

# CA HEALTHIER LIVING COALITION

Monday, June 17, 2013

1:00 p.m. to 4:00 p.m.

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C A L I F O R N I A  
**HEALTHIER LIVING**

Living Your  
Best Life...

Marriott Courtyard Downtown Long Beach  
500 East First Street, Long Beach, CA 90802

# WELCOME!

- Meeting Objectives:
  - CDA and CDPH Grants: How They Work Together & How We Are Working Together
  - Six Elements of Sustainability
  - Maximizing Resources
  - New Forms and the Importance of Data Collection
  - CDSMP Toolkit- Now and the Future
  - Retention Strategies

# CDA & CDPH GRANTS

**HOW THEY WORK TOGETHER &  
HOW WE ARE WORKING TOGETHER**



# SHARED GOALS

- Increase reach to as many people as possible
- All adults with chronic diseases in target population
- Focus on adopting these interventions in partnerships with other organizations (including disability and aging networks)
- Evidence-based interventions should be available regardless of insurance status
- Cross-referrals to other evidence-based programs to maintain personal goals & behavioral changes is important

# GRANT COMPARISON

## Center for Disease Control

- Report participants (attends at least 1 session)
- Prohibited from providing direct program delivery
- Prohibited from funding ongoing partner operational costs
- Neither encourages or discourages health plan/provider CDSME reimbursement

## Administration on Aging

- Reports completers (attends at least 4 sessions)
- Allows direct program delivery
- Grantees / subcontractors are required to develop financial sustainability plan
- Seeking health plan/provider reimbursement to help sustain CDSME

# COLLABORATION ACROSS THE GRANTS

## Challenges

- Different federal grant funding cycles
- Sustaining post-grant
- Some data collection differences

## Opportunities

- Leverage/pool resources at local level to initiate and sustain programs
- Cross-generational learning & support
- Increased ability to reach the “hard to reach” through collaboration across our networks

# QUESTIONS & DISCUSSION

CDA AND CDPH GRANTS:

How They Work Together & How We Are Working Together

# SIX ELEMENTS OF SUSTAINABILITY

PROVIDED BY THE ADMINISTRATION ON AGING &  
NATIONAL COUNCIL ON AGING





# EFFECTIVE LEADERSHIP

- Establish a free-standing not-for-profit entity to oversee program implementation
- Creation of a state/community level advisory board
- Development of practices to increase referrals across evidence-based programs
- Partnerships with the Public Health Department and Area Agencies on Aging

# PARTNERSHIPS

## Explore collaborations and partnerships focusing on:

- Tribal Organizations
  - Indian Health Service
  - 500 Nations - California
- Faith-based Organizations
- Healthcare
  - Veterans Administration
  - Healthcare organizations
  - Federally Qualified Health Centers
  - Community Health Centers and Clinics
- Disability Programs
  - Independent Living Centers
  - Goodwill Industries
- Workplace
  - Employee benefits programs
  - Worksite wellness programs
- Corrections
  - County Correctional Facility
  - Community Based Rehabilitation Programs

# INFRASTRUCTURE

- Regional/County networks for cost-effective delivery and statewide coverage
- Ensure adequate workshop size
- Engagement, recruitment, and retention strategies for leaders and participants
- Strategies to reach target populations and expand geographic reach

# COORDINATED & CENTRALIZED LOGISTICAL PROCESSES

Development of centralized:

- Referral & Registration process
- Outreach Campaigns
  - Ambassador Program
  - EBP cross-promotion opportunities
  - Sharing information on partner websites
  - Statewide branding of outreach materials
- Training calendar
- GIS Mapping systems
  - <http://www.healthycity.org/>

# QUALITY ASSURANCE & FIDELITY MONITORING

- Streamlined program fidelity (workshop & training)
- Evaluate leader and participant retention strategies
- Quality assurance plan with performance indicators
- Continuous evaluation of:
  - data collection practices
  - performance goals
  - fidelity monitoring

# BUSINESS PLANNING & FINANCIAL SUSTAINABILITY

- Price your CDSME programs
- Identify opportunities for partnerships with patient centered medical homes, Care Transitions, Accountable Care Organizations, and other payors (Medicare and Medi-Cal)
- Explore DSMT accreditation & Medicare reimbursement
- Review existing & develop:
  - business plans
  - toolkits
  - sustainability plans

# QUESTIONS & DISCUSSION

SIX ELEMENTS OF SUSTAINABILITY:

