

Program Sustainability

5 Important Considerations for Lifestyle Coaches and Program Coordinators



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Program Sustainability

5 Important Considerations for Sustainability:

1. Funding
2. Capacity
3. Partnerships
4. Planning
5. Retention

NATIONAL
DIABETES
PREVENTION
PROGRAM

Funding

- Costs of program implementation vary for org. to org.
- Consider how program can be funded for the long haul
- Third party payment exists in some markets-changing daily
- Medicare reimbursement available for organizations with Preliminary or full recognition who have applied to be a Medicare DPP Supplier

DPRP Organizational Capacity Assessment Asks:

Does your organization have a plan to sustain the yearlong lifestyle change program long-term without federal, state, or local government or other nongovernmental grant funds?

Securing Funding: Assessing Costs

- Sample Budget Worksheet:
 - Available on Common Ground
- Administrative Costs
 - Program Coordinator
 - Office space and supplies
- Start-Up Costs
 - Marketing Materials
 - Lifestyle Coach Training
- Direct & Indirect Costs
 - Materials for Class
 - Data Platform
 - Facility Rental Space

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Developing a Budget

The cost per person for the National DPP can vary by region, depending on the setting, mode, and intensity of the program offered. Additionally, many of these expenses are up-front costs of starting the program. Your organization should assess both your fixed and variable costs associated with the program, starting with your program launch. How much will you pay your lifestyle coaches? What program supplies will you need to purchase? Will you use participant incentives? How will you offset your expenses? How many participants do you need per class to make your program financially sustainable? To earn revenue? A sample budget template is below:

Diabetes Prevention Program Budget Template

Item	Quantity	Itemized Cost	Total Cost	Notes on Formulas
Administrative Costs				
Program Coordinator Salary				
Program Coordinator Benefits				
Rent for facility				
Office Supplies				
Total Administrative Costs				
Startup Costs				
Marketing Materials (table tents, postcards, referral pads, posters, etc.)				
Training for Lifestyle coaches				
Room rental for Lifestyle coach training				
Printing costs for Training materials				
Scales				
Total Startup Costs				
Direct Costs (per class, 12 participants)				
Lifestyle Coach time (@hourly rate)				
Mileage				
Participant Binders				
Printing participant handouts				
Participant incentives				
Indirect Costs				
Facility (if applicable)				
Administrative				
Total Cost per Class				
Total Expenses				
Program Fee Income				
Total Income				

*Adapted from IMAGE Toolkit Working Group (2010). Take action to prevent diabetes: A Toolkit for the Prevention of type 2 diabetes in Europe. Brighton Press, Exeter, United Kingdom

Do People Charge for this Program?

- \$0-1500 per person
 - Grant funded
 - Sliding fee
 - For profit
- Some employers offer the lifestyle change program through a work site wellness program or as a covered benefit
- Third party coverage exists, but it varies



Funding Poll

Please select all funding opportunities your organization uses to support your lifestyle change program:

