

MENU OF ACTIVITIES FOR PROGRAM PROMOTION AND OUTREACH

for Program Champions

The National Diabetes Prevention Program (National DPP) lifestyle change program that you are participating in is using a Program Champion Strategy to recruit and reach more people. You can support these efforts by looking at the list below and picking activities that you can do as a Program Champion. You can do some of these activities—like speaking to people you know—at any time. Other activities can only be done

Suggested Activities for Program Champions

You do not need to complete all of these activities, and some may not be relevant for your National DPP lifestyle change program. Activities can be completed in any order. You can start with smaller, simpler activities and work your way up to those with more responsibility. You can change your activities at any time or even suggest new ones—just talk with your program staff first.

Promote the Program Within Your Social Network

- Talk about the program with people you know or with groups you regularly meet with—like friends, family, church groups, coworkers, or people in a class at your local community center.
- Use talking points provided by program staff to share information about the program on social media such as Facebook or Twitter. Include a link to the National DPP website: www.cdc.gov/diabetes/prevention.
- Talk with your health care provider about your experience with the National DPP lifestyle change program.

Promote the Program In Your Community or Workplace

- Hand out marketing materials supplied by program staff at places you often go in your community—like the hair salon, barber shop, grocery store, medical office, place of worship, or community center.
- With the help of program staff, identify appropriate events where you can market the program—like festivals or health fairs in your community or workplace.
- Along with program staff, talk with local media to share your story and discuss what you liked about the program.



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- If working or associated with a local hospital/clinic/health system, talk with program staff about sharing your story through print or online communication products created by your employer or local hospital or health systems.
- If associated with a hospital/clinic/health system, work with your institution to promote the program to health care professionals to encourage patient referrals.

Support Program Recruitment

- Write a testimonial or a few quotes about your experience for program staff to use in marketing materials.
- Attend an information session (sometimes called "Session Zero") for potential participants to share your experience and encourage them to join.
- Reach out to potential participants who have provided contact information to program staff.
- Contact people who have signed up to remind them of the program's start date.
- Be available—by phone, by e-mail, or in person—to talk to people who are ready to start the program and answer their questions.

Develop and Support New Program Champions

- Talk to current program participants about your role as a Program Champion and ask them to consider becoming a champion.
- Participate in training and orientation meetings for new Program Champions.
- Offer tips and guidance to new Program Champions as they start their outreach activities.
- Work with program staff to provide ongoing support to new Program Champions.