EFFECTIVE LEADERSHIP

PARTNERSHIPS

INFRASTRUCTURE

COORDINATED OR CENTRALIZED PROCESSES

QUALITY ASSURANCE & FIDELITY

BUSINESS PLANNING & SUSTAINABILITY

# MAXIMIZING RESOURCES

## WHAT THE DATA TELLS US ABOUT REACH & PARTICIPATION

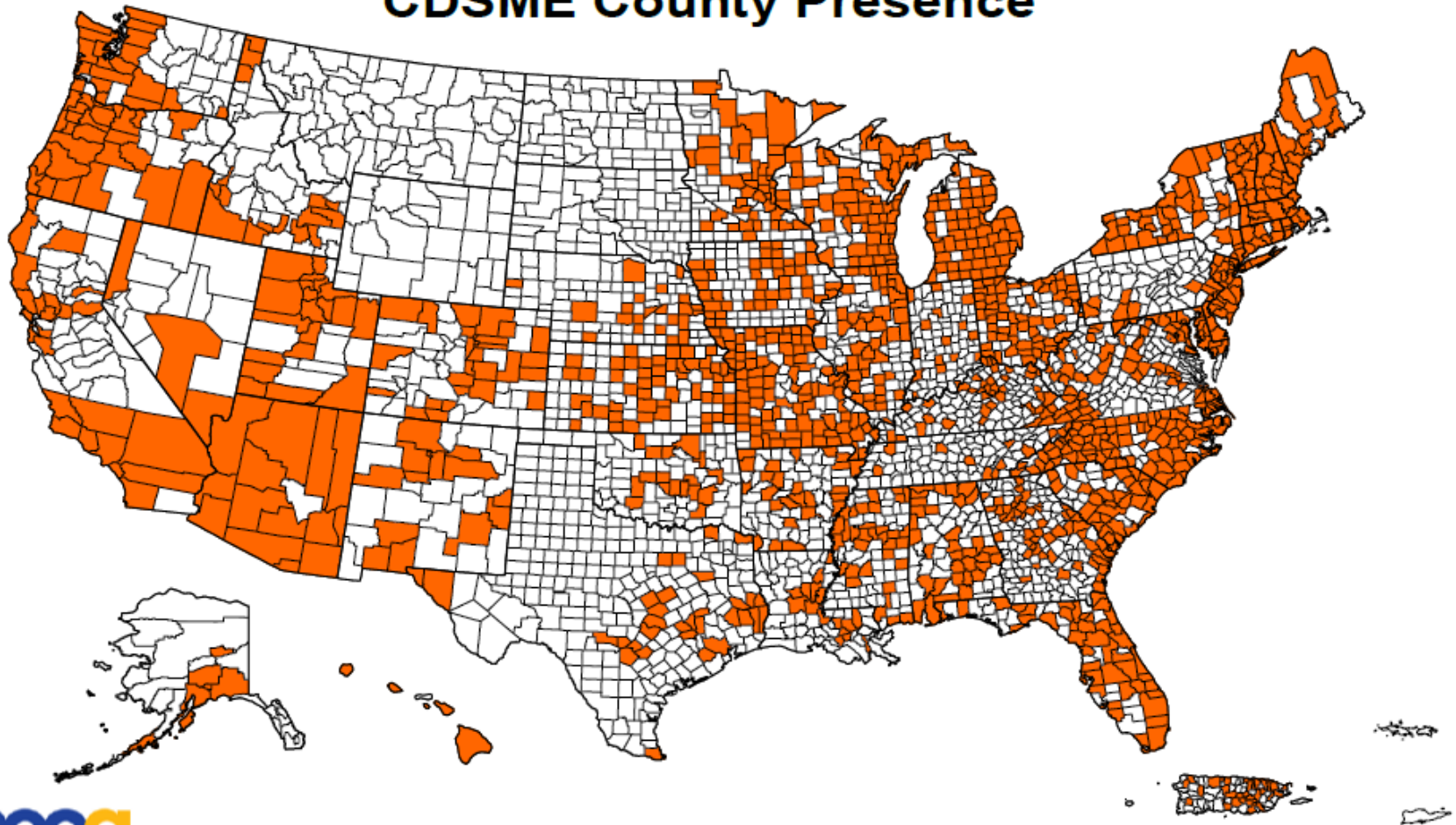
Highlights from the ARRA CDSMP Initiative





