

for Program Staff

It's important to support and engage Program Champions as part of their participation in the Program Champion Strategy of your lifestyle change program. Give them the information and resources they need to succeed in their program and outreach activities. Check in with them regularly to assess how they're doing and if they might be ready to take on more outreach responsibility.

Support for and coordination of Program Champion activities can be provided by the lifestyle coach, program coordinator, or other program staff. It's up to your program.

Provide Ongoing Support to Program Champions

- Be accessible for guidance by phone, by e-mail, or in person.
- Check in regularly, especially with new Program Champions, to:
 - » Reassess and modify activities as needed.
 - » Give Program Champions a chance to discuss what has worked well and what their challenges are.
 - » Assess Program Champions' work and provide feedback to ensure their success.
- Offer coaching—for example, by sharing communication tips or role playing—to help Program Champions share their story.
- Provide resources and tools to support and enhance Program Champions' outreach efforts.
- Discuss the types of questions from potential participants that Program Champions cannot or should not answer.

Sustain Program Champion Engagement

- Hold Program Champion recognition events quarterly to show appreciation for their hard work. These events can also:
 - » Be social events for Program Champions to meet with staff and participants.
 - » Offer a way to give performance awards to Program Champions.
 - » Introduce and welcome new participants and Program Champions.



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- Offer incentives or recognition to all Program Champions, regardless of the type or number of their activities. Consider asking organizations in the community to donate items such as:
 - » Transportation vouchers or coupons for local restaurants that have healthy options.
 - » Certificates or coupons to local businesses.
 - » Free classes or memberships at a local YMCA or gym.
- Other forms of recognition could include:
 - » Verbal or written thank-you messages, like a certificate of appreciation.
 - » Pins or lanyards to wear during outreach activities or when interacting with other participants.
- At a minimum, try to reimburse Program Champions for expenses related to their outreach activities, such as gas or parking.
- Provide a way (in person or through social networking) to share their experiences and build camaraderie.

Promote Program Champion Growth

- When you feel that Program Champions are ready, encourage them to expand their efforts.

For example, they might:

- » Try new outreach activities.
- » Expand the number or type of people they reach out to.
- » Become mentors for new Program Champions.
- Provide training and resources to help Program Champions become more effective, particularly in new activities or roles.
- Consider increased incentives or recognition for Program Champions who have taken on more responsibilities or excelled in their role (such as those who have become mentors for other Program Champions).

