



# 3<sup>rd</sup> Idaho National DPP Networking Opportunity

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# Agenda

Recruitment and Retention in NDPP

Session Zero/Information Session Ideas

Advanced Lifestyle Coach opportunities for QTR  
#2 in 2023

Network to share success, challenges and TA  
needs

# Recruitment and Retention in NDPP





Recruitment:

Target your audience

Marketing and Messaging

Session Zero/Information Session



# Targeting Your Audience

Who do you reach out to?

Local HCP clinics, pharmacies,  
Community: Social Media, newspaper,  
radio

Community based organizations:

Clubs, faith based, community  
centers, senior centers, fitness center  
Local employers

What is the most creative audience you  
have targeted?

# Building Partnerships with Organizations

Partnering with key organizations in your community and state can help you launch and carry out a successful program and help your program be sustainable.

Partner organizations can benefit the lifestyle change program through providing:

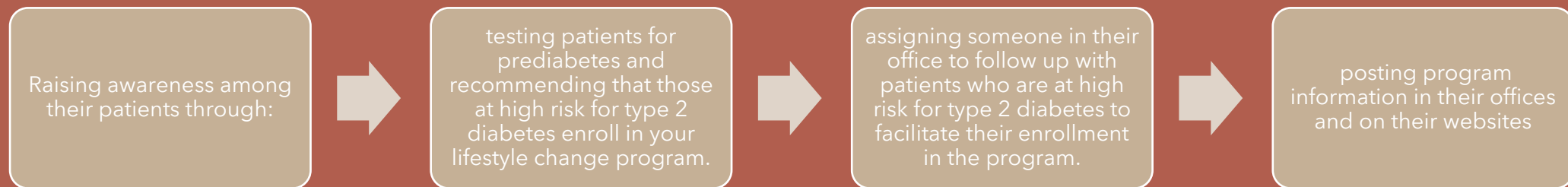
- Marketing and outreach opportunities
- Access to resources (supplies, volunteers, meeting space, etc.)
- Increased participant referral
- Insight into the community or population of interest from which you are hoping to recruit participants
- Credibility and support for your program within the community



