



# diabetes<sup>at</sup>work

## workshops

**A guide** for successful workshop planning  
from the National Diabetes Education Program

## **Purpose of the Diabetes at Work Workshops A Guide for Successful Workshop Planning**

### **Toolkit and Guide**

The National Diabetes Education Program wants to share its learning and experiences from the Diabetes at Work Workshops' national pilot program with Diabetes Prevention and Control Programs (DPCPs) and local business organization partners. This toolkit will provide

- A step-by-step plan for coordinating and executing a Diabetes at Work Workshop
- Sample checklists, letters, agendas, presentations, promotion and media materials, and other resources to help DPCPs and organizations get started
- A resources list to help DPCPs and local business organizations connect with each other and other potential partners
- Articles on work site productivity, diabetes prevention and management at the work site, and return on investment
- A CD-ROM with the toolkit guide and resources
- A CD-ROM with creative material resources

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## Introduction

### Overview of Diabetes at Work Workshops

#### *Diabetesatwork.org*

The National Diabetes Education Program's (NDEP's) Business and Managed Care (BMC) Workgroup collaborated with public and private partners, including the National Business Group on Health, America's Health Insurance Plans, and the National Business Coalition on Health, to create diabetesatwork.org and help businesses meet head-on the burgeoning diabetes epidemic. Launched in 2002, diabetesatwork.org is the first online resource designed to help top-level managers, occupational health providers, benefits and human resource managers, and employees and their families address diabetes prevention and management in the workplace.

As a free, easy-to-use, online resource, diabetesatwork.org helps companies assess their need for diabetes education, benefits, and services for employees. The Web site offers employers and employees

- More than 30 educational lesson plans and fact sheets that teach employees how to best prevent or manage their diabetes while at work and how to reduce their risk of further complications
- Spanish-language materials
- Links to additional resources and brochures on diabetes and heart disease and preventing diabetes
- Two online tools for assessing potential prevalence of diabetes among employees

- Suggestions on health benefits and services that health plans can offer to employees with diabetes

#### *Diabetes at Work Workshop Goals*

After the launch of diabetesatwork.org, NDEP set out to conduct a series of workshops across the country aimed at

- Increasing awareness among business leaders; managers of human resources, corporate wellness, and benefits; and occupational health care providers of how diabetes prevention and management work site programs can lead to healthier employees and improve a company's bottom line
- Introducing the business community to diabetesatwork.org and promoting its free resources
- Sharing lessons learned and successful diabetes prevention and management work site programs from national and local employers that are demonstrating a return on investment (ROI)

#### *General Workshop Concept*

The workshops can be conducted within 2½ hours and can be shortened or lengthened depending on program goals, content, and time restrictions. Workshops are generally held around either a breakfast or a lunch. Workshops usually feature two speakers, but some have included more. One speaker makes the business case for diabetes prevention and management at the work site and introduces diabetesatwork.org as a free, easy-to-use, online resource. The second speaker is an employer who has a successful diabetes prevention and management program at his or her work site and can share experiences of successes, challenges, and ROI. Attendees receive workshop packets with copies of presentations and

background materials. They can also browse through educational materials and can access [diabetesatwork.org](http://diabetesatwork.org) at a computer terminal.

Workshops can be expanded to include a diabetes-related health information fair or scenarios with exercises to provide attendees with a more in-depth introduction to [diabetesatwork.org](http://diabetesatwork.org).

### ***Success Through Partnerships***

Past workshop attendance has ranged from 40 to 135 participants. The success of each workshop is largely attributed to the support and commitment of its partners. NDEP has partnered with state Diabetes Prevention and Control Programs (DPCPs) and local business groups to plan, orchestrate, and sponsor each workshop. Past partners include

- Bayer Pharmaceutical Corporation
- California Diabetes Prevention and Control Program
- Connecticut Business Industry Association
- Connecticut Diabetes Prevention and Control Program
- Inland Northwest Business Coalition on Health
- Employer Health Care Alliance Corporation (The Alliance)
- Dallas/Ft. Worth Business Group on Health
- Sanofi-Aventis Group
- Sutter Medical Center
- Washington Diabetes Prevention and Control Program

