



Program Champion Strategy Toolkit

Using social networks and storytelling to recruit participants into the lifestyle change program

What Is the Program Champion Strategy?

- Supports existing recruitment and outreach activities.
- Uses current and past program participants as Program Champions to help engage with potential participants.
- Implemented in 4 easy steps!



STEP 1

Get Familiar
with the Program
Champion Strategy



STEP 2

Identify Possible
Program Champions



STEP 3

Engage Program
Champions



STEP 4

Support Program
Champions in Reaching
Potential Participants

Evidence-based

- Builds on the idea of a feedback loop where more of a good thing leads to more of the same good thing.
- Leverages the power of social influence (family/friend/other social circles, networks, word-of-mouth), especially in communities disproportionately burdened by type 2 diabetes.
- Social support—the sense of belonging, acceptance, and assistance—has positive effects on health outcomes.
- Social connection is strongly associated with successful blood sugar management.

Miller T A., DiMatteo MR. Importance of family/social support and impact on adherence to diabetic therapy. *Diabetes, Metabolic Syndrome and Obesity: Targets and Therapy*. 2013;2013(6):421-426. <https://doi.org/10.2147/DMSO.S36368>. Accessed November 8, 2011.

Mohebi S., Parham M., Sharifirad G., Gharlipou, Z., Mohammadbeig, A., & Rajati F. Relationship between perceived social support and self-care behavior in type 2 diabetics: A cross-sectional study. *Journal of Education and Health Promotion*; 2018;7:48. https://doi.org/10.4103/jehp.jehp_73_17. Accessed November 8, 2021.

Ramkissoon S., Pillay B J., Sibanda W. Social support and coping in adults with type 2 diabetes. *African Journal of Primary Health Care and Family Medicine*. 2017;9(1). <https://doi.org/10.4102/phcfm.v9i1.1405>. Accessed November 8, 2021.

Smalls B L., Gregory CM, Zoller J S., Egede L E. Assessing the relationship between neighborhood factors and diabetes related health outcomes and self-care behaviors. *BMC Health Services Research*. 2015; 15:445. <https://doi.org/10.1186/s12913-015-1086-7>. Accessed November 8, 2021.

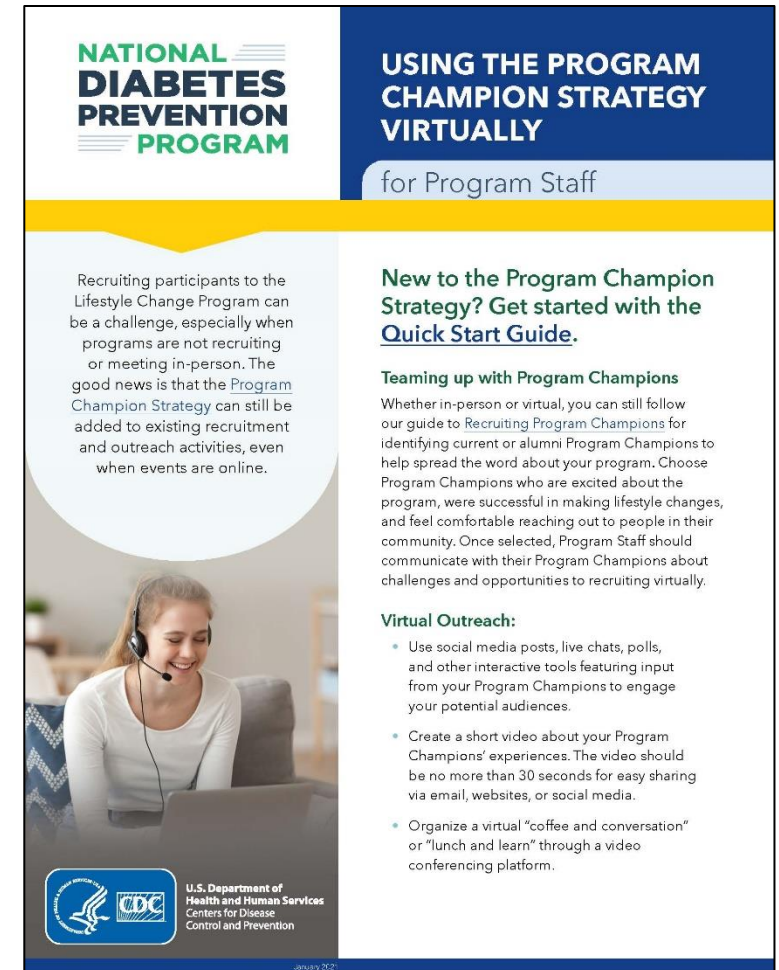
Choosing a Program Champion

Know what makes an effective Program Champion:

- ✓ Excited about the lifestyle change program.
- ✓ Successful in making lifestyle changes and overcoming barriers.
- ✓ Positive attitude about making lifestyle changes.
- ✓ Good listener and clear communicator.
- ✓ Willing to share their story about the lifestyle change program.
- ✓ Seen as a member of the community they serve.

