



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

RECRUITMENT AND RETENTION

LESSONS LEARNED
YMCA DIABETES PREVENTION PROGRAM
November 17, 2017



RECRUITING: WHERE DO WE START?

- Strong Community Partnerships
 - Who has similar goals?
 - How can you support one another?
- Corporate Partnerships
 - Make friends with the HR director or Wellness Committee chair
 - Attend health screenings/health fairs
 - Consider work side classes
 - Small to mid size businesses have more flexibility

RECRUITING: WHERE DO WE START?

- Engaging Possible Participants- create a positive experience
 - Screen for readiness for change
 - Use supportive language
 - Share detailed expectations of participant responsibilities and commitment
 - After enrolled-follow up with a welcome call
- Find a champion in health care
 - Visit offices/staff meetings
 - Connect with the office manager
 - Follow up about referrals

RECRUITING: WHERE DO WE START?

- Celebrate successes!
 - Send follow ups to providers
 - Share stories of success on Facebook, in newsletters
 - Send to all your partners
 - Ask for testimonials
 - Ask participants to share their success with their friends, family and providers!
- Be Patient
 - It takes time to build a referral base, show results and to prove consistency and success

RETENTION

- Recruit carefully
 - Clearly explain the commitment and expectations of the program participants
 - Screen for readiness to change
- Excellent Lifestyle coaches
 - Prepared
 - Create a safe, encouraging space
 - Create ground rules
 - Coach rather than advise
 - Follow up
 - Good control of the environment
 - Good communication- active listening/motivational interviewing
 - Ask for help when dealing with tricky situations
 - Be honest
 - Stick to the fidelity of the program

ACTIVE LISTENING AND MOTIVATIONAL INTERVIEWING

- Recruiting
 - What do you know about the program? How do you understand it? May I tell you more about it?
 - What is your past experience with physical activity? Tracking?
 - How will changing your lifestyle affect your health and well-being?
 - How do you feel about tracking? Weighing in? Interacting with a group?
 - Why do you feel you are ready to enroll in this program?
 - What barriers have you experienced in the past?

COACHING FOR RETENTION

- Reinforce and clearly define program goals
- Express support and acceptance of participants regardless of their progress towards their goals
- Look for successes and build on them, no matter how small or gradual
- Maintain high expectations- the program works and people can make changes
- Don't assume barriers exist but when they become evident, involve the participants in problem solving. "Has anyone else experienced this?" "What has worked for you?" "Do you think any of these ideas will work for you?" "What will you do next?"
- Encourage accountability to the group. "We will be interested to hear how that worked for you."
- Stay engaged and have good communication throughout the program

YMCA'S DIABETES PREVENTION PROGRAM TESTIMONIAL



"In our desire for understanding how to be healthy, it may be beneficial to surround oneself with a '*smart culture*'. That is what I found inside the YMCA's diabetes prevention lifestyle program. By incorporating the guidelines as a lifestyle, not only has my physical condition improved, but I gained an awareness which led to discoveries for feeling well emotionally. For me, being advised to reduce weight and lower blood pressure wasn't something I was opposed to, but it remained elusive. By adjusting my routine habits with preventative measures that I decided to substitute, I enjoy a feeling of well-being; the benefit of a healthy lifestyle. The support I receive from our 1 hour sessions have encouraged me and I have seen steady improvement. As to the advice for me to reduce weight and lower blood pressure – I have realized a 15% reduction for myself, by aggressively adopting a plan to utilize what this program promotes. In 2 -3 years I'll know if what I've achieved proves to remain favorable for me."

Curtis McKitrick



THANK YOU

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