



Marketing and Recruitment for the National DPP: Program Champion Strategy Toolkit and Promotional Materials (English & Spanish)
[as of 2025/08/08]

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[Cataloger's Note: The images named and linked below, and described on the pages following these tables, are all available in the attached Zip folder, found in the Supporting Files section of this record. Accessed and downloaded on 2026/01/27. These tables are copied exactly as they are found at the Page URL listed above. Minor table formatting has occurred below, but no intellectual content has been altered. Some resources are available in English and Spanish.]

Resource Summary

The Program Champion Strategy Toolkit is a web-based resource to help coaches engage and retain participants for the National DPP lifestyle change program. Program administrators and coaches can use this tool to recruit Program Champions from current and past participants. The Program Champions can then help recruit new participants into the lifestyle change program.

The toolkit includes short and direct tools and tip sheets for you and for your Program Champions that were developed and tested with lifestyle change program staff.

Promotional Materials for Programs

The graphics and promotional messages below can be tailored and shared across social media, email, internet sites, and other communication platforms used by CDC-recognized organizations to directly reach coaches. There are also messages that can be shared by coaches to reach and engage potential Program Champions.

Marketing Videos – provides Champions with tips for promoting the LCP and talking to participants.

- Video 1 [English](#) | [Spanish](#)
- Video 2 [English](#) | [Spanish](#)
- Video 3 [English](#) | [Spanish](#)
- Video 4 [English](#) | [Spanish](#)

Program Champion Seasonal Social Media Posts – provides social media messages and graphics that can help Champions with recruitment and outreach for the LCP. The table below includes a link to each graphic and its dimensions.

Seasonal Social Media	<p>January</p> <ul style="list-style-type: none"> • Graphic 1080x1080 • Graphic 1080x566 <p>February</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>March</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Spring (Share how you've made positive, lasting change)</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Spring (Has the National DPP LCP helped you manage stress?)</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 	<p>Summer</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Fall</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>November (Share your "wins")</p> <ul style="list-style-type: none"> • Graphic 2409x1649 • Graphic 2403x2403 <p>December (Get ahead of the New Year by getting ahead of type 2 diabetes)</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>December (Kickstart your health goals)</p> <ul style="list-style-type: none"> • Graphic 1080x1080 • Graphic 1080x627
Seasonal Social Media for Participants	<p>February</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2358 <p>March</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Summer</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2358 	<p>Fall (Your story matters)</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Fall (Program Champion menu of activities)</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2358

Seasonal Social Media for Program Providers	<p>Spring</p> <ul style="list-style-type: none"> • Graphic 2409x1649 • Graphic 2403x2403 <p>Summer/Fall</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 	<p>Fall</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359 <p>Winter</p> <ul style="list-style-type: none"> • Graphic 4500x4500 • Graphic 4500x2359
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Program Strategy Toolkit – provides an overview of the Program Champion Strategy, how to choose an effective Program Champion, how coaches and champions can get quickly up to speed, and the ways organizations can spread the word.

NATIONAL DIABETES PREVENTION PROGRAM

THE PROGRAM CHAMPION STRATEGY:

GETTING STARTED

Maximize your outreach efforts with the Program Champion Strategy

When it comes to building up your National DPP lifestyle change program, you can't go wrong with good word of mouth!

The Program Champion Strategy Toolkit is a web-based resource to help coaches engage and retain participants. It is research-based, ready-to-go, and adaptable.

- 1 Get Buy-in**
Inform and receive buy-in from relevant decision makers.
- 2 Plan Ahead**
Identify staff, review guidelines, and prepare materials for Program Champions.
- 3 Identify Program Champions**
Encourage participants who have been enrolled for at least 6 months to sign up to be Program Champions.
- 4 Offer Training**
Orient Program Champions on expectations, communication basics, and example outreach activities.
- 5 Provide Ongoing Support**
Maintain regular contact with Program Champions to support and track activities.
- 6 Keep Momentum**
Recruit new and recognize existing Program Champions on an ongoing basis.

READY TO GET STARTED?

The Program Champion Strategy Toolkit includes **short and direct tools and tip sheets** for you and for your Program Champions that were developed and tested with lifestyle change program staff. Find it on the National DPP Customer Service Center website:

<https://go.usa.gov/xsBDH>

U.S. Department of Health and Human Services

Infographic 1: Getting Started – provides the 6 steps for an organization quickly get started using the Program Champion Strategy.

- [English](#)
- [Spanish](#)

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 more about the
Program Champion Strategy

<https://go.usa.gov/xsBDH>



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

Infographic 2: Why it Works –
provides core examples of the
Program Champion Strategy at
work.

- [English](#)
- [Spanish](#)



Social Media Graphics – provides images promoting the Program Champion Strategy that can be easily posted to social media platforms.

Email Recruitment Message – provides an overview of the Program Champion position for programs to share with their participants to support recruitment activities.

Social Media Post Guide – provides targeted messages for programs to share with their participants through social media channels.

Guidance documents for Program Staff

Strategy Overview – introduces the strategy and the resources. [English](#) | [Spanish](#)

Quick Start Guide – describes each step in the champion strategy process, from getting buy-in to supporting champions throughout the process. [English](#) | [Spanish](#)

Program Champion Strategy Pathway – explains the benefits and needed resources to carry out the strategy for your organization and or program. [English](#) | Spanish (coming soon)

Recruiting Program Champions – provides guidance in identifying appropriate champions and approaching them about becoming champions. [English](#) | [Spanish](#)

Training – Resources for Orientation – discusses how to hold an introductory session for champions and lists training topics and handouts to help in training. [English](#) | [Spanish](#)

Supporting Program Champions and Keeping Them Engaged – provides suggestions on how to support Champions and how to

expand the Champion activities. [English](#) | [Spanish](#)

Champions Virtual Tip Sheet – gives suggestions on how to use the program champion strategy virtually for identifying current or alumni Program Champions to help spread the word about your program. [English](#) | [Spanish](#)

Guidance documents for Program Champions

Menu of Activities for Program Promotion and Outreach – lists activities Champions can choose to promote their LCP, from easy to more complex. [English](#) | [Spanish](#)

Talking Points – helps Champions tell their story, describe the LCP, and answer questions.
[English](#) | [Spanish](#)

Communication Tips for Outreach Activities – gives Champions suggestions on how to talk to potential participants, active listening, and managing the conversation. [English](#) | [Spanish](#)

Handling Tricky Conversations Tips for Program Champions – gives suggestions on how to answer questions that are too personal, deal with doubters, what questions they should refer to others, and how to stay on topic.
[English](#) | [Spanish](#)

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