identify groups that are likely to have potential workshop participants (e.g., women's church groups, veterans, social organizations, garden clubs).

Partners

If you are working with other organizations, list those you expect to be involved and define their roles in your outreach strategy plan.

Staff and Roles

As you prepare for the outreach process, you will need to select a team of people who will be responsible for promoting self-management education interventions in your state or community. Team members may include employees from the state health department, staff or volunteers from partner organizations, and Ambassadors.



Tip

Sample Goal: "Establish a dynamic, grassroots marketing network of Ambassadors that increases participation in self-management education (CDSMP) workshops."



Tip

Clearly defining the "what," "where," and "who" is key to planning your outreach initiative.

**TIP**

Identify potential obstacles and challenges to implementing your outreach initiative.

Examples include competing programs, lack of staff time and resources, unresponsive partners, or geographic and logistical challenges.

Think about how you will recruit your Ambassadors. Do you need them to market to individuals or groups or both? How will they be trained, who will train them, and what will their duties be? Define roles for those involved in managing the overall strategy; recruiting, training, and supporting Ambassadors; and managing the evaluation process.

Coordinator's Work Plan

The Coordinator's Work Plan template includes a table that allows you to outline key activities, timelines, and team members—including Ambassadors—responsible for each task.

Budget

Document your funding sources and allotted budget, as well as the number of staff members, including Ambassadors, you expect to need or have available to work on your outreach strategy. Estimate major expenses, such as staffing, printing, training, travel (for Ambassadors conducting outreach visits), and Ambassador incentives (if you plan to offer them).