

STRATEGY OVERVIEW

for Program Staff



Basics of the Program Champion Strategy

The Centers for Disease Control and Prevention (CDC) developed the Program Champion Strategy (Champion Strategy, for short) to support the existing recruitment and outreach activities of your National Diabetes Prevention Program (National DPP) lifestyle change program. It uses current and past program participants as Program Champions to help you recruit new participants. In 2019, CDC is evaluating this strategy.

The Champion Strategy is guided by research, including discussions with lifestyle coaches, diabetes educators, and current and past participants of National DPP lifestyle change program. It recognizes the unique and powerful influence that participants can have on others who may benefit from this program. It also draws on behavioral research that shows the positive influence of social networks and word-of-mouth endorsement.

The Champion Strategy is designed so that your program can put it into action with minimal effort. It offers a range of activities, and Program Champions can choose the ones they're most comfortable with and that meet your program's needs. It's also scalable. No matter what size your program is or how many staff members or other resources you have, this strategy can work for you.

Although the Champion Strategy is intended to increase recruitment and enrollment, some of the information and materials may also help your program retain participants.



U.S. Department of
Health and Human Services
Centers for Disease
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Benefits of the Program Champion Strategy for Your Program

- **Overcome recruitment barriers.** Program Champions can encourage potential participants to sign up for and attend lifestyle change programs.
- **Enhance visibility and awareness of your program.** Program Champions can reinforce marketing messages and expand outreach efforts.
- **Improve effectiveness of staff efforts.** Involving Program Champions can help your staff's recruit more participants. It may even help relieve some of the outreach and enrollment workload of your staff.
- **Increase participation during the maintenance phase.** Engaging Program Champions at the midpoint of your program can help people stick with the second half of the program, when sessions shift to a monthly schedule and participation commonly drops off.
- **Improve the effectiveness of your program.** Because Program Champions are more engaged, they will likely do better in the program, which can increase weight loss goals of your program. Program Champions can also be role models for other participants.

Benefits of the Champion Strategy for Program Champions

- **Enhanced self-efficacy.** Program Champions are more likely to stick to their own goals while encouraging others.
- **Continued connection with the program.** The Champion Strategy can strengthen the relationship between Program Champions and the program and help maintain that relationship after the program ends.
- **Additional ways to promote and celebrate their accomplishments.** Program Champions can celebrate and share their own success with current and prospective participants.
- **Increased status among peers and in their community.** Program Champions can feel a sense of pride by taking on a leadership role.

Resources to Implement the Program Champion Strategy

- **CDC will provide research-based materials and instructions to help you use the Champion Strategy.** You'll get everything you need such as tools to recruit Program Champions; materials to help Program Champions choose and implement outreach activities, and resources to sustain and evaluate the Program Champion Strategy.