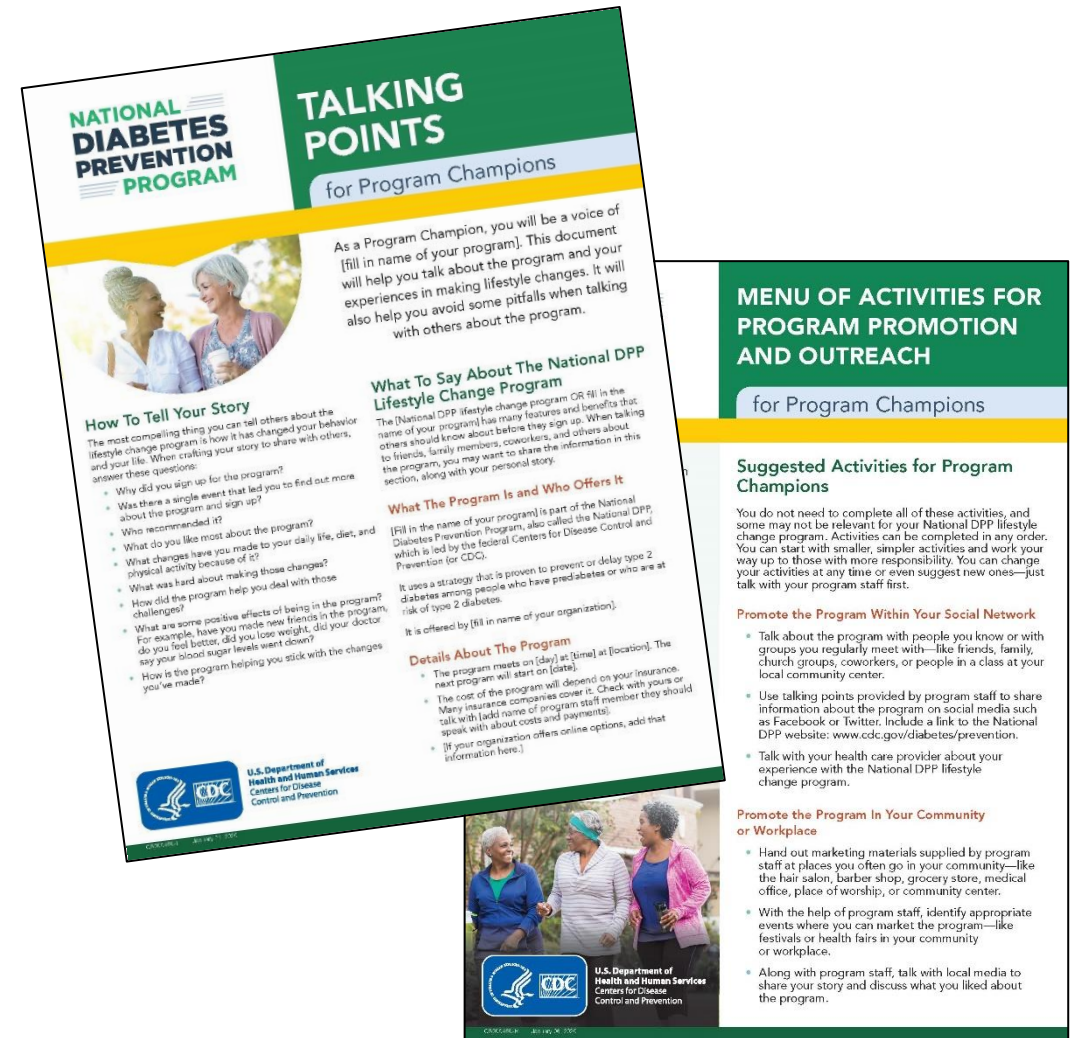
Resources for Coaches

- Strategy Overview
- Quick Start Guide
- Program Champion Strategy Pathway for Program Staff
- Recruiting Champions
- Training
- Supporting Champions and Keeping Them Engaged
- Using the Program Champion Strategy Virtually



Resources for Champions

- Menu of Activities for Program Promotion and Outreach
- Talking Points
- Communication Tips for Outreach Activities
- Handling Tricky Conversations: Tips for Program Champions



Get the Toolkit

Visit the [National DPP Customer Service Center](#) to access the Toolkit:

- Resources for lifestyle coaches and coordinators.
- Resources for program champions.



Spread the Word

- Ready-to-share social media messages
- Digital ads
- Infographics

Available on the [National DPP Customer Service Center](#)



NATIONAL DIABETES PREVENTION PROGRAM

- ✓ RESEARCH-BASED
- ✓ READY-TO-GO
- ✓ ADAPTABLE

National DPP PROGRAM CHAMPION STRATEGY

Empowering others to make healthy changes to prevent type 2 diabetes

Learn more at <https://go.usa.gov/xsBDH>

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

The infographic features a light blue background with a white circular graphic on the right containing an illustration of a man and a woman looking at a computer screen. The text is arranged in a clean, modern layout with green accents for the bullet points and the program name.