# NATIONAL FINDINGS

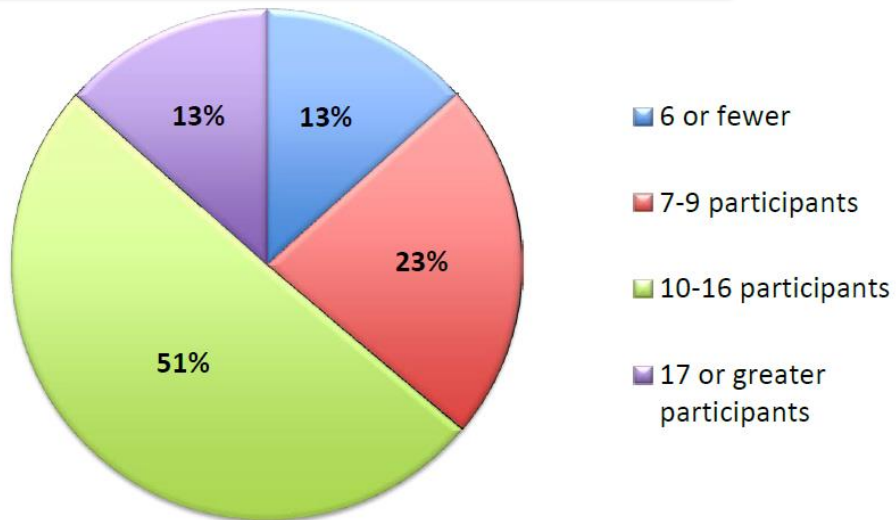
## CDSME County Presence



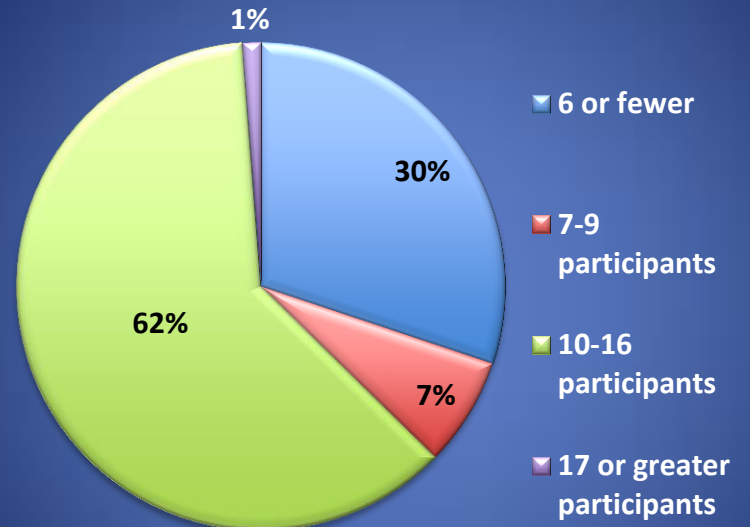
# WORKSHOPS

## Comparison of National and California Percentage of Workshops

National Percent of Workshops



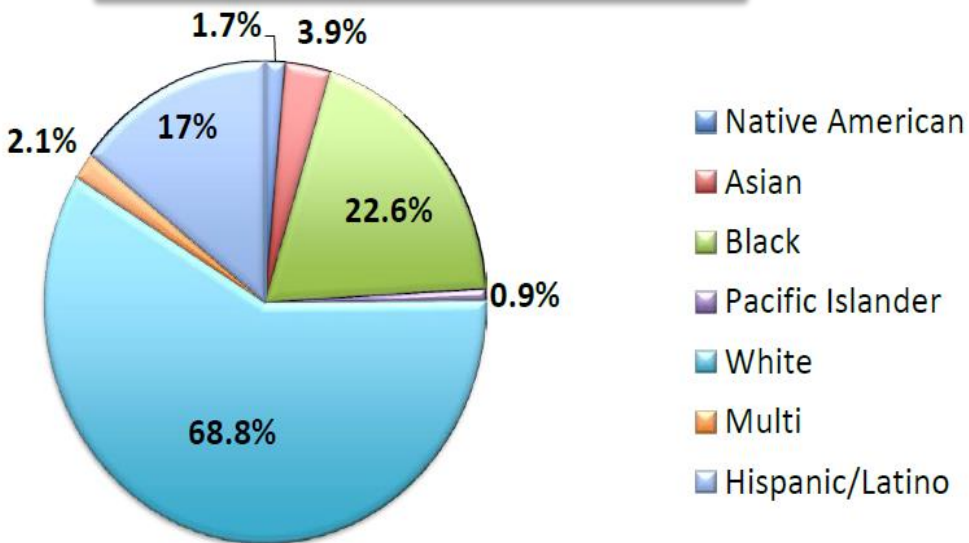
California Percent of Workshops



# DEMOGRAPHICS

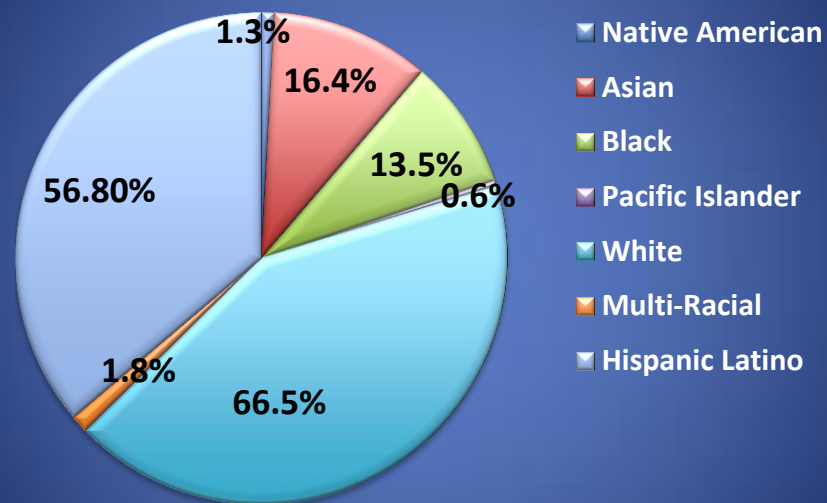
## Comparison of National and California Host Organization Types