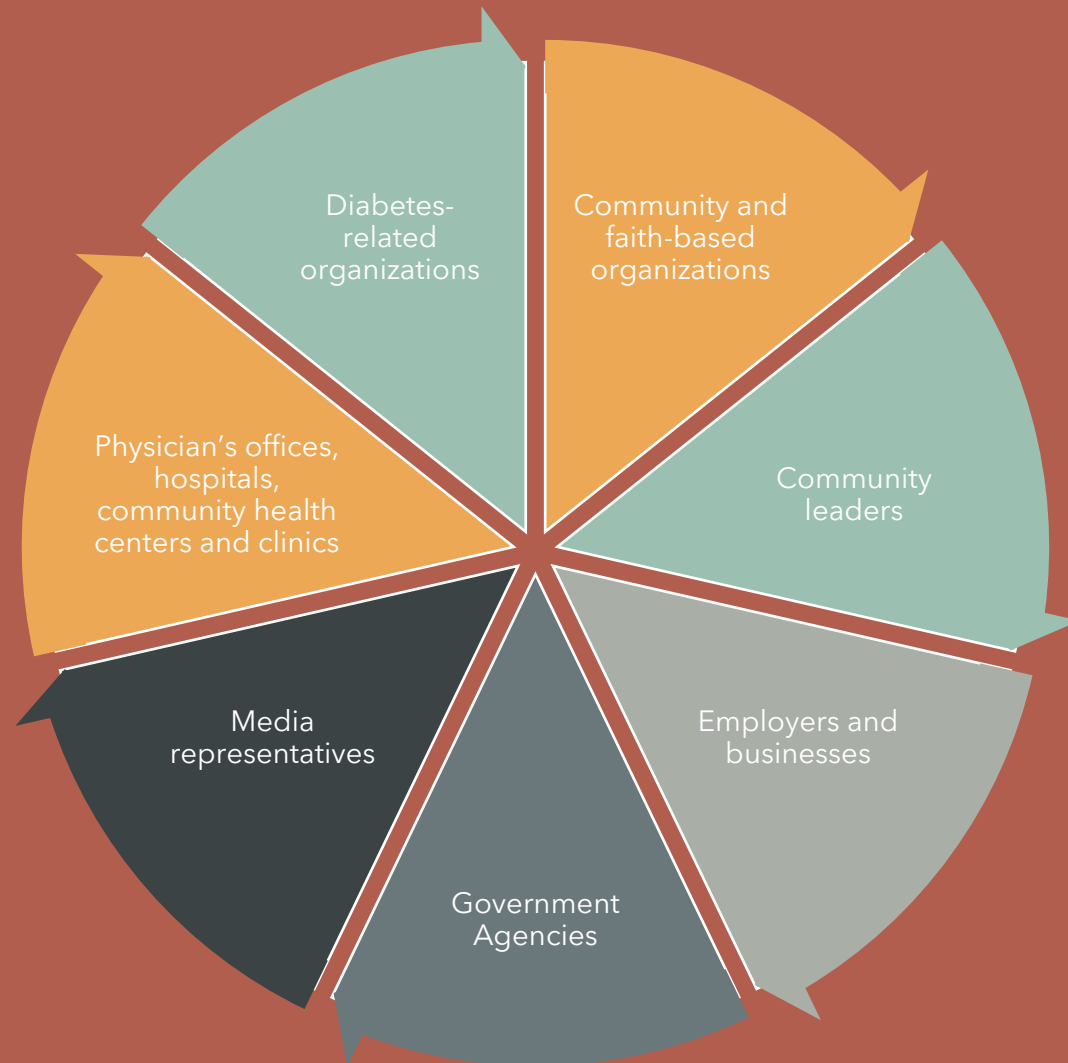


# Building Partnerships with Health Care Professionals

Begin by building a list of contacts for clinics, physician offices, and hospitals in your area. Before you contact health care professionals to ask them to become involved, develop talking points about your program, why it is needed in the community, and action steps that they can take to partner with you.



# Types of Potential Partners





# Marketing and Messaging

## NDPP Customer Service Center Resources

Talking Points for Initial Outreach to HCPs and Associations.

Materials to Assist in Your Outreach to Local HCPs.

Materials to Assist in Your Outreach to Local Chapters of HCP Associations and Organizations.

HCP Outreach Tracker Template.

Additional Resources from Partners and CDC.

Handouts to Share with HCPs and Associations

# NDPP Customer Service Center Resources

<b>Brochures</b>	<b>Newspaper Ads</b>	<b>Posters</b>
<b>Post Cards</b>	<b>Press Release</b>	<b>Live Announcer Radio Public Service Announcement</b>
<b>Sample Articles</b>	<b>Social Media Content</b>	<b>Web Banners</b>
<b>Web Content</b>	<b>Testimonials from Participants</b>	<b>A how-to guide will help you put these materials to work</b>

**Additional Resources in Spanish**



# Retention

Incentives:

Fitness Center, give aways,  
financial aid

Progress:

Attendance

Weight Loss

Motivation

Life Events

Financial Burden

# Session Zero/Information Session





## Purpose of a Session Zero

- Recruit participants to the program
- Inform participants of program goals, structure and commitment
- Assess readiness of participant
- Collect program intake information



What do you  
include in a Session  
Zero?



## Considerations for Session Zero content/tasks:

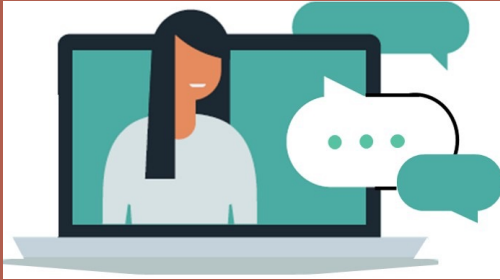
- Background on diabetes epidemic and the DPP study: the program is evidence-based □ Goals of the National DPP: risk reduction through modest weight loss and moderate physical activity
- Structure of the year-long program: weekly sessions followed by monthly sessions
- Expectations of participants: attendance, food and activity tracking, group participation, weekly weigh ins, record and share physical activity minutes with Lifestyle Coach
- Complete organizational enrollment paperwork □ Complete readiness assessment if applicable
- Conduct initial weight-in

