

BEST PRACTICES

Positioning your Diabetes Prevention
Program (DPP) for Great Success



STEP #1

MASTER MESSAGING

THERE IS NO NEED TO REINVENT THE WHEEL.

Any successful program must have strong core messaging. The DPP has solid research and information that serve as the backbone of the program.

The DPP in Florida has developed numerous messaging tools to assist program managers, employers, clinicians, lifestyle coaches and others involved in the DPP effort. At <http://FLdiabetesprevention.com> you will find advertising templates for print and online mediums, sample press releases, social media ideas, letter templates, and much more. Lean on these resources to save time and cost in DPP marketing. Keep the following points in mind as you think about DPP messaging development.

CORE PROGRAM MESSAGES FOR ALL AUDIENCES

Emphasize the key selling points of the DPP:

- The DPP is a Centers for Disease Control and Prevention (CDC) recognized program based on best practices and empirical research.
- The DPP calls for small, sustainable lifestyle changes.
- The DPP is for people at high risk for developing diabetes. Research shows that moderate amounts of weight loss (5-7%) can help prevent the onset of type 2 diabetes.
- The program focuses on long-term lifestyle change. It is not a quick fix. It provides

information and personal support to help people eat healthier and exercise more.

FOR HEALTH CARE PROVIDERS

DPP is a powerful supplement to clinical practice to help patients avoid developing diabetes. The program helps your patients make the kind of lifestyle changes you recommend—eating healthier, watching portions, getting more physical activity, and managing stress. The program is evidence-based and proven. It can help patients achieve better clinical outcomes like decreased blood glucose, blood pressure, blood lipids, and weight. It can help you help your patients.

FOR PARTICIPANTS

The DPP can help you feel better, be healthier, and reach your weight loss goals. Being healthier will let you be there for the people most important to you. This program can help you make small changes that have a big impact on how you feel.

Messages should tap into individuals' primary motivations. For participants, the motivation may be healthier, feel better, and to be there for family. Be aware that preventing diabetes may not be a strong motivator. Self-image and feeling better may be more important to some participants than preventing diabetes.

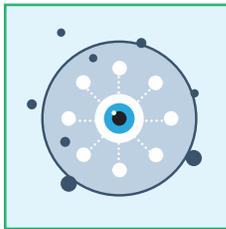
Messages should be positive overall, acknowledge that changing lifestyle habits is hard, but offer a solution for their struggles through the program and social support. At <http://FLdiabetesprevention.com> find resources to help recruit participants.

FOR EMPLOYERS, BENEFIT MANAGERS, AND HEALTH PLANS

The DPP is a cost-effective way to help employees and customers live healthier lifestyles by avoiding developing diabetes. Employees/customers who are healthier are more productive, and have lower health care costs. It can positively impact your bottom-line.

Decision makers of health plans or employee wellness programs want to know that this program will add value to their organization. It will benefit employees' productivity, and can decrease claims from diabetes.

Find resources to convey the value of DPP to employers and health plans at <http://FLdiabetesprevention.com>.



STEP #2 MARKET THE PROGRAM

To succeed in program management and operations, one must market the benefits of the program broadly. Research has shown that many people are not aware of the DPP. Promoting the DPP program specifically will be key to your success.

MARKETING IDEAS

- Acquire donated advertising space with media partners.
- Invest in lower-cost marketing strategies: neighborhood weekly newspapers, Facebook pages, Facebook ads, Twitter posts, and Instagram engagement.
- Advertise where your target audience is living and working. Consider bus routes, free daily papers, coffee shops, libraries, and senior centers.
- Create a brief DVD video about your program. Ask providers to play the video in patient waiting rooms.
- Market to providers by mailing brochures to medical office managers and/or hand deliver brochures to medical office staff.
- Make it easy for health care providers to know where to send patients. Advertise

with your contact information or instruct providers to refer patients to call 2-1-1 (a free phone-based information and referral service).

- Develop relationships with a local newspaper reporter. Encourage a spotlight article on the program or suggest that program participants are followed to showcase the DPP.
- Present DPP at hospital grand rounds and community events.
- Make it easy for the public to contact you. Include contact and location information on all flyers and marketing materials.

Find sample posters, print ads, online ads, social media messaging ideas, press releases, and more at <http://FLdiabetesprevention.com>.

BUILDING RELATIONSHIPS

Your program may benefit from a dedicated coordinator who can focus on recruitment and “selling” the DPP. The strength of your community relationships can be the difference between success and failure.

