

Recruiting participants to the Lifestyle Change Program can be a challenge, especially when programs are not recruiting or meeting in-person. The good news is that the [Program Champion Strategy](#) can still be added to existing recruitment and outreach activities, even

New to the Program Champion Strategy? Get started with the [Quick Start Guide](#).

Teaming up with Program Champions

Whether in-person or virtual, you can still follow our guide to [Recruiting Program Champions](#) for identifying current or alumni Program Champions to help spread the word about your program. Choose Program Champions who are excited about the program, were successful in making lifestyle changes, and feel comfortable reaching out to people in their community. Once selected, Program Staff should communicate with their Program Champions about challenges and opportunities to recruiting virtually.

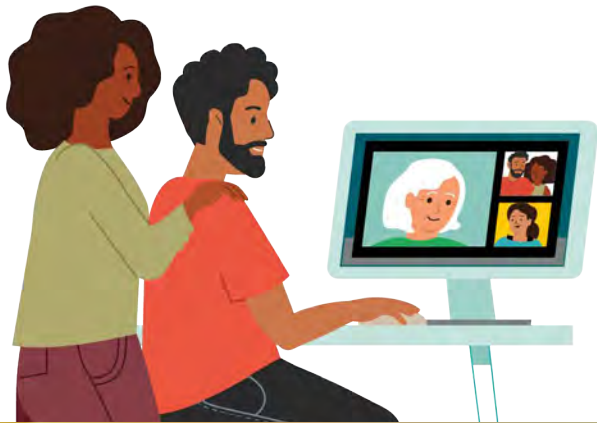
Virtual Outreach:

- Use social media posts, live chats, polls, and other interactive tools featuring input from your Program Champions to engage your potential audiences.
- Create a short video about your Program Champions' experiences. The video should be no more than 30 seconds for easy sharing via email, websites, or social media.
- Organize a virtual "coffee and conversation" or "lunch and learn" through a video conferencing platform.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

- Place an advertisement in a print or digital newspaper or newsletter with a message from your Program Champions.
- Encourage Program Champions to use their own communication channels to reach potential new participants.
- Search for online discussion groups for people living with prediabetes. These online groups are a great place to connect with potential participants because they've already taken a step toward a healthier lifestyle by searching for resources online. Often you can search by location for these programs if you would like to narrow your focus to your area.



Tips for Going Virtual

- Check with your organization about preferred video conferencing platforms.
- Think about the features that you would like such as recording, chatting, polls, etc. when choosing a platform.
- Keep in mind that not all participants may have a computer with a camera or feel comfortable using it. For any virtual outreach event, be sure to include a dial-in option and allow people to share a photo of themselves as an alternative to having the camera on.
- Set aside time at the beginning of the event to orient participants to the video conferencing platform.
- For tips on how to use video conferencing for type 2 diabetes prevention programs, watch the recorded webinar, [Delivering from a Distance: Reaching People at Home with the National DPP Lifestyle Change Program](#).