Race/Ethnicity



**ncoa**  
National Council on Aging

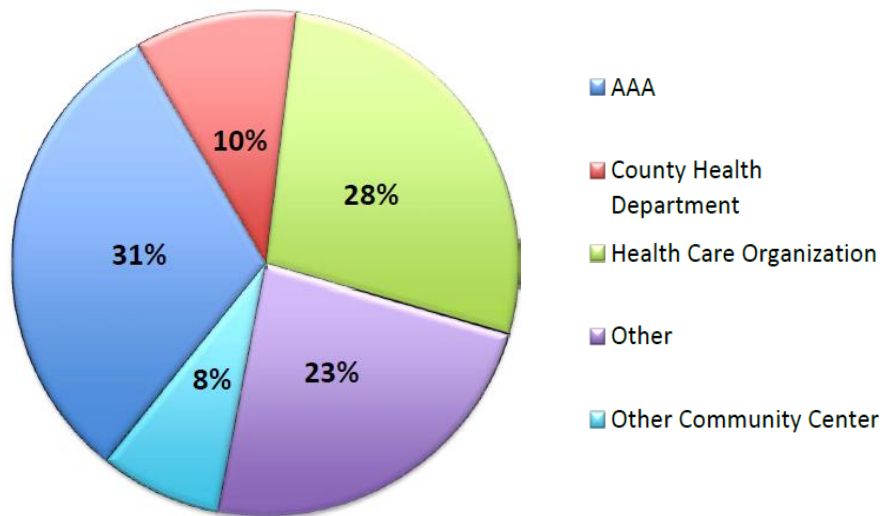
Race/ Ethnicity



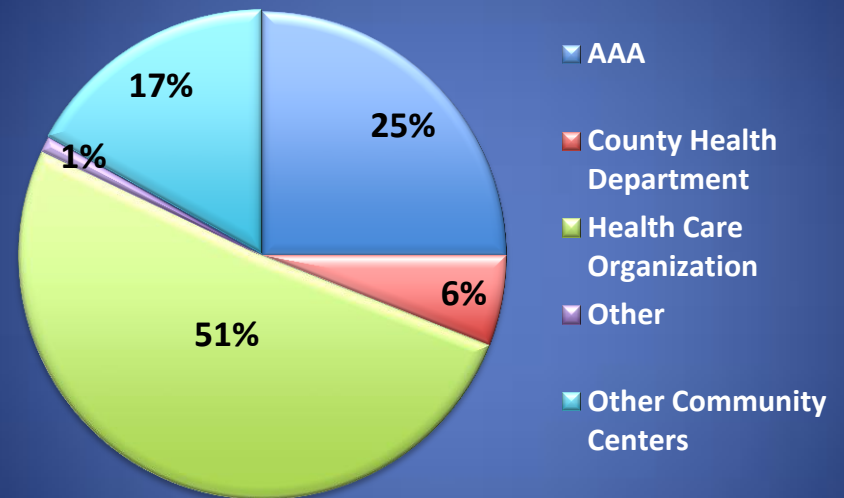
# HOST ORGANIZATIONS

## Comparison of National and California Host Organization Types

### National Host Organization Types



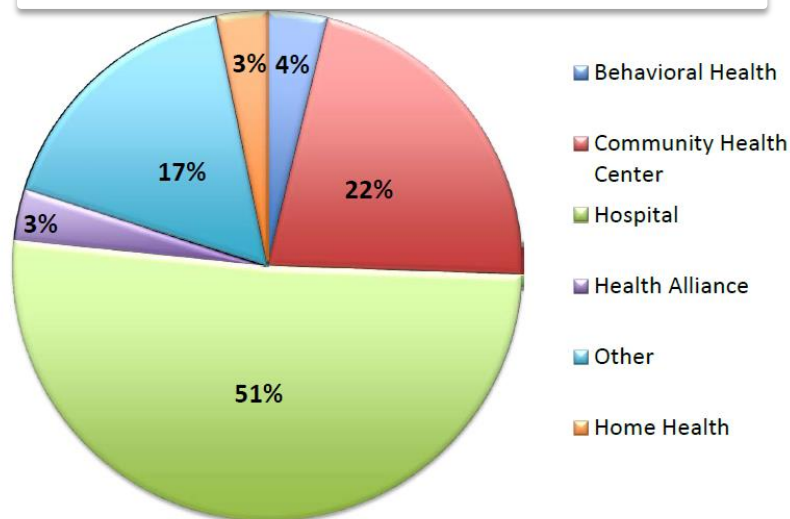
### California Host Organization Types



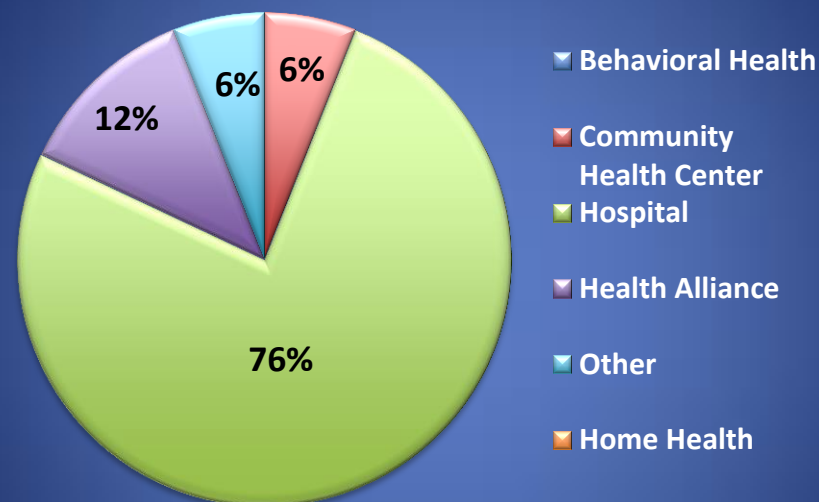
# HEALTH CARE

## Comparison of National and California Health Care Organizations

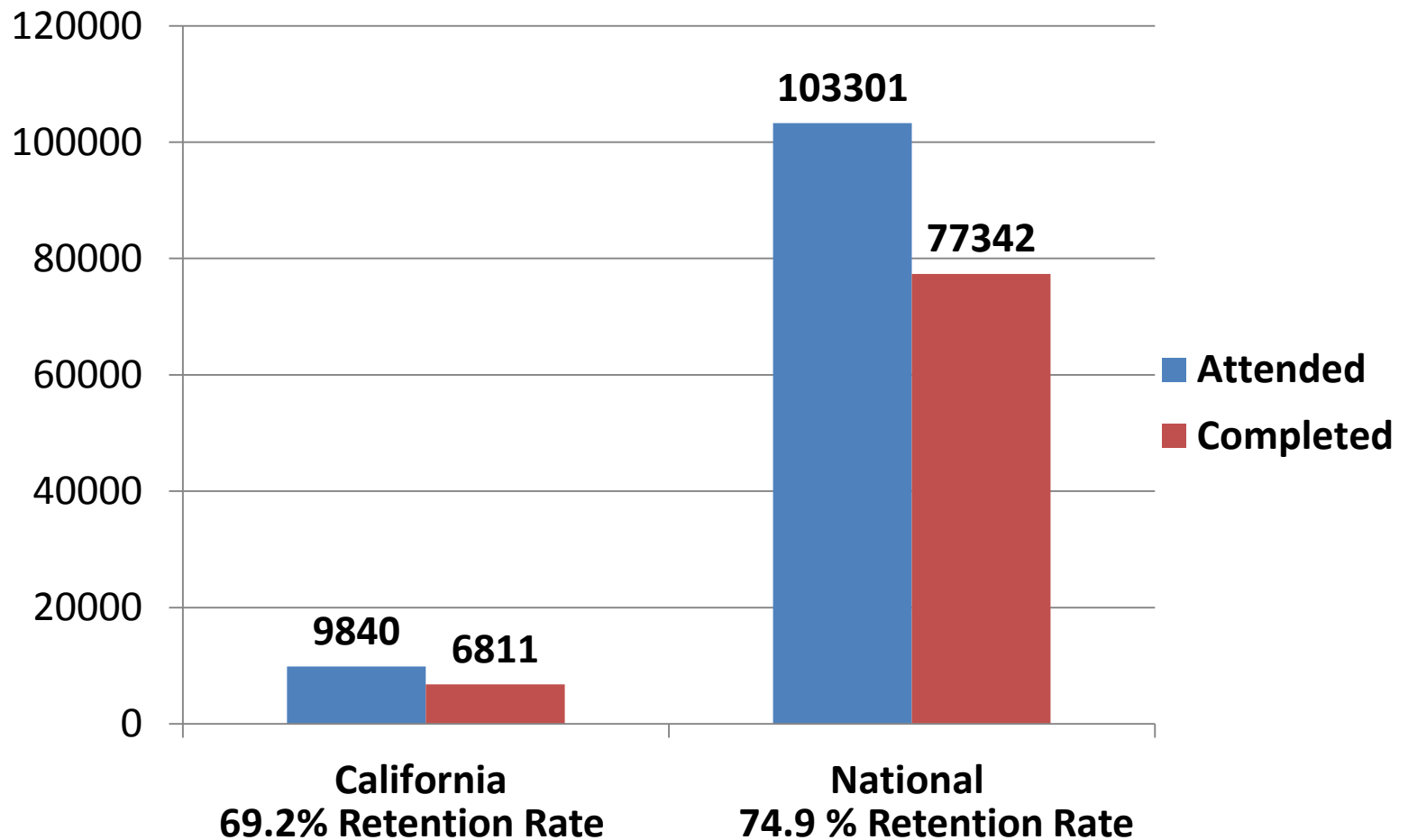
### National Health Care Organizations



### California Health Care Organizations



# ATTENDANCE & COMPLETION RATES



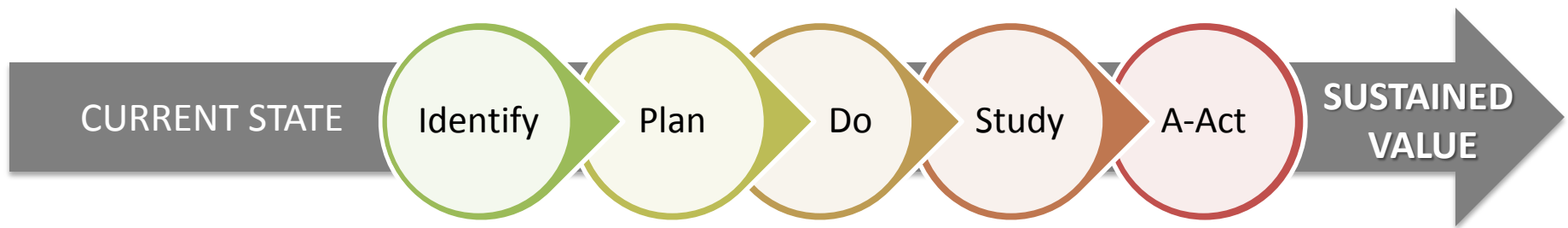
# MOVING FORWARD: CDSME PROGRAMS BEING OFFERED NATIONALLY

Number of Funded States Offering These Programs	
Chronic Disease Self-Management Program (CDSMP)	22
Diabetes Self-Management Program (English)	18
Tomando Control de su Salud (Spanish CDSMP)	16
Diabetes Self-Management Program (Spanish)	7
Chronic Pain Self-Management Program (CPSMP)	6
Better Choices, Better Health (Online CDSMP)	6
Arthritis Self-Management Program (English)	4
Positive Self-Management Program (HIV/AIDS)	4
Better Choices, Better Health for Diabetes (Online Diabetes)	2
Arthritis Self-Management Program (Spanish)	0
Better Choices, Better Health for Arthritis (Online Arthritis)	0

# MOVING FORWARD: FROM SURVIVING TO *THRIVING*

**Programs with strong leadership, a shared vision, and “smart” supports for local programs**

- **Aging/public health partnerships are critical**
- Innovation at the local level (Rapid Change Cycles)



**Entrepreneurial spirit coupled with a strategic “sixth sense”**

- Leveraging existing networks
- Knowing when to cut your losses, Being very strategic



# **MOVING FORWARD: FROM SURVIVING TO *THRIVING***

## **Data-driven decision making and advocacy**

- Program management and quality monitoring
- Data to “make the case” for CDSMP, Knowing how to package it

## **Moving beyond a “grant culture” to sustainable financing arrangements ... which encompass sustainable referral networks**

- Partnerships with Medicaid, health plans, and providers
- Managed care, duals demonstrations, health homes

Adapted from Altarum Institute and Impaq International CDSMP Process Evaluation Findings

# QUESTIONS & DISCUSSION

MAXIMIZING RESOURCES: WHAT THE DATA TELLS US ABOUT  
REACH & PARTICIPATION