Ways to build relationships with Health Care Providers:

- Make brief presentations about the DPP during lunch breaks or staff meetings.
- Provide DPP recruitment materials to healthcare professionals to give to patients or to display in waiting rooms.
- Provide a brief script for health professionals to use during patient encounters.
- Meet with new doctors in your area to explain the DPP. Emphasize how other physicians are using DPP referrals to enhance their practices.
- Identify a staff member in a physician's office to act as your contact person—it will be easier to keep one staff member up-to-date on your program offerings.
- Be familiar with the foundational DPP research and the impressive statistics describing how the DPP decreases risk of diabetes.

COMMUNITY PARTNERSHIPS ARE INCREDIBLY VALUABLE IN MARKETING YOUR PROGRAM TO POTENTIAL PARTICIPANTS. THE STRATEGY OF WIN-WIN WILL HELP YOU DEVELOP SUSTAINABLE PARTNERSHIPS.

CREATING STRONG PARTNERSHIPS

- Have an elevator speech. Be ready to talk about the DPP with everyone.
- Present on the DPP in your community at service clubs and non-profit organizations.
- Contact your area's 2-1-1 service to update program description and contact information.
- Meet with employers and explain how the DPP program can be a part of their employee wellness program.
- Ask companies to host DPP classes or informational sessions at non-traditional locations.
- Partner with volunteer organizations to promote the program to their membership. Consider the Retired Seniors Volunteer Program (RSVP) and Women's Clubs.
- Partner with local community centers to share your program information with their members or visitors. Consider libraries, recreation centers, municipal offices, etc.



STEP #3 RECRUIT PARTICIPANTS

Recruiting participants for any community program is difficult. People are pressed for time and attention. Remember, to recruit participants you are competing against all of the other demands in their lives. If you can identify what is important about participating in your program and why it will make their lives better, you will have the greatest likelihood of success.

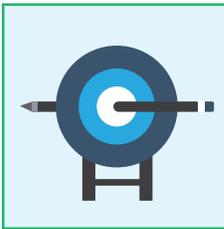
- Take into account participants' readiness for change. Ideal DPP participants have

been thinking about making changes or have made previous attempts. Screening for readiness to change helps you identify those most ready to commit to the program. A simple screening tool is available at <http://FLdiabetesprevention.com> (lower right corner of the homepage). Place the names of people not ready on a waiting list and check back with them later.

- Segment your audiences and tailor your recruitment efforts to each segment. For example, target older individuals such

as those living in 55+ communities or workplace sites.

- Attend community events such as health fairs. Provide potential participants with the CDC pre-diabetes screening tool to determine eligibility, then collect contact information for follow up and to place them in classes.
- Develop relationships with faith-based organizations, nonprofit organizations, companies, and clinical practices to promote your program.
- Create personal relationships with people who can be champions for the program. These can be successful participants, health professionals, or interested citizens.
- Encourage participants to tell their friends about the program—word of mouth is powerful.
- Think about recruiting participants from community organizations like Retired Senior Volunteer Program (RSVP), Lions Clubs, Kiwanis Clubs, Rotary Clubs, Garden Clubs, and Women’s Clubs.



STEP #4

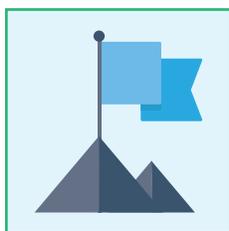
MASTER THE ART OF PROGRAM DELIVERY

WHEN DELIVERING THE DPP PROGRAM TO POTENTIAL PARTICIPANTS, IT IS IMPORTANT TO **BE CLEAR ABOUT DETAILS, OPERATION, AND EXPECTATIONS.**

PARTICIPANTS REJECT PROGRAMS THAT FEEL INAUTHENTIC. MAKE SURE TO **COMMUNICATE THE HONEST INTENT** OF THE PROGRAM.

- Explain clearly the goals, time commitment, expectations, and what they will get out of DPP.
- Consider hosting a “session zero” event that is open to the community. Use this opportunity to inform people about prediabetes and what the DPP offers. This is an excellent way to recruit participants ready to make a change and raise awareness in your community. Invite a local “celebrity” to address the event to increase interest.
- Recognize that diabetes is not an integral focus of the curriculum, but the program name emphasizes the prevention of diabetes. Integrate some basic diabetes information into the program.
- Understand there are significant barriers to lifestyle change. For example, lack of resources, time, money, and scheduling conflicts can impact participant success. Address their needs in creative ways. For example, provide tips on how to eat healthy on a budget, and offer various times/days/locations for classes. (Community settings such as firehouses, libraries, community centers, recreation centers, senior apartments, or churches are great locations to consider.)
- Consider common barriers to attendance like location, time of day, day of week, and childcare. Host classes close to public transportation.
- Be sensitive to literacy levels—use image-based teaching tools when possible.
- Follow up with participants between sessions. Phone calls, emails, text messages, and Facebook posts are a great way to help participants to problem-solve and receive one-on-one attention.

