

Ambassador Outreach

**Satellite Conference and Live Webcast
Monday, June 10, 2013
12:00 – 2:30 p.m. Central Time**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

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Pilot Locations and Intervention

- Pilot conducted September 1, 2011 – April 30, 2012
- Locations selected due to:
 - Need for stronger referral base to fill workshops and prevent cancellations due to low enrollment
 - Health Department staff availability

Pilot Intervention and Locations

- Chronic Disease Self-Management Program (CDSMP)
 - Selected to increase visibility of the program
- Locations
 - Columbia
 - Hampton County (Phase I only; Sept – Dec 2011)

Health Department Roles

- Both locations:
 - Planning and oversight
 - Preparation of handbooks
 - Ambassador training
 - Technical assistance and quality assurance
 - Data collection

Health Department Roles

- Columbia only:
 - Recruiting ambassadors
 - Scheduling workshops
 - Enrolling participants in workshops

Partner Roles

- **Project implementation – Lowcountry Council of Governments**
 - Recruiting Ambassadors, assisting with developing their plans, scheduling workshops, and enrolling participants, etc.

Partner Roles

- **Implementation sites - provided space to hold workshops**
 - **Columbia (2 sites): Wellness Center and Senior Center**
 - **Hampton County (2 sites): Parks and Recreation and Community Health Center**

Partner Roles

- **Data entry and evaluation**
 - **University of South Carolina**

Ambassadors

- **Columbia:**
 - **Six recruited**
 - **Five trained**
 - **Four completed plans and carried out activities**

Ambassadors

- **Hampton County (Phase I only):**
 - **Four recruited**
 - **Two trained**
 - **Two completed plans and carried out activities**

Ambassadors

- **Total for Columbia and Hampton County**
 - **Six active Ambassadors**

Results: Ambassador Contacts

- Individual Contacts: 49
 - 12 planned
 - 35 impromptu
 - 42 in person
 - 6 phone

Results: Ambassador Contacts

- Group contacts: 18
 - 480 people
 - Average 26 people per group

Results: Ambassador Contacts

- Influential persons: 20
 - Ministers, doctors, owner of hair salon
 - 17 planned
 - 16 in person
 - 4 phone

Results: “How Did You Hear?”

- Total responses: 51
- Media: 16
- Friend, family member, co-worker: 11
- Doctor’s office: 7
- Brochure, flyer, print material: 5

Results: “How Did You Hear?”

- Church or other community leader: 3
- Website: 1
- Other: 8

Results: Workshops

- Columbia
 - 6 workshops scheduled
 - 3 workshops held, 38 participants
 - 3 workshops cancelled due to low enrollment

Results: Workshops

- **Hampton County (Period 1 only)**
 - 2 workshops scheduled
 - 0 workshops held
 - 2 workshops cancelled due to low enrollment

Challenges

- **Ambassador recruitment and retention**
- **Time frame for project; holidays**
- **Documentation required by Ambassadors**

Lessons Learned

- **Designate a dedicated staff member to be responsible for Ambassador outreach**
- **Select Ambassadors carefully and assure they understand the commitment**
- **Recruit more Ambassadors than needed to allow for turnover**

Lessons Learned

- **Simplify documentation**
- **Training should include project and non-project topics and practicing the “pitch”**
- **Pair Ambassadors together or with a staff person for the first couple of presentations**

Lessons Learned

- **Weekly telephone calls to “check-in” with Ambassadors are a good idea at first**
- **Monthly meetings provide structure for reviewing progress, addressing challenges, and keeping Ambassadors engaged**

Lessons Learned

- **Ambassadors who provide follow-up contacts after their initial pitch are more likely to get results**
- **Be patient . . . it might take awhile to see results**

Contact Information

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