Highlights from the ARRA CDSMP Initiative

# DATA COLLECTION & NEW FORMS



# IMPORTANCE OF DATA COLLECTION

## Data is King!

- Provides evidence demonstrating the success of *Healthier Living* – quality metrics (HEDIS/STAR Ratings)
- Offers opportunity to develop a growth strategy
- Makes participant demographics available to influence program planning & resource utilization
- Allows evaluation of geographic distribution
- Triple Aim - Better Quality, Better Care, Reduced Costs

# IMPACT OF DATA COLLECTION

Leaders collect and report accurate data

Organizations report data to their technical assistance center

The annual report is **submitted** for internal/external review, Congressional testimony and for other tracking purposes

Organizations and agencies are able to demonstrate the value of CDSME and **justify continued funding for the program**

Leaders fail to collect and report accurate data

Organizations do not have data to provide to their technical assistance center

An accurate annual report **cannot** be submitted for review due to a lack of information

Organizations and agencies may no longer receive federal funding **if there is not a way to justify the value of delivering CDSME**

# WHY DATA IS VALUABLE TO YOU

- Data goes into a statewide database
- Ability to report back county specific data information
  - Geographical reach
  - Demographic reach
  - Health behavior information
- Vital to demonstrating the reach and impact of EBP's in California

# FORMS

## Revised Forms Include:

- Workshop Cover Sheet
- Attendance Log
  - Distributed During Sessions 1-6
- Session 1 Survey
- Session 6 Healthier Living Workshop Questionnaire
- Leader Letter

\*\*\* All of these forms are available in Spanish

# QUESTIONS & DISCUSSION

DATA COLLECTION & NEW FORMS



# CDSME TOOLKIT

Now and the Future



# CDSME TOOLKIT

## **CDSME Workshop Outreach Materials**

- Sign-up Sheet
- CDSME Informational Flyer
- CDSME Scheduling Flyer
- Tri-fold Brochure

\*\*\* All are available in Spanish

## **New Materials**

- Materials to maximize your Leader workforce
  - Introduction Letter/Packet
  - Leader Application
  - Interview Script
  - Welcome Letter
  - Leader Agreement
  - CDC Ambassador Program Guide

**CA Healthier Living  
Membership Application**

# WORKSHOP OUTREACH MATERIALS

## CALIFORNIA HEALTHIER LIVING

Living Your  
Best Life...

