

INTRODUCTION

When friends share something positive they have done, we are more likely to try it ourselves.

Peer-to-peer influence and word-of-mouth endorsement of friends and family can play a powerful role in supporting positive behavior change. CDC’s National DPP Program Champion Strategy (Champion Strategy) leverages the power of peer influence to help increase participation.

What is the Champion Strategy?

The Champion Strategy engages current and past participants to help recruit new participants and foster momentum and retention of current participants.

- **Program Benefits:** Champions help overcome recruitment barriers, increase visibility, improve effectiveness of staff efforts, and increase participation.
- **Champion Benefits:** Being a Champion can help an individual enhance their self-efficacy, continue their connection with the program, celebrate their accomplishments, and increase their status among peers.

Why does it work?

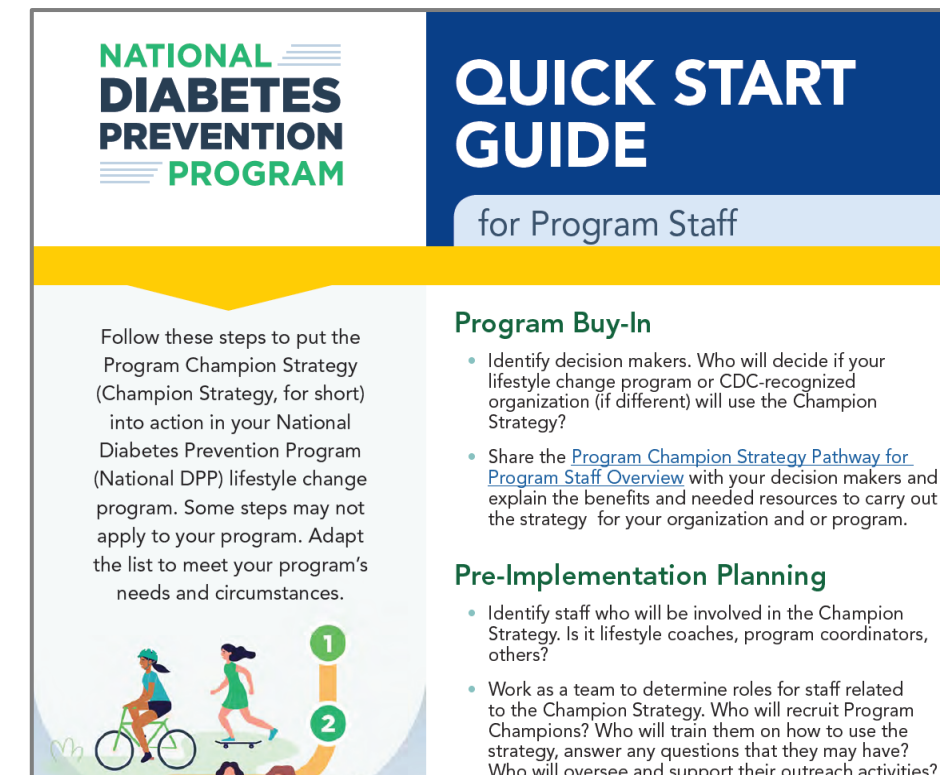
Champions are trusted messengers who share their success stories to increase visibility and awareness of the program. They also empower those at risk for type 2 diabetes to make healthy changes to prevent or delay it.

On Your Way With the Program Champion Toolkit

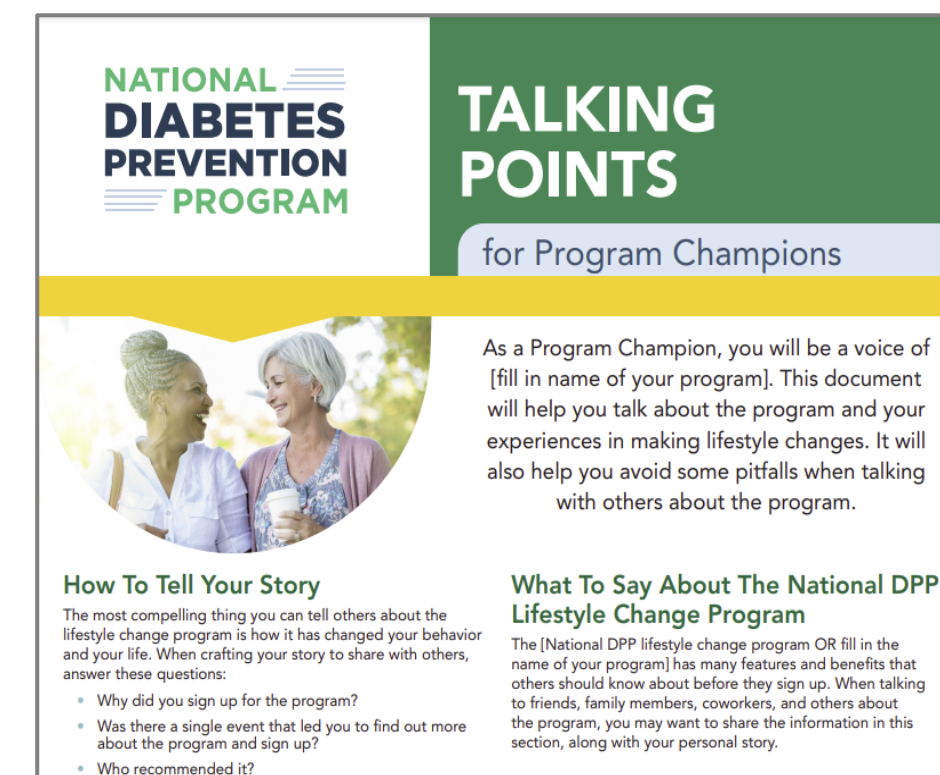
- ✓ RESEARCH-BASED
- ✓ READY-TO-GO
- ✓ ADAPTABLE



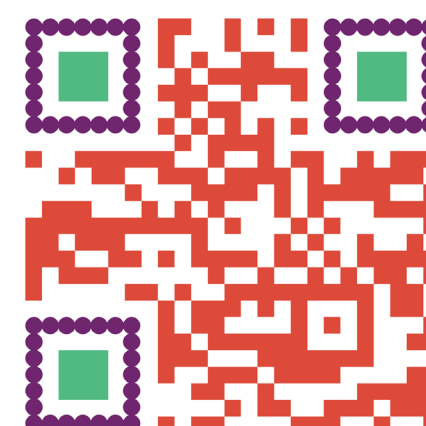
Videos & Social Media



Lifestyle Coach Tools



Champion Tools



SCAN HERE FOR
MORE INFORMATION

HOW IT WORKS

The strategy is designed so that programs can put it into action with minimal effort. The toolkit:

- offers a range of activities so that Champions can choose the ones they’re most comfortable with and that meet the program’s needs.
- gives approaches that are scalable so that no matter what size the program is, the strategy can work.
- provides tips and tools so that it can be used in person or virtually.

WHAT MAKES A GOOD CHAMPION?

Participants may be a fit if they are:

- Excited about the lifestyle change program.
- Successful in making lifestyle changes and keeping the momentum going.
- Clear communicators and comfortable talking with people.

TRY IT OUT AND SPREAD THE WORD!

The toolkit is available in English and Spanish on the National DPP Customer Service Center. There are also messages and graphics that can be shared across platforms used by CDC-recognized organizations and partners to reach Lifestyle Coaches.

CONTACT INFO

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