KOHP Leader Update

Meeting Information		Team Members
DATE	2/15/11	KOHP Leaders
TIME	1-2:00 pm	
PLACE	Webinar	
FACILITATOR	Lisa Williams	

	ITEM	RESPONSIBLE	OBJECTIVE	DISCUSSION/CONCLUSION	ACTION
1.	Welcome	Team	Welcome group – discuss purpose and format of call	Welcome to the call!	
2.	KOHP - Administrative Update • Class Report Forms - review • Participant certificates of completion	Lisa Williams	Review and inform	**A couple of administrative updates:** **Documentation needed for KOHP workshops and participants:** 1. **Class Report Form** (complete as soon as workshop is scheduled) – helps KDOA/KDHE track and help promote workshops that are open to the public. Also helps collect data on different marketing strategies that are used to help promote KOHP workshops and identify those strategies that help lead to high participant registration. 2. **Participant Registration Form** – Each participant completes the participant registration form. This allows KDOA/KDHE staff to enter generic and de-identified participant information into a data base that is used by funders. 3. **Participant Attendance Form** – Record every participant on the list and note (week 1 – 6) which sessions are attended. This information is used in the database to code "completers" and "non-completers". 4. **Participant Evaluation Form –** completed by every participant at the end of the workshop. They provide feedback on the tools that they learned, how likely they are to use the tools that they learned, the location of the training and open-ended feedback.	

				Certificates of Completion – Teri Caudle, KDHE Chronic Care Specialist presented a new Certificate of Completion to the group. This certificate should be provided to every participant at the end of the workshop. The certificate details the skills that are taught every week – this should allow participants to open discussions with healthcare providers, doctors and case managers about the workshop they have taken and the skills that they have learned.	Lisa will send the Certificate of Completion out over the list serve. Leader can copy the form and begin distributing it to KOHP Participants.
3.	Presentation and Group Discussion – KOHP Participant Recruitment • Techniques working for recruitment – Elizabeth Walsh, KDHE Epidemiologist • Using Media as a tool for KOHP participant recruitment – Ginger Park, KDHE, Tobacco Use Prevention Program, Media/Policy Coordinator • Open discussion, problem solving and brainstorming	Elizabeth Walsh, Ginger Park and group	Discuss general recruitment strategies, media and ways to work with media outlets for recruitment of KOHP workshop participants	**KOHP Participant Recruitment –** Elizabeth Walsh, Arthritis Program Epidemiologist/Evaluator presented information taken from the Class Report Forms submitted by KOHP Leaders. She discussed the recruitment strategies that were most successful (resulted in a class of 10+). Those strategies are: • Location is important – health care facility or recreation center • Hold workshop in early afternoon or early evening • Marketing that seems most effective: fliers, newspaper ads/column, radio spots/interviews, e-mail blasts and fliers in billing statements (ie, through a physician office) Other great ideas from successful workshops (6-9 participants): • Location – senior center, church • Workshop held in mid-morning or afternoon • Marketing that was effective: fliers, contacted senior centers, radio spots, newspaper ads/columns and presentations to groups There are some things that we don't know and haven't experienced: • Would participants attend a weekend workshop? • Would participants attend an evening workshop? • What would we hear if we did follow-up with non-completers?	KOHP Leaders – keep up the good work. Elizabeth reported that our classes (compared to national) have an excellent completer rate! She also reported that the number of workshops that we are holding in Kansas is consistently on the rise! Elizabeth is going to try to get information from other states that promote CDSMP – what works for recruitment?

				Using the media as a tool for participant recruitment – Ginger Park is the Media/Policy Coordinator for the Tobacco Use Prevention Program at KDHE.
				
				• Think about your audience – people with chronic condition; this is a varied group, what will motivate them? Some ideas from the group included: place to talk about your illness, feeling better, increase quality of life, managing symptoms, self management for chronic illness, living a healthy life with chronic condition, active partners in health care.
				• Free promotion opportunities (also called "earned")
				  o Promote through physicians, nurses, physical therapists, local hospitals. Talk to appropriate staff (office manager, communications staff) about when the classes are held, who can attend, what value past participants have received from workshop.
				  o Community Calendar – short description of workshop including where and when
				  o Church bulletins
				  o Newsletters
				  o Newspaper/Radio – News release to cover who, what, when, where, why and how. Paper may print it exactly as it is written. First, send to health reporter. For smaller markets, may send directly to Editor. Most prefer to receive via e-mail. Keep adjectives in quotes, proof read the article carefully, tell what is most important in the beginning of the release and keep the release to one-page.
				  o Letter to the Editor – can be
					Lisa will work with Ginger to develop a "swiss cheese" press release for KOHP Leaders. We will incorporate some of the ideas discussed on the call.

				written by anyone – this is an opinion, but not anonymous. A letter to the editor coming from a workshop participant would likely be very effective. Don't use a template in this case, but you could help the writer with a few facts. Try to spread out letters from participants so that the newspaper is not overloaded! • Editorials – written by an editorial board appointed by the newspaper. An individual can set-up an appointment with the editorial board to explain the program and benefits. It is then up to the Board if they write an editorial. • Other ideas: community websites, community resources, local businesses, senior meal sites, YMCA newsletters, University Walking Clubs and face-to face presentations with civic groups.	
4.	KOHP Leader Training – schedule for 2011	Lisa Williams/Cindy Winters	Encourage leaders to think of others in their community to help implement KOHP	KOHP leader trainings coming up: Wichita – March 10, 11, 17 and 18 Great Bend – March 31, April 1, 7 and 8 Wichita – May 5, 6, 12 and 13 Garden City – July 6, 7, 13 and 14 Registration information and paperwork is available at: http://www.kdheks.gov/arthritis/kohp_leader.htm Think about partners in your area that may want to get involved in KOHP.	Share KOHP Leader training schedule with others in your community that may be interested in self management education.
5.	Schedule for future webinars – 1 p.m. CST • May 17 • August 16 • November 15	Lisa Williams	Present schedule for future webinars. Group discuss topic ideas.	Leaders need to register for **each** webinar that they are planning to attend.	
6.	Wrap-up	Lisa Williams/group		Thanks for a great, interactive call!	