[www.cahealthierliving.org](http://www.cahealthierliving.org)



### About Healthier Living

- **Free on-site workshops**
- Meets 2½ hours per week for 6 weeks
- Trained peer-leaders (non-health care professionals)
- Meet new people and gain social support
- Gives you tools to live a healthier life

*Supports self-management of ongoing health conditions such as arthritis, heart disease, diabetes, high blood pressure, lung disease, and cancer*

### Workshop Topics

- Goal-setting and problem solving
- Healthy eating and physical activity
- Talking to your doctors, friends and family about your health
- How to manage your medications
- How to relax
- Learning how to control emotions

### The Benefits of Healthier Living

- Helps you feel well and be well
- Become more active
- Better relationships with health care providers
- Helps to control pain
- Gives you more energy
- Helps you to sleep better

*"It gave me the courage to get my life back on track..."*

- Workshop participant

Visit us online at

[www.cahealthierliving.org](http://www.cahealthierliving.org)

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## CALIFORNIA HEALTHIER LIVING

Living Your  
Best Life...

[www.cahealthierliving.org](http://www.cahealthierliving.org)



### Who Should Attend?

- Anyone with an ongoing health condition (arthritis, heart disease, diabetes, high blood pressure, lung disease)
- Family members or friends of someone with an ongoing health condition
- Anyone interested in becoming more physically and socially active

### During the workshops you will learn:

- Tips to better manage your health
- Ways to control pain, stress and anxiety
- How to talk to doctors, family, and friends
- Goal-setting and problem solving
- Healthy eating and ways to keep moving

### Sign-Up Now!

**CONTACT:**

**DATES:**

**TIME:**

**LOCATION:**

Visit us online at  
[www.cahealthierliving.org](http://www.cahealthierliving.org)

*"It gave me the courage to get my life back on track..."*

- Workshop participant

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# TOMANDO CONTROL DE SU SALUD MATERIALS

## Tomando Control de su Salud

Viva mejor su vida

[www.CAHealthierLiving.org](http://www.CAHealthierLiving.org)



### Acerca de Tomando Control de su Salud

- **Talleres gratuitos en su sitio**
- Juntas de 2½ horas a la semana por 6 semanas
- Enseñado por participantes previos (no un profesional de la salud)
- Conozca nuevas personas y reciba apoyo social
- Promueve el poder del paciente
- Provee instrumentos para vivir una vida más sana

*Apoya el manejo personal de las condiciones de salud actuales como la artritis, enfermedades cardíacas, diabetes, presión arterial alta, y enfermedades pulmonares*

### Temas del Taller

- Establecer objetivos y solucionar problemas
- Alimentación saludable y actividades físicas
- Hablar con sus médicos, familia y amigos sobre su salud
- Cómo mejorar la comunicación
- Cómo manejar sus medicamentos
- Técnicas de relajación
- Aprender a controlar sus emociones

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Partner  
Logo Here

### Los beneficios de Tomando Control de su Salud

- Mejor manejo de síntomas cómo la depresión, miedo o frustración
- Mejora la movilidad y la actividad física
- Mejora el bienestar y la confianza para manejar una enfermedad crónica
- Mejorar su relación con sus proveedores de salud
- Menos dolor
- Aumento de energía
- Menos fatiga

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## Tomando Control de su Salud

Viva mejor su vida

[www.CAHealthierLiving.org](http://www.CAHealthierLiving.org)



### Quién debe asistir?

- Adultos que tengan una enfermedad crónica cómo artritis, enfermedades cardíacas, diabetes, presión arterial alta o enfermedades pulmonares
- Cuidadores, familiares, o amigos de alguien con una enfermedad crónica
- Adultos interesados en ser más activos físicamente y socialmente

### Durante seis talleres de 2½ horas usted aprenderá:

- Consejos para manejar mejor su salud
- Maneras para reducir el dolor, la fatiga, el estrés, la ansiedad, y la pérdida de sueño
- Maneras de comunicarse mejor con médicos, familiares, y amigos
- Establecer objetivos y solucionar problemas
- Importancia de la alimentación sana y la actividad física
- Maneras de mantenerse independiente

### Regístrese Ahora!

CONTACTO:

FECHAS:

HORA:

SITIO:

Visítenos en

[www.CAHealthierLiving.org](http://www.CAHealthierLiving.org)

*"Me dio el valor para recuperar mi vida..."*

- Participante del taller

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# VOLUNTEER & LEADER APPLICATION

## Introduction Letter & Information Packet

## Volunteer & Leader Application

- Availability
- Readiness
- Interest & Skills
- Preferred teaching location (geographic area)
- Experience with chronic conditions

### Healthier Living Volunteer Introduction Letter

Put on Agency Letterhead

Date

Dear [Name of Volunteer]:

Thank you for your interest in Partners in Care Health Innovation Programs and the *Healthier Living* program. Our mission is to serve as a catalyst for shaping a new vision of health care by partnering with organizations, families and community leaders in the work of changing health care systems, changing communities and changing lives.

Included in this information packet you will find materials describing *Healthier Living*, an overview of Partners in Care Foundation, the volunteer opportunities we have available, and the process of becoming a volunteer. Please let me know if you have any questions whatsoever.

*Healthier Living*, also known as the Chronic Disease Self-Management Program developed by Stanford University, is an interactive workshop for people with varying chronic condition(s) to help and support one another. The program is designed to help people manage ongoing health conditions such as arthritis, diabetes, heart disease, depression and asthma. It is a six week workshop series that takes place once a week for 2 ½ hours facilitated by two trained leaders. Overall, *Healthier Living* teaches the skills needed in the day-to-day management of chronic condition(s) and to maintain and/or increase life's activities.

The goal of the *Healthier Living* program is to teach the skills needed in the day-to-day management of chronic conditions to maintain and/or increase life's activities. The curriculum includes appropriate behavior modifications and coping strategies to enable participants to manage their chronic disease(s) and medications and increase physical activity levels. Volunteering to support the *Healthier Living* program provides you with the opportunity serve your community through evidence-based health promotion programs that educate, strengthen, and motivate people living with chronic conditions to better manage their health, giving them tools they can use every day to feel better and be in control of their health.

After reading the enclosed materials we hope that you will still be interested in joining us to spread *Healthier Living* and other evidence-based programs. To begin the process of becoming a volunteer, please fill out the attached application and send to our office via postal mail, email or fax. We appreciate your interest in learning more about our program, and if you have any further questions, feel free to contact us directly at 818-837-3775, ext. 108.

