

The **National DPP Program Champion Strategy** is rooted in research that shows peer-to-peer influence and word-of-mouth endorsement of friends and family can play a powerful role in supporting positive behavior change in others.

Program Champions are trusted messengers who can share their success stories to increase visibility and awareness of the National DPP lifestyle change program and empower those at risk to make healthy changes to prevent or delay type 2 diabetes.

## THE PROGRAM CHAMPION STRATEGY AT WORK:

### 1 SHARE

Program Champions share their stories in-person and online with their family, friends, and other social circles.

### 2 SIGN UP

These individuals may then be encouraged to learn more and take a prediabetes risk test. Those who are at-risk are then referred to the lifestyle change program to learn more. Programs are available online, in-person, and via distance-learning.

### 3 PRACTICE

Program participants practice healthy behaviors that can prevent or delay type 2 diabetes, like healthy eating and physical activity.

### 4 ENGAGE

The positive feedback loop continues with each new program participant telling others about their experience.

**Learn about the Program Champion Strategy by visiting the National DPP Customer Service Center.**