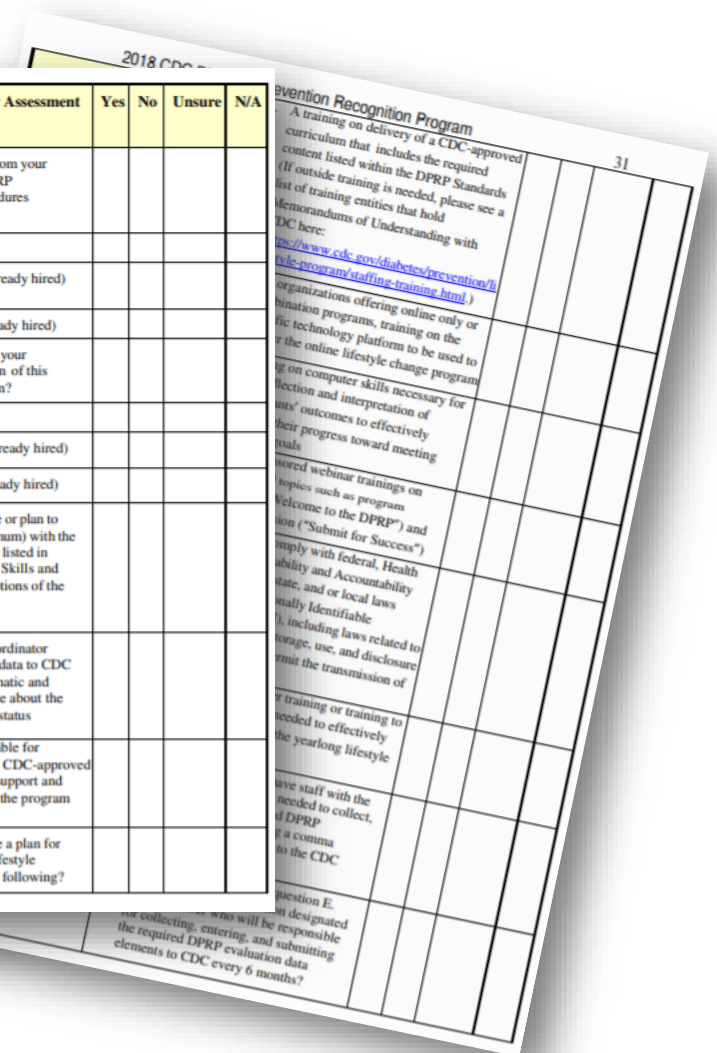
- CDC grants
- Other grants
- Internal funding
- Employer coverage
- Private Insurance coverage
- Medicaid coverage
- Medicare coverage
- Other

Capacity

- Leadership Support
- Recruitment & Enrollment
- DPRP Standards & Expectations
- Financial Sustainability
- Data Collection & Submission
- Organizational Infrastructure
- Staff Training

CDC's Capacity Assessment

Capacity Topic	DPRP Standards Reference	Organizational Capacity Assessment Questions	Yes	No	Unsure	N/A
DPRP Standards	CDC DPRP Standards and Operating Procedures- https://www.cdc.gov/diabetes/prevention/pdf/dprp-standards.pdf	A. Have the following people from your organization read the CDC DPRP Standards and Operating Procedures (DPRP Standards)? 1. Leadership/management 2. Program Coordinator (if already hired) 3. Lifestyle Coach(es) (if already hired)				
Leadership and Staff Support		B. Do the following people from your organization support submission of this application for CDC recognition? 1. Leadership/management 2. Program Coordinator (if already hired) 3. Lifestyle Coach(es) (if already hired)				
Staff	Guidelines for Staff Eligibility, Skills and Roles, and Sample Job Descriptions	C. Does your organization have or plan to hire the following staff (at minimum) with the knowledge, skills, and abilities listed in Guidelines for Staff Eligibility, Skills and Roles, and Sample Job Descriptions of the DPRP Standards? 1. A Diabetes Prevention Coordinator responsible for submitting data to CDC and receiving all programmatic and data-related correspondence about the organization's recognition status 2. A Lifestyle Coach responsible for implementing the yearlong CDC-approved curriculum and providing support and guidance to participants in the program				
Staff Training		D. Does your organization have a plan for Program Coordinator(s) and Lifestyle Coach(es) to offer or attend the following?				



Partnerships



Who can you partner with to help refer into your programs?

- Physician providers
- Clinics & FQHC's
- Hospital Systems
- Pharmacies
- Cooperative Extension Offices
- Faith Based Organizations
- Community Based Organizations

Partnerships



How can you partner with other organizations?

- Direct and Bi-directional Referrals
- Host Space
- Employer Covered Program
- Marketing & Awareness

Partnerships Poll

Please select all organizations you partner with for your program:

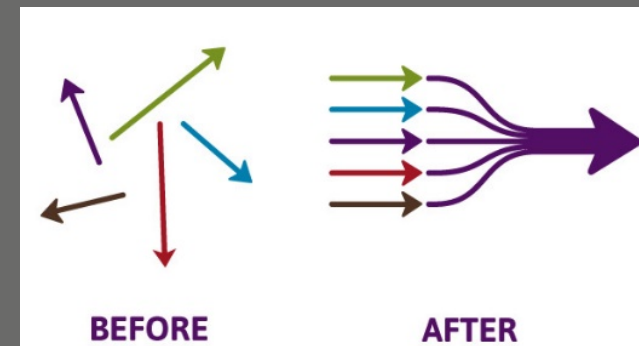
- FQHC's/Clinics
- Health systems
- Community Based Organizations
- Faith Based Organizations
- Employer Groups
- Other

Partnership Goals

- Create buy in/support from partners
 - Shared Vision
- Partners can assist with establishing and implementing program work plan
- Shared resources and outcome goals

Collective Impact:

Collective Impact is the commitment of a group of organizations from different sectors to a common agenda for solving a specific problem, using a structured form of collaboration.