Sincerely,

*Ejay Vasquez*

Volunteer Coordinator, Health Innovation Programs  
Leader, Chronic Disease Self Management Program

Partners in Care Foundation

732 Mott Street, Suite 150 | San Fernando | California | 91340

Telephone: (818) 837.3775 ext. 108 | Fax: (818) 837.3799

[evasquez@picf.org](mailto:evasquez@picf.org)

# LEADER INTERVIEW & ASSESSMENT TOOL

- Interview & assess volunteers for the right volunteer role
- Discover their skills, experiences and goals

CDSEM Leader Interview & Assessment Form		
Date:	Interviewer(s):	
Prospective Volunteer Name:	Phone:	Email:
<p>1. What inspired you about this opportunity to contact us to volunteer?</p> <p>2. Tell me about your experience and how it prepares you for our work. What skills or personal qualities do you feel you could bring to this program?</p> <p>3. Describe your ideal volunteer position and volunteering environment.</p> <p>4. Have you attended a Healthier Living/EBP workshop before? If so, what was your experience?</p> <p>5. What would you like to get out of the volunteering experience?</p> <p>6. How do you feel about using a workshop script and teaching the workshop only as outlined in the course manual?</p>		
5		

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Seeker

6


# UPDATED LEADER AGREEMENT

- Welcome Letter
- Updated Leader Agreement
  - Licensing Requirements
  - Standards of Conduct
  - Training & Workshop Responsibilities
  - Commitment to lead a minimum of 2 workshops per year

Healthier Living Volunteer Welcome Letter	
Put on Agency Letterhead	
Date _____	
Dear [Name of Volunteer]:	
Thank you for your interest in volunteering with Partners in Care Foundation HIP Team. It was a pleasure to meet and learn more about you. I am pleased to offer you a position as a [Leader, Ambassador, Communications Czar, Mentor, Administrator].	
We invite you to attend an orientation session for new HIP volunteers (details to the right) to commence your volunteering with us. During the session, we will:	
<ul style="list-style-type: none"><li>• Provide program background &amp; training</li><li>• Review policies and procedures</li><li>• Discuss staff and volunteer responsibilities and</li></ul>	<b>Welcome to the HIP Team!</b> <b>Orientation Details</b> Where: _____ When: _____ Time: _____  Please review and bring a signed copy of the attached Leader Agreement to orientation.
In addition, we will also work with you to schedule an EBP training and subsequent workshop to facilitate. Together, the training and workshop will prepare you for your work as an EBP Leader and help you obtain EBP Leader Certification. At the orientation we will provide you with an overview of what to expect during the EBP training and certification process.	
Please know we do not expect you to have all the answers at the end of this initial orientation training, and a variety of resources are available to you as our volunteer. Myself and the HIP team will support your work as a Leader and volunteer by providing ongoing opportunities to learn and strengthen your skills through quarterly PEDAL meetings. These are a great opportunity to meet other volunteers, share experiences, and receive valuable tips. We also have experienced Leaders and volunteers available to mentor new HIP volunteers.	
I've enclosed a volunteer agreement form. Please review, sign, and bring it with you to the orientation session. Thank you very much for signing up to volunteer with HIP and Partners in Care Foundation. I look forward to working with you in service to our community.	
Sincerely,	
Ejay Vasquez Volunteer & Program Coordinator, Health Innovation Programs Leader, Chronic Disease Self Management Program Partners in Care Foundation 732 Mott Street, Suite 150   San Fernando   California   91340 Telephone: (818) 837-3775 ext. 108   Fax: (818) 837-3799 <a href="mailto:evasquez@picf.org">evasquez@picf.org</a>	
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# CDC AMBASSADOR OUTREACH PROGRAM GUIDE

CDC Home



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

SEARCH

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## Arthritis

**Arthritis**

- About Us
- Arthritis Basics
- Data & Statistics
- Funded Science
- State Programs
- Publications
- Interventions
- Marketing Tools & Support
  - Ambassador Outreach**
  - Provider Outreach
  - Self-Management Education Briefs
  - Compendium of Interventions
  - ASMP/CDSMP Meta-analyses
  - Policy/Partnerships
  - Resources
  - Spotlight on Science

[Arthritis > Marketing Tools & Support](#)

[f Recommend](#) [t Tweet](#) [+ Share](#)


### Spread the Word: Marketing Self-Management Education Through Ambassador Outreach


#### Marketing Strategy


*Spread the Word: Marketing Self-Management Education Through Ambassador Outreach* is a complete guide to planning, implementing, and evaluating a marketing strategy that uses trained community ambassadors to generate word-of-mouth "buzz" about the benefits of attending a self-management education program like the Chronic Disease Self-Management Program (CDSMP) or the Arthritis Self-Management Program (ASMP). Learn about the rationale behind this marketing strategy and find out what tools and tips are available on this website to guide your marketing team.

[Download the Complete Spread the Word Ambassador Outreach Guide - !\[\]\(35de7ce9c97e259aff6f01ac90da87f8\_img.jpg\) \[PDF 7MB\]](#)


**Note: A complete set of tools for this guide will be available soon.**


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**Take Charge.**  
Be in **Control of Arthritis**

- [Learn Arthritis Management Strategies](#)
- [Be Active](#)
- [Watch Your Weight](#)
- [See Your Doctor](#)
- [Protect Your Joints](#)

<http://www.cdc.gov/arthritis/interventions/marketing-support/ambassador-outreach/index.html>



# MEMBERSHIP APPLICATION

- Expand the availability of CDSME
- Organizational Membership
  - AAA's, public health departments, health plans, healthcare systems, and housing providers
- Associate Membership
  - Individuals or local organizations implementing CDSME who wish to be informed of coalition's activities

**Associate Membership Application**

**Organizational Membership Application**

**California Healthier Living Coalition  
Membership Information**

The California Healthier Living Coalition seeks to expand the availability of evidence-based chronic disease self-management education (CDSME) programs proven to significantly help individuals living with a chronic disease.<sup>1</sup>

The Coalition is sponsored by the California Department of Aging and the California Department of Public Health. Coalition members include state, county and regional agencies; public and private organizations; and individuals committed to making these programs more broadly available. Partners in Care Foundation, Inc., a subgrantee of both state agencies, serves as the Technical Assistance Center for CDSME programs such as the Chronic Disease Self-Management Program (also known as *Healthier Living*), the Diabetes Self-Management Program, and Walk with Ease. Partners in Care also manages the Healthier Living Coalition.