### ***Learning From Other Employers***

Employers want to learn from others' successes. Workshops can feature national and local employers (large and small) who are successfully conducting diabetes prevention and management work site initiatives. Previous employers featured include

- City of Citrus Heights, CA
- Dallas Federal Reserve Bank
- Danbue Hospital
- General Motors Inc.
- Inland Northwest Health Services/Community Health Education and Resources
- Lands' End

Workshops have been held in Philadelphia, PA; Dallas, TX; Cromwell, CT; Sacramento, CA; Madison, WI; and Spokane, WA. A workshop was also held at the Centers for Disease Control and Prevention's (CDC's) Division of Diabetes Translation meeting in May 2004.

## Phase 1: Pre-Event Planning

### Lessons Learned: Tips to Keep in Mind When Planning a Workshop

Before you start planning a Diabetes at Work Workshop, keep in mind the following lessons NDEP learned when preparing for and implementing its workshops.

#### General Workshop Planning

- Clearly identify workshop partners' roles and responsibilities.
- Set realistic workshop goals that can be achieved through available human and financial resources.
- Adhere to deadlines as much as possible, but build in time for delays.
- Keep communication open between partners. Make sure all partner representatives are included on all e-mail correspondence and conference calls.
- Schedule a workshop during a monthly, quarterly, or preplanned association meeting, if possible.
- Hold either breakfast (before the workday) or lunch meetings to ensure as little disruption to the workday as possible.
- Keep track of all workshop planning activities in one binder that is easily accessible and user friendly. Should there be a need for someone else in your organization to take over the planning process, make sure he or she can easily and quickly access all key information.

#### Working With Partners and Sponsors

- Secure all partners within the first 2 months of planning, especially if a partner is needed for financial resources.

#### Participant Recruitment

- Begin participant recruitment 8 weeks before the workshop.
- Try to differentiate the invitation packaging so that it stands apart from other mail.
- Offer invitees both online and phone RSVP options.

#### Media Materials Development and Distribution

- If several organizations need to approve a press release or media advisory, be sure to build in time for their internal review process. Do not expect organizations to approve press materials in a 1- or 2-day period.
- Begin distributing pre-event announcements to the media 1 month before the workshop. Distribute a pre-event media advisory to the media 2 days before the workshop.

#### Evaluation Forms

- Customize the workshop evaluation form to meet the needs of all partners.

## Workshop Planning Worksheet, With Timeline and Workshop Budget Outline—Key Checklists for Tracking Action Steps and Costs

Before beginning the workshop planning process, consider the human and financial resources and time needed to orchestrate the workshop. NDEP recommends that planning

for workshops begin 6 months before the event. The following workshop planning worksheet will help guide you through the planning process. The workshop budget outline will help you determine what costs your organization can support and where you need support from partners. These documents are meant only as a guide and can be adapted as needed.

### Workshop Planning Worksheet

STATUS/TARGET DEADLINE	RESPONSIBILITY
<b>6 Months Before</b>	
<b>Partner Recruitment</b>	
Identify potential workshop partners. Secure partners to help develop the workshop (health associations, chambers of commerce, business associations, and hospitals).	
Secure partners and determine each partner's responsibilities (participant recruitment, food and beverage support, venue and logistics, guest speakers, etc.).	
<b>5 Months Before</b>	
<b>Workshop Event Core Logistics</b>	
Select date and time. Take into consideration religious and national holidays, school vacations, other business events, and conferences.	
Determine target audience (large employers, small employers, human resource managers, health plan managers, occupational health providers, etc.).	
Estimate the number of attendees you want to participate in the workshop. (This will help to determine room size, tables, chairs, and meals needed.)	
Identify three potential venues to compare pricing, location, availability, and catering services.	
<b>4 Months Before</b>	
<b>Workshop Event Core Logistics</b>	
Select one venue and finalize venue contract, including cost per person, room rental fees, audiovisual (AV) rental fees, method of payment, deposits, cancellation dates, parking fees, and hotel room rates for speakers.	
<b>Workshop Program Content</b>	
Draft program agenda.	
Identify three to five potential speakers. Contact and secure two speakers (depending on the program).	
<b>Participant Recruitment</b>	
Identify the channels for best reaching the target audience.	
<b>Media</b>	
Determine if partners want to promote the workshop through the media. Identify partner to lead the media effort.	

