

Follow these steps to put the Program Champion Strategy (Champion Strategy, for short) into action in your National Diabetes Prevention Program (National DPP) lifestyle change program. Some steps may not apply to your program. Adapt the list to meet your program's needs and circumstances.



## Program Buy-In

- Identify decision makers. Who will decide if your lifestyle change program or CDC-recognized organization (if different) will use the Champion Strategy?
- Share the [Program Champion Strategy Pathway for Program Staff Overview](#) with your decision makers and explain the benefits and needed resources to carry out the strategy for your organization and or program.

## Pre-Implementation Planning

- Identify staff who will be involved in the Champion Strategy. Is it lifestyle coaches, program coordinators, others?
- Work as a team to determine roles for staff related to the Champion Strategy. Who will recruit Program Champions? Who will train them on how to use the strategy, answer any questions that they may have? Who will oversee and support their outreach activities?
- Speak with your program's leadership to identify how you will get any needed funds—for example, to recognize Program Champions or provide refreshments at orientation sessions.
- Review the materials in the Champion Strategy implementation package and determine which ones your program will use. Adapt or tailor them as needed.
- Print or make copies as needed.



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## Program Champion Identification

- Ask participants to write down what they have experienced, learned, and achieved through the National DPP lifestyle change program.
- Identify participants with a positive story, good communication skills, and other desirable characteristics to be Program Champions. (See [Recruiting Program Champions](#).)
- Tell current participants (and past participants, if desired) about the Champion Strategy. Tell all participants who you think would make good Program Champions.
- Invite participants to become Program Champions.

## Introduction to Program Championship

- Meet with Program Champions, in a group or individually, to further explain the Champion Strategy and complete any required documentation. This can be in person or remotely.
- Review the [Menu of Activities](#) and help Program Champions choose what they will do.
- Discuss expectations, protocols, and support, including how often you will check in with Program Champions.
- Give Program Champions the materials and resources that you think will help them.
- Answer any questions from the Program Champions.



## Program Champion Engagement and Support

- Coordinate and track Program Champion activities and review required documentation.
- Check in regularly with Program Champions to assess how their activities are going, answer questions, and modify activities as needed. Consider checking in more frequently with new Program Champions.
- Recognize the efforts of the Program Champions regularly. If possible, plan a recognition event quarterly to celebrate their hard work.
- Reimburse Program Champions for expenses, if applicable.
- Identify Program Champions who may be ready for more advanced activities, like becoming a mentor to new Program Champions. Share all information needed to help them understand and fulfill their new role.

## Continuing Program Champion Identification

- Identify more Program Champions as needed throughout the program cycle, especially before the program ends.
- Update contact information for all program participants so you can reach out to them to be Program Champions in the future, if desired.
- Ask Program Champions who are moving into a mentor role to speak with potential new Program Champions.
- Collect data on the Champion Strategy process and outcomes. Share with decision makers and stakeholders to keep them excited and supportive of the Champion Strategy.
- Share your experiences with the Champion Strategy with other lifestyle change programs, the local media, and professional organizations.