

## Best Practices/Considerations for Participant Recruitment

- **Clearly define target audience and consider all possible sources of referral**
  - Community based organizations/partners
  - Specific organizational audience
  - General public
- **Link to other initiatives and/or partner organizations**
- **Match recruitment strategies with target audience**
  - Consider what is important to the target audience
  - Test messaging with intended audience
- **Utilize CDC and Ad Council Resources**
  - Waiting rooms
  - Informational sessions
  - Closed circuit TV
  - Community Presentations
  - Health care provider meetings
- **Describe the program in positive ways**
  - “You will get a full year of support through a structured program that emphasizes sensible, sustainable changes to get healthier!”
  - Not a restrictive program
  - Focus on improving your health and preventing diabetes
  - Eat healthy, eat well and lost a little weight
  - Proven program
- **Use participant testimonials**
- **Make it easy to connect with your program**– Map out a clear process for how interested, eligible participants connect with your organization
  - What happens when they call? Who do they speak with?
  - How is eligibility determined?
  - Does a Lifestyle Coach contact them before group begins?
  - What if there are no current groups?
- **Hold an information session (Session 0) including**
  - Background information on the diabetes epidemic and the DPP study
  - Goals of the National DPP
  - Structure of the year-long program
  - Expectations of participants

## Best Practices for Program Referrals

- **Build and maintain a positive relationship with referral sources**
  - Ongoing communication (Including appreciation and feedback)
- **Understand what your referral sources need from you**
  - Use local data
  - Provide information about the evidence based research and resources
- **Understand what is important to your referral sources**
  - Cost
  - Health improvement
  - Program quality
- **Describe the program in positive terms**
  - “Evidence-based program to reduce your patient’s risk for developing type 2 diabetes.”
  - “Patients get a full year of support!”
  - Facilitated by a trained Lifestyle Coach
  - Used of a CDC-approved curriculum
  - An emphasis on behavior modification, managing stress and peer support.
- **Identify gatekeepers and provider champions**
  - Identify key staff who can influence process and be a primary contact
  - Utilize provider champions, like former participants to influence other provider's engagement in the program
- **Make it easy to refer your program**
  - Develop a referral process *with* your partners
  - Provide referral source with talking points and materials to reference your program
- **Track referrals– Develop a process to**
  - Ensure appreciation to referral sources
  - And highlight where referral and recruitment strategies are working
- **Provide feedback to your referral sources**

## Resources

Resources for Recruiting Participants (CDC, 2016) - <https://www.cdc.gov/diabetes/prevention/lifestyle-program/resources/participants.html>

Do I Have Diabetes? (Ad Council, 2017)- <https://doihaveprediabetes.org/>