Quick Discussion



What do your partnerships bring to your lifestyle change program?

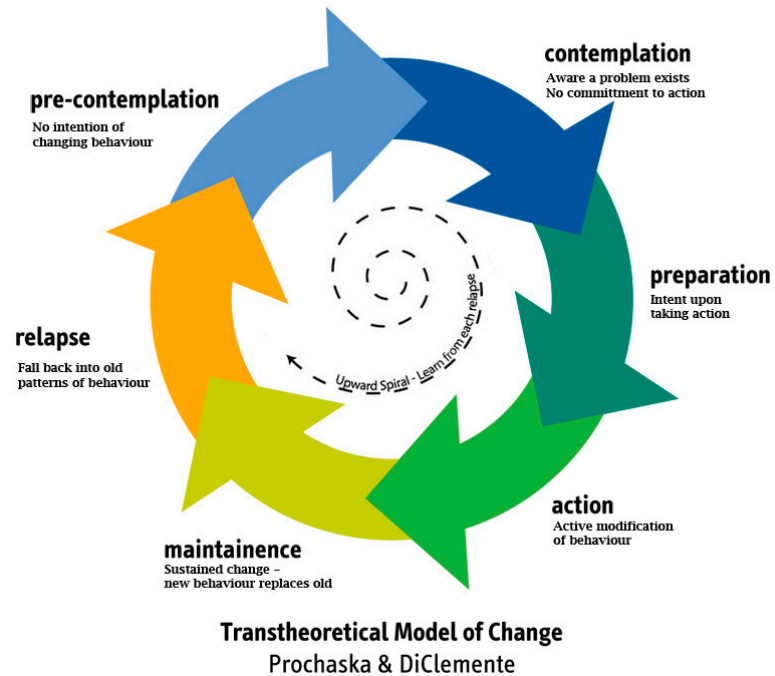
Planning

How can you plan out your program cohorts to help with sustainability?



- Consider partnerships
 - What works for them
- Time of year
 - New year vs. summer
- Participant Interest List
 - Surveying potential participants

Retention - Challenges



- It can be hard to keep people coming to programs shorter than a year!
- Some participants have work or life challenges to participating for the length of the program
- The second phase of the program/post core is a “Higher risk” time for retention
- People drop out for different reasons
- Organizations have to consider differing strategies to keep participants engaged

Retention – the Promise



- Participants who attended 17 or more sessions were more successful in achieving the program goal of 5% weight loss.
- Participants who remained in the program for 7-12 months were more likely to achieve or almost achieve the program goal of 5% weight loss.
- Focusing on increasing participant retention may improve program results and overall participant health.
- Group cohesion

Retention – Considerations for Lifestyle Coaches

- **Access** – financial support, transportation, delivery modes
- **Readiness** – self-efficacy, social support, motivators
- **Marketing strategies** – positive and relatable messaging
- **Clear program expectations** – attendance, weigh-ins, food tracking
- **Program structure** – size of the group, number of class offerings
- **Incentives** – be strategic, choose incentives supportive of lifestyle change
- **Communication** – consistency, especially during bi-weekly and monthly
- **Make it fun** – vision boards, game show quizzes, meal makeover competitions
- **Focus group** – ask questions of past and current participants to see how you can modify based on what they wanted/needed

Summary

5 Important Considerations for Program Sustainability:

- **Funding** – consider all costs associated and whether your organization could afford to offer the program without grants
- **Capacity** – consider internal capacity and staffing, leadership support, training, and infrastructure
- **Partnerships** – referrals, host sites, employer coverage, marketing
- **Planning** – considerations for partnerships and participants, interest lists, time of year, target population
- **Retention** – helps improve program results, facilitates participant success and health, word of mouth referrals