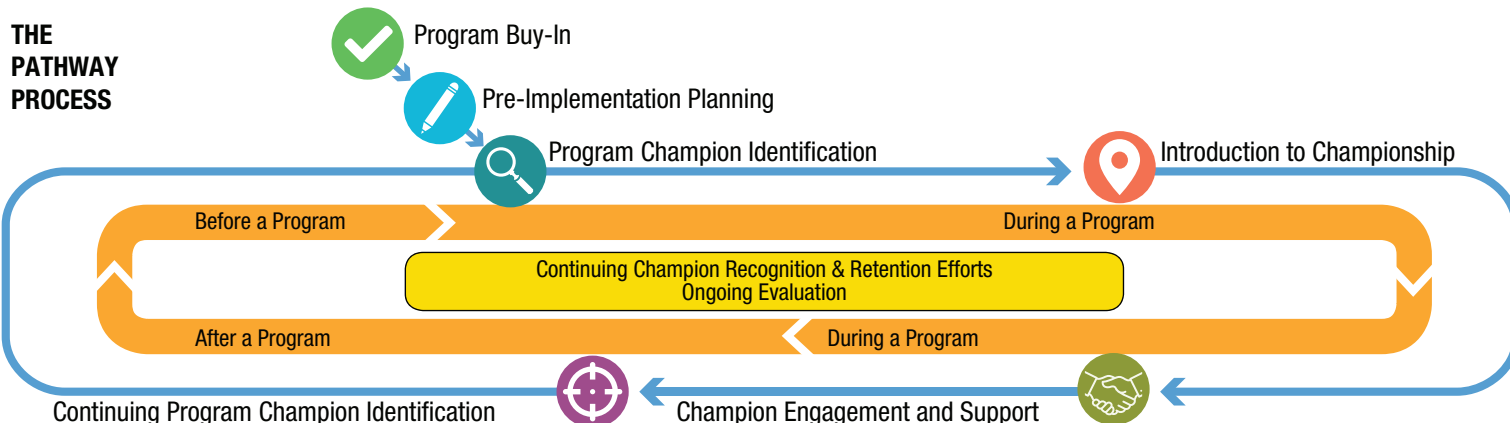


PROGRAM CHAMPION STRATEGY

Pathway for Program Staff

Follow the suggested steps in this pathway to implement the comprehensive Program Champion Strategy (Champion Strategy, for short) to promote participation in your National Diabetes Prevention Program (National DPP) lifestyle change program.



The Champion Strategy is flexible. Lifestyle change program staff can tailor it to fit their needs and program structure.

| | Program Buy-In | Pre-Implementation Planning | Champion Identification | Introduction to Championship | Championship Engagement and Support | Continuing Championship Identification |
|-----------------------------------|---|--|--|---|--|--|
| National DPP Program Staff | <ul style="list-style-type: none"> National DPP programs become aware of Program Champion Strategy from CDC and/or other sources. Take actions to inform and get buy-in from relevant decision makers to implement the Champion Strategy. Periodically take on efforts to ensure program buy-in. | <ul style="list-style-type: none"> National DPP programs identify staff and roles for the Program Champion Strategy. Review implementation guidance for the Champion Strategy and prepare necessary materials. Adapt/tailor Champion Strategy materials from CDC. | <ul style="list-style-type: none"> Identify, reach out, and encourage program participants to become Program Champions. <ul style="list-style-type: none"> » There is no specific number of Champions needed to implement activities under this Strategy. » Outreach to participants with desirable Champion characteristics could occur near the 6th month/midpoint of program. » Outreach can occur individually or in a group setting. | <ul style="list-style-type: none"> Orient Champions on range of outreach activities, communication skills, and expectations and protocols. <ul style="list-style-type: none"> » Meetings can be held individually or in a group setting. | <ul style="list-style-type: none"> Review list of potential outreach activities with Champions. Choose activities based on factors such as interest, skills, and availability. Maintain regular contact with Champions to: <ul style="list-style-type: none"> » Coordinate and track Champion activities. » Reassess and modify activities, as needed. » Provide any necessary additional guidance and support. | <ul style="list-style-type: none"> Conduct outreach to additional Prospective Champions before end of program cycle. <ul style="list-style-type: none"> » Champion recruitment occurs on an ongoing basis but, at minimum, near the 6th month/midpoint and near the end of program cycle. |
| | CHAMPION RECOGNITION & RETENTION EFFORTS <ul style="list-style-type: none"> Non-monetary or monetary (if possible) recognition to Champions on an ongoing basis. If possible, reimburse monetary expenses incurred while undertaking outreach activities (e.g., gas, parking fees). | | | | | |
| | EVALUATION <ul style="list-style-type: none"> Data collection efforts for process and outcome evaluation of the Program Champion Strategy should occur on an ongoing basis. | | | | | |

February 11, 2021