



SPREAD THE WORD

Marketing Self-Management Education Through Ambassador Outreach

What is the *Spread The Word*?

- The Centers for Disease Control and Prevention (CDC) Arthritis Program has developed the Ambassador outreach strategy, *Spread the Word*, to help raise awareness about self-management education classes through word-of-mouth marketing using successful program participants who serve as ‘Ambassadors’.
- Research has shown that many people do not know that self-management education workshops, such as the Chronic Disease Self-Management Program, exist in their communities. *Spread The Word* is based on audience research that shows people prefer to learn from people like themselves who have experienced and benefitted from self-management education workshops.
- The goal is to increase participation in these workshops by using community-based Ambassadors to promote the workshops and create interest through word of mouth.

Who is it for?

- *Spread The Word* is designed for people responsible for marketing or recruiting participants for self-management education workshops. It provides guidance on training and supporting Ambassadors to “spread the word” throughout their communities to recruit workshop participants.
- Professional marketing experience is not necessary. *Spread The Word* is easy to follow and feasible for organizations with limited resources

What is included in the guide?

- A turnkey guide provides suggestions, tips, and tools for implementing *Spread the Word* ambassador outreach strategy. The guide will assist you and your team to:
 - Develop and implement a Coordinator’s Work Plan.
 - Recruit and train two types of Ambassadors: the Person-to-Person Ambassador and the spokesperson Ambassador to market self-management education workshops like the Chronic Disease Self-Management Program (CDSMP).
 - Prepare Handbooks for your Person-to-Person and Spokesperson Ambassadors that include customized tools and marketing materials.
 - Manage and evaluate Ambassador activities.

Where can I learn more?

- Information on Spread The Word and all toolkit materials are available on the CDC Web site at <http://www.cdc.gov/arthritis/interventions/marketing-support/ambassador-outreach/index.html>.