Coalition members receive technical assistance and support in implementing CDSME programs and share tools, resources and strategies as we collectively seek to sustain and expand the reach of these programs. Membership is voluntary. Members include organizations and individuals at various points in implementation, from those in the early planning stages to those who have been offering these programs in their community for many years.

**Coalition Meetings/Subcommittees**

The Coalition meets quarterly. Three of these meetings occur via teleconference. At least one meeting is scheduled as an annual in-person meeting. All members are encouraged to attend the quarterly meetings; however, meeting notes are also made available. Program updates/news are sent out to all members in a timely manner.

Coalition subcommittees are being formed that focus on three critical areas that are essential in building California's infrastructure to support CDSME programs. Regular subcommittee updates will be incorporated in quarterly Coalition meetings.

**Subcommittees**

**Health Disparities**  
Health inequities due to social circumstances are reflected in differences in length or quality of life, rates of disease, disability, and death, and access to treatment or services that support health. This Subcommittee focuses on increasing access to ("the reach of") evidence based programs to support health in local communities. This Subcommittee's objectives include: 1) developing culturally appropriate outreach materials; 2) identifying promising practices to increase workshop accessibility and enrollment for adults who are ethnically diverse, low-income, and/or have limited English or are non-English speaking; 3) sharing promising practices with Coalition members.

**Quality Assurance & Fidelity**  
This Subcommittee focuses on Quality Assurance (QA) and Fidelity. This Subcommittee's objectives include: 1) recommending fidelity procedures and continuous quality improvement guidelines to monitor the delivery of programs consistent with |

# UPCOMING MATERIALS

- New Session Zero
- Fidelity Checklist/Monitoring Tools
- Korean Outreach Materials
- Refresher Curriculum

# QUESTIONS & DISCUSSION

CDSME TOOLKIT: NOW AND THE FUTURE

# STRATEGIES FOR PARTICIPANT RETENTION



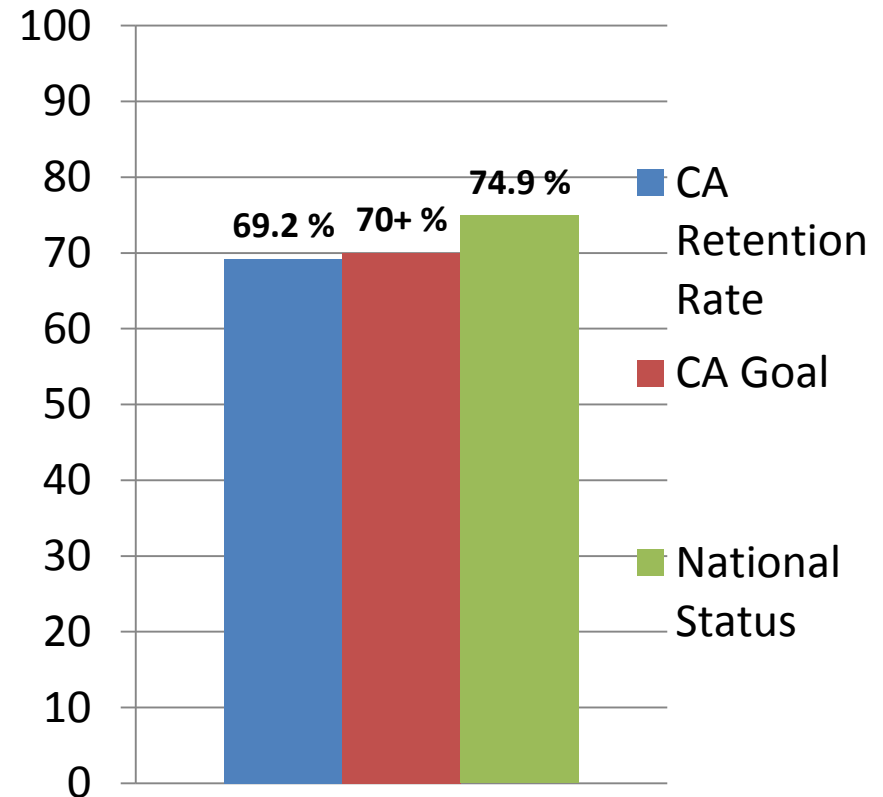
# PARTICIPANT RETENTION CALIFORNIA

## Where are we now?

- **69.2%** participant retention rate

## Where do we want to be?

- **70+%** participant retention rate



# CALIFORNIA HEALTHIER LIVING COALITION WORKGROUP DISCUSSION

- Get into small groups of 4-6 people
- Select someone to report out for the group
- Select someone to take notes on handout provided
- Discuss and answer the following questions:
  - **Identify/share a best practice you feel contributes to increased participant retention. This is an opportunity for you to “brag” about what’s going well!**
  - **What are the greatest challenges in your participant retention? What resources/support do you need that would help to overcome these challenges? (And don’t just state the obvious – FUNDING)**
  - **What two steps can be implemented immediately to increase participant retention in my organization?**

# **CALIFORNIA HEALTHIER LIVING COALITION WORKGROUP DISCUSSION**

- Identify/share a best practice you feel contributes to increased participant retention. This is an opportunity for you to “brag” about what’s going well!**
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- What two steps can be implemented immediately to increase participant retention in my organization?**

# NATIONWIDE RETENTION BEST PRACTICES

- Session 0
- Constant contact
- The power of a “waiting list”
- Build group cohesion
- Reward Attendance
- Leader selection process
- Post agenda at Session 0



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# CLOSURE & EVALUATION

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C A L I F O R N I A  
**HEALTHIER LIVING**

Living Your  
Best Life...

THANK YOU!