## Considerations for Session Zero activities:

- Have a panel of former or current participants speak about their experience with the program
- Show the CDC video “A Change for Life” as an introduction to the program
- Show a video created by your organization featuring other successful participants reflecting on the program



# Session Zero Guide for Live Videoconferencing



The Discovery Session is a 60-minute introductory session (also known as a Session Zero) designed to help you recruit and enroll participants into your National DPP Lifestyle Change Program

The Discovery Session facilitator should be someone who knows the program well. It can be the Lifestyle Coach who will lead the Lifestyle Change Program classes, your program manager, or a past participant.



## Advanced Lifestyle Coach Training Upcoming for 2<sup>nd</sup> quarter of 2023

2 hours of advanced training yearly

- All training entities can be found on the NDPP Customer Service Center Website
- <https://nationaldppcsc.cdc.gov/s/article/Training-for-your-Lifestyle-Coaches>

[Association of  
Diabetes Care &  
Education  
Specialists](#)

[Black Women's  
Health Imperative](#)

[Diabetes Training  
and Technical  
Assistance Center](#)

[J Moss Foundation](#)

[Magnolia Medical  
Training Group](#)

[ProVention Health  
Foundation](#)

[Solera Health](#)

[SparkPro](#)

[State of Wellness](#)

[Telligen](#)

[CS-3 Temple  
University](#)

[Touro University  
California Training](#)

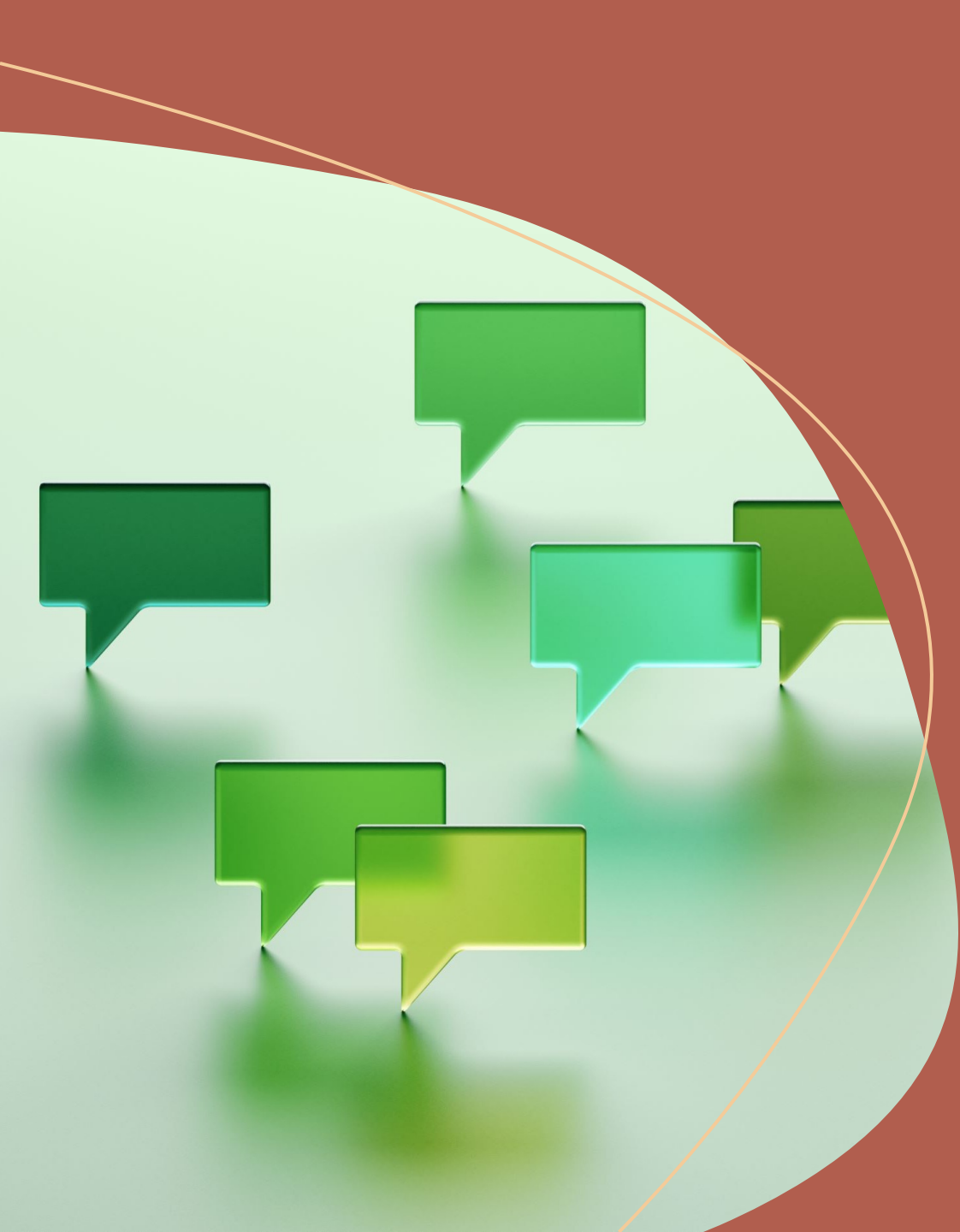
[Virginia Center for  
Diabetes  
Prevention and  
Education](#)