- Focus on retention. Offer make-up sessions—poll participants for convenient follow-up or make-up calls.
- Partner with other organizations to enhance the classes you offer. For example, grocery stores may have on-staff dieticians who offer classes and shopping tours.
- Consider giving away prizes and/or planning special events to help encourage attendance:
 - Weekly dish/recipe demonstration
 - Exercise programs at select sessions
 - Vouchers for tennis shoes as incentives
 - Potlucks—participants bring favorite healthy food
 - Payment of entrance fee for a 5K run or walk—can be an exciting challenge to tell participants that they will be able to walk 5K in 16 weeks
- Grocery store tours
- Gym memberships
- Pedometers
- Measuring cups or cooking tools
- Allow “support people” to attend sessions with a participant. Inclusion of a spouse, friend, even co-workers can help a person’s success.
- Include attendance incentives with prizes. For example, if participants attend X sessions they receive a special gift.
- Think about how to create a sustainable program from the start.



STEP #5

UNDERSTAND RESULTS AND CELEBRATE SUCCESS

EVALUATION

Evaluation is a powerful element of any successful program. You must know what matters to your participants, how well you are connecting with the people you are serving, and if you are understanding the audience’s wants and needs. Simple evaluation will tell you how to grow your program and will guide you to success in the future.

- Ask participants about the program length, content, location, the lifestyle coaches, etc.
- Ask participants where they learned about the program and what motivated them to participate.
- Ask other coaches to observe you as a lifestyle coach and offer constructive feedback.
- Self-evaluate yourself as a lifestyle coach make note of what tactics worked or didn’t work well after each session.

- Record success stories. They are your best selling points!
- Set up an efficient data collection system. You want to know your degree of success with the program goals and success markers.
- Partner with an established program for mentorship, especially if your program is new.
- Consider applying for the CDC DPP Recognition Program.

CELEBRATION

It is always important to celebrate success. You should be constantly thinking of ways to celebrate with your participants, and to share your collective success with your employer, local newspapers, media outlets, and the community.

SUPER SESSION STRATEGIES

HOST A SESSION “ZERO”

This is an introductory session about prediabetes and how the DPP can help. This can be an excellent way to raise the profile of your program and recruit people concerned about diabetes. At the event provide an engaging presentation on diabetes, prediabetes, and the DPP. Offer the Prediabetes Screening Tool to attendees and invite them to join your groups. Collect their contact information and follow up with personal invitations to join your program. You can also assess their readiness to change verbally or with a paper and pencil screening tool.

SESSION 1: WELCOME TO THE NATIONAL DIABETES PREVENTION PROGRAM

- Introduce yourself. Explain why you are passionate about helping people and describe any personal connection to diabetes that you may be willing to share.
- Allow the group to introduce themselves to one other and get acquainted.
- Use a questionnaire to collect participants' contact information, background and preferred ways to communicate with the lifestyle coach.
- Collect information on eligibility, including physician referral, blood test results, and prediabetes screening results.
- Ask all participants to complete the Prediabetes Screening Tool.
- Discuss and decide on ground rules for the group such as the need for confidentiality, respect for each other, etc.
- Explain your role as a lifestyle coach.
- Introduce the basic concepts. Distribute and explain and how to use the food tracker.

SESSION 2: BE A FAT AND CALORIE DETECTIVE

- Post ground rules in the room or give everyone a copy.
- Explain why fat grams are measured in this program.
- Name high fat foods and discuss low fat alternatives.
- Explain how reducing body fat can help you use insulin more efficiently.
- Distribute Calorie King books and information about online tools and apps.
- Bring foods with nutrition facts labels to practice how to read labels.
- Demonstrate with examples of high and low fat foods.
- Explain fat gram goals.
- Ask participants to write their fat gram goals in the tracker.

SESSION 3: THREE WAYS TO EAT LESS FAT AND FEWER CALORIES

- Bring measuring cups, bowls, plates, and foods to practice measuring amounts.
- Ask participants to bring their favorite foods to class and have them measure out a serving size.
- Pour different amounts (1 cup, 1/2 cup, 1/3 cup, 1/4 cup) of cereal, pasta, or rice on plates or bowls and have participants guess the amount, making the point that if they do not measure their food and pay attention to portions they are guessing on how much they eat.

SESSION 4: HEALTHY EATING

- Use MyPlate handouts. (MyPlate paper plates are useful tools that can be shared with the class.)
- Share examples of healthy fats vs. unhealthy fats.
- Provide examples of “colorful” plates showcasing a variety of types of foods.

SESSIONS 5 AND 6: MOVE THOSE MUSCLES AND BEING ACTIVE—A WAY OF LIFE

- Provide examples of ways to move more. Create a list on a flip chart in the class.
- Explain that physical activity goals should be in addition to their current routine.
- Hold group activities in class: play a game like Silent Speed Ball, dance to a video on YouTube (Cha-cha slide).
- Hand out pedometers.
- Provide examples of tools that help with tracking physical activity like FitBit or cell phone apps that measure steps.
- Hand out coupons for sneakers and information on where to be fitted for shoes.
- Provide examples of low-cost physical activity classes and places to be active for free.
- Do a resistance band exercise demonstration (pantyhose can be an alternative).
- Provide examples of exercise videos.
- Provide maps of local walking trails.
- Take the group on a walk around the building.

SESSION 7: TIP THE CALORIE BALANCE

- Provide tips to lower overall calorie balance.
- Provide examples of how to eat more filling foods.
- Explain the benefits of strength training to burn more calories.
- Review sources of hidden fat and calories: for example, 6 oz. of meat a day.
- Demonstrate participants’ typical weight loss with a 5 lb. fat model.

SESSION 8: TAKE CHARGE OF WHAT’S AROUND YOU

- Bring platter of food to show the power of visual cues. If participants eat the food, ask why was it eaten when we never have eaten in this class before?
- Talk about the cues around us in our everyday lives. Have participants imagine their drive home or walk home. What do they see that might prompt them to eat or be less active? (Example takeaway: don’t drive by favorite fast food restaurant.)
- Help them identify positive activity cues (tennis shoes at the door, pedometers, exercise clothes in the car, etc.)

SESSION 9: PROBLEM SOLVING

- Explain problem solving steps.
- Write ideas/solutions on a flip chart to capture examples from the group.
- Have the group select one solution to try out this week and follow up in the next class.
- Have someone role play applying a solution in front of the group.
- Use the Letter to Myself activity to help participants look forward to maintaining lifestyle changes. <http://fdiabetesprevention.com/wp-content/uploads/2016/03/A-Letter-To-Myself.pdf>

SESSION 10: FOUR KEYS TO HEALTHY EATING OUT

- Bring sample menus to use to practice ordering food.
- Role play being assertive and ordering what you want.
- Review ways to avoid high fat and high calorie foods—looking out for hidden fat.
- Provide tips like asking for hidden/clean menus, ordering lunch portions, splitting a plate, and taking half of the meal home, or ordering first when in a group, eating light during the day before eating out, etc.

SESSION 11: TALK BACK TO NEGATIVE THOUGHTS

- Use visual cues in the lesson like a large stop sign for stopping negative thoughts.
- Post motivational quotes around the room on white boards or posters.
- Give examples of how to replace negative thoughts with positive ones.
- Have participants write positive thoughts about each other.
- Share group's statistics: the amount of pounds lost, the number of minutes physically active.

SESSION 12: THE SLIPPERY SLOPE OF LIFESTYLE CHANGE

- Explain that slip ups are natural and correctable.
- Have the group brainstorm ways to get back on track.
- Conduct a progress review—check in to see how well they are tracking.
- Consider using child toys like a slip-n-slide as a visual to commiserate on the challenges involved in making changes.

SESSION 13: JUMP START YOUR ACTIVITY PLAN

- Challenge the group to try new fitness activities like dancing, or walking in new places.
- Assign a 24 hour journal exercise to help those struggling to be physically active find 30 minutes for exercise.
- Encourage participants to increase frequency, duration, and intensity of their physical activity.
- Sign up for a charity 5K walk, as a group.
- Do a healthy recipe swap and challenge participants to try new healthy foods.

SESSION 14: MAKE SOCIAL CUES WORK FOR YOU

- Provide examples of how social cues influence their behavior.
- Brainstorm ways to overcome social cues to eat unhealthy foods or be inactive.

SESSION 15: YOU CAN MANAGE

- Explain that stress is not always negative.
- Share that happy events can cause stress as well, and that many people react to stress by eating and decreasing physical activity.
- Explain that identifying the stressor is key. How we react to the stress is important.
- Discuss ways to set personal boundaries.

SESSION 16: WAYS TO STAY MOTIVATED

- Don't call it the end of the group, that will signal an opportunity for participants to drop out.
- Share group averages of weight loss and physical activity minutes to motivate continued action.
- Show progress including the amount of weight lost by the group on a chart.
- Set plan for next 6 months by collaborating and using shared decision making.
- Ask participants to give 3 session topics they wish to discuss and set schedule.
- Give out prizes and celebrate the group's hard work.
- Send progress reports to participants' physicians with letters explaining their successes.

MONTHLY SESSIONS (POST-CORE)

- Meet 1 or 2 times per month.
- Offer a minimum of 6 sessions.
- Emphasize problem solving, self-monitoring, portions, and negative thoughts.
- Provide make-up sessions via phone if necessary.
- Continue tracking and weigh-ins.