STATUS/TARGET DEADLINE	RESPONSIBILITY
Develop media relations plan with goals and activities.	
<b>3 Months Before</b>	
<b>Workshop Program Content and Evaluation</b>	
Contact speakers to discuss their presentations.	
Finalize agenda and workshop program activities.	
<b>Participant Recruitment</b>	
Develop and produce hard copy invitations.	
Draft online registration form. Include a link to diabetesatwork.org.	
<b>Media</b>	
Identify local media to inform about the event. Put a media list together with phone numbers, addresses, and e-mail addresses.	
Brainstorm news story ideas that could be pitched to the media.	
Identify three key messages to be incorporated into all media materials and activities.	
Develop a pre-event press release and media advisory. Share with partners for review and approval.	
<b>Promotional Giveaway</b>	
Research promotional giveaways such as pedometers and share research with partners for final decision.	
<b>Speaker Logistics</b>	
Arrange travel and hotel accommodations for out-of-town speakers.	
<b>2 Months Before</b>	
<b>Workshop Event Core Logistics</b>	
Develop heart-healthy menu.	
Work with hotel to finalize AV equipment needs: computer rental with access to diabetesatwork.org (via CD or high-speed Internet), LCD projector and screen, microphone, and lavalier microphone.	
<b>Research videographers and photographers to film and photograph the workshop.</b>	
<b>Workshop Program Content and Evaluation</b>	
Develop exercise scenarios and questions for participants if you will be having an interactive diabetesatwork.org demonstration.	
Adapt the NDEP Workshop sample evaluation form to meet the workshop and partner needs. Share with partners for review and approval.	
<b>Participant Recruitment</b>	
Attain association member mailing or e-mail lists and mail and e-mail invitations. Repeat e-mail announcements throughout the recruitment period.	
Finalize online registration form and upload it onto the Internet. Make sure that all partners have reviewed and approved it.	
Post the invitation on partner Web sites and insert workshop announcements in hard copy and online newsletters.	
Develop and maintain attendance list and regularly update partners on participant RSVPs.	



STATUS/TARGET DEADLINE	RESPONSIBILITY
<b>Promotional Giveaway</b>	
Order promotional workshop giveaways.	
<b>1 Month Before</b>	
<b>Workshop Event Core Logistics</b>	
Confirm availability of registration and sign-in tables (outside the banquet room), computer terminal with diabetesatwork.org access, and other tables for educational and partner information and any special exhibits.	
Develop event poster to be placed next to the registration and sign-in table, and podium signage. Include partners' logos.	
Secure a videographer.	
Secure a photographer.	
<b>Workshop Program Content and Evaluation</b>	
Finalize speaker presentations.	
Finalize the evaluation form.	
<b>Participant Recruitment</b>	
Monitor RSVPs and determine if and what additional participant recruitment efforts are needed.	
<b>Media</b>	
Receive final approval from all partners on press release and media advisory.	
Distribute press release. Follow up to encourage the media to attend the workshop and write or produce a news story.	
<b>Workshop Packets</b>	
Adapt and print Diabetes at Work Workshop folder labels.	
Purchase workshop packet folders with pockets.	
Attain core workshop packet content: agenda, speaker bios, speaker presentations in handout format, diabetesatwork.org fact sheet, partner backgrounds, literature about state diabetes rates, articles on employers investing in diabetes prevention and management programs, diabetesatwork.org marketing brochure, and workshop evaluation form.	
<b>1 Week Before</b>	
<b>Workshop Event Core Logistics</b>	
Give hotel final head count of total attendees for final room set up and number of meals needed.	
Print tent cards for the registration table, the educational materials table, and the diabetesatwork.org computer terminal table.	
<b>Participant Recruitment</b>	
Print name tags.	
Develop registration sign-in list.	
<b>Media</b>	
Continue calls to media to secure attendance at event or report on a related news story.	
<b>Workshop Packets</b>	
Assemble workshop packets.	

STATUS/TARGET DEADLINE	RESPONSIBILITY