Training Type	Training Name	Provider	Timing	Cost	Relevant Link(s)
Advanced Lifestyle Coach Training	DTTAC Advance™ Webinar: Charge Up the Change	Diabetes Training and Technical Assistance Center (DTTAC)	Thursday, March 23rd, 2023 12pm -2pm ET (2 hours)	\$55/person; contact dttac@emory.edu for group package rates	<a href="#">Registration coming soon. Contact dttac@emory.edu to join the waitlist.</a>
Advanced Lifestyle Coach Training	Coaching Presence	Telligen	Wednesday, March 22nd 11:30am to 1pm CT	\$110/person	<a href="https://www.telligen.com/clientsolutions/ndppcoaching/register">https://www.telligen.com/clientsolutions/ndppcoaching/register</a>
Advanced Coach Training	Live Webinar: Building Relationships Will Keep Them Coming Back: It's All About Retention	Association of Diabetes Care & Education Specialists (ADCES)	Wednesday, March 8th, 1:00-2:00pm EST	Members: \$50/Non-Member \$65	<a href="https://www.diabeteseducator.org/events/virtual/detail/building-relationships-keep-them-coming-back-live?utm_source=HigherLogic&amp;utm_medium=Email&amp;utm_campaign=Web&amp;utm_content=ItsAllAboutRetention">https://www.diabeteseducator.org/events/virtual/detail/building-relationships-keep-them-coming-back-live?utm_source=HigherLogic&amp;utm_medium=Email&amp;utm_campaign=Web&amp;utm_content=ItsAllAboutRetention</a>
Advanced Lifestyle Coach Training	All Foods Can Fit: Understanding the Nutrition Approach of the National DPP	Diabetes Training and Technical Assistance Center (DTTAC)	On-Demand Training Course/Available now/1 hour	\$40	<a href="https://emory-centers-training-portal.mysite.com/products/all-foods-can-fit-dttac-advance-webinar-on-demand">https://emory-centers-training-portal.mysite.com/products/all-foods-can-fit-dttac-advance-webinar-on-demand</a>
Advanced Lifestyle Coach Training	Food Insecurity and Lifestyle Change: How to Assess and Navigate Food Access and Food Insecurity On-Demand	Diabetes Training and Technical Assistance Center (DTTAC)	On-Demand Training Course/Available now/2 hours	\$55	<a href="https://emory-centers-training-portal.mysite.com/products/food-insecurity-and-lifestyle-change-dttac-webinar-on-demand">https://emory-centers-training-portal.mysite.com/products/food-insecurity-and-lifestyle-change-dttac-webinar-on-demand</a>
Advanced Lifestyle Coach Training	Habit Formation: Empowering Participants to Build Sustainable Habits for Lifestyle Change On-Demand	Diabetes Training and Technical Assistance Center (DTTAC)	On-Demand Training Course/Available now/1 hour	\$40	<a href="https://emory-centers-training-portal.mysite.com/products/habit-formation-dttac-advance-webinar-on-demand">https://emory-centers-training-portal.mysite.com/products/habit-formation-dttac-advance-webinar-on-demand</a>
Advanced Lifestyle Coach Training	Liven Up Lifestyle Change: Making your Sessions Exciting, Entertaining, and Engaging! On-Demand	Diabetes Training and Technical Assistance Center (DTTAC)	On-Demand Training Course/Available now/1 hour	\$40	<a href="https://emory-centers-training-portal.mysite.com/products/dttac-advance-webinar-on-demand-liven-up-your-lifestyle-change">https://emory-centers-training-portal.mysite.com/products/dttac-advance-webinar-on-demand-liven-up-your-lifestyle-change</a>
Advanced Lifestyle Coach Training	The Trouble with Tracking: Strategies for Participant and Lifestyle Coach Success with Food Tracking-On Demand	Diabetes Training and Technical Assistance Center (DTTAC)	On-Demand Training Course/Available now/1 hour	\$40	<a href="https://emory-centers-training-portal.mysite.com/products/dttac-advance-webinar-on-demand-the-trouble-with-tracking">https://emory-centers-training-portal.mysite.com/products/dttac-advance-webinar-on-demand-the-trouble-with-tracking</a>



Training Name	Provider	Timing	Cost	Relevant Link(s)
Why + How: Understanding and Increasing Retention in CDC Lifestyle Change Programs	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 2 CE	Members: \$44.95 / Non-Members: \$54.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/why-how-understanding-and-increasing-retention-in-cdc-lifestyle-change-programs">https://www.diabeteseducator.org/store/education/detail/why-how-understanding-and-increasing-retention-in-cdc-lifestyle-change-programs</a>
Why + How: Supporting Healthy Habit Formation through Diabetes Prevention Programs	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/why-how-supporting-healthy-habit-formation-through-diabetes-prevention-programs">https://www.diabeteseducator.org/store/education/detail/why-how-supporting-healthy-habit-formation-through-diabetes-prevention-programs</a>
Strategies to Achieve 5% Weight Loss Goal for the National Diabetes Prevention Program: Case Studies	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/strategies-to-achieve-5-percent-weight-loss-goal-for-the-national-diabetes-prevention-program-case-studies">https://www.diabeteseducator.org/store/education/detail/strategies-to-achieve-5-percent-weight-loss-goal-for-the-national-diabetes-prevention-program-case-studies</a>
From Good to Great: How Coach Self-Assessment and Peer Observation Can Enhance Your Diabetes Prevention Program	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.0 CE	Members: \$29.95 / Non-Members: \$39.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/from-good-to-great-how-coach-self-assessment-and-peer-observation-can-enhance-your-dpp">https://www.diabeteseducator.org/store/education/detail/from-good-to-great-how-coach-self-assessment-and-peer-observation-can-enhance-your-dpp</a>
Beating the Boredom: Using Different Teaching Techniques	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/beating-the-boredom-using-different-teaching-techniques">https://www.diabeteseducator.org/store/education/detail/beating-the-boredom-using-different-teaching-techniques</a>
Meeting the Needs of Culturally Diversified Individuals and Growing Your Cultural Competences in Providing Diabetes Prevention	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/meeting-the-needs-of-culturally-diversified-individuals-and-growing-your-cultural-competences-in-providing-diabetes-prevention">https://www.diabeteseducator.org/store/education/detail/meeting-the-needs-of-culturally-diversified-individuals-and-growing-your-cultural-competences-in-providing-diabetes-prevention</a>
Using Motivational Interviewing in Your DPP to Support Behavior Change and Retention	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/using-motivational-interviewing-in-your-dpp-to-support-behavior-change-and-retention">https://www.diabeteseducator.org/store/education/detail/using-motivational-interviewing-in-your-dpp-to-support-behavior-change-and-retention</a>
Why + How: How the Dietary Guidelines Promote Health, Prevent Disease, and Inform Diabetes Prevention Programs	Association of Diabetes Care & Education Specialists (ADCES)	Self-paced online, available 24/7, 1.5 CE	Members: \$34.95 / Non-Members: \$44.95, group discounts available	<a href="https://www.diabeteseducator.org/store/education/detail/why-how-how-the-dietary-guidelines-promote-health-prevent-disease-and-inform-diabetes-prevention-programs">https://www.diabeteseducator.org/store/education/detail/why-how-how-the-dietary-guidelines-promote-health-prevent-disease-and-inform-diabetes-prevention-programs</a>

Training Type	Training Name	Provider	Timing	Cost	Relevant Link(s)
Advanced Coach Training	Motivational Interviewing 100% Online	State of Wellness	12 hours total: Self-paced	\$349/person	<a href="https://www.stateofwellness.org/schedule/">https://www.stateofwellness.org/schedule/</a>
Advanced Coach Training	Cultural Competency	State of Wellness	1 hour total: Self-paced	\$25/person	<a href="https://www.stateofwellness.org/schedule/">https://www.stateofwellness.org/schedule/</a>
Advanced Coach Training	On-Demand Advanced Training Courses: 1) Food and Mood Junk Food and Hunger 2) Mindful Eating 3) Weight Stigma and Bias - How to view weight in a healthy way 4) Introduction to Mindfulness 5) Obesity: it's more than just willpower	The J. Moss Foundation	On-Demand Training Course/Available now/1 hour per course	\$150/person for two on-demand courses that can be completed at your pace. This package is designed to meet the 2-hour CDC requirement for continuing education credit for all NDPP program Coordinators and Lifestyle Coaches. *Group discounts offered	Register: <a href="https://forms.gle/rxPFgGvGrijvwCAY9">https://forms.gle/rxPFgGvGrijvwCAY9</a> More Information: <a href="https://jmfrtraining.org/advanced-training2-advance-training/">https://jmfrtraining.org/advanced-training2-advance-training/</a> Contact: Aya Morihana (619-793-2003)
Advanced Coach Training	Customized Advanced Training Courses: 1) COACHES: Focus on the WHY: Using motivational interviewing to influence behavior change 2) PROGRAMS: The 3 R's to Sustainability: Recruitment, Retention, Reimbursement (Medicare, Medicaid, Commercial)	The J. Moss Foundation	Upon Request /1 hour per course	\$150/person for two on-demand courses that can be completed at your pace. This package is designed to meet the 2-hour CDC requirement for continuing education credit for all NDPP program Coordinators and Lifestyle Coaches. *Group discounts offered	Register: <a href="https://forms.gle/rxPFgGvGrijvwCAY9">https://forms.gle/rxPFgGvGrijvwCAY9</a> More Information: <a href="https://jmfrtraining.org/advanced-training2-advance-training/">https://jmfrtraining.org/advanced-training2-advance-training/</a> Contact: Aya Morihana (619-793-2003)
Advanced Coach Training	National DPP Lifestyle Coach Advanced Training	Virginia Center for Diabetes Prevention & Education	Starting February, 2023 On-Demand Offerings/ 1 hour/1 CEU.	\$49 per person per hour	<a href="https://med.virginia.edu/vcdpe/lifestyle-coach-training/coming-soon-distance-learning-advanced-training/">https://med.virginia.edu/vcdpe/lifestyle-coach-training/coming-soon-distance-learning-advanced-training/</a>



Networking Time!!

Lets chat about your organization and what resources you need or can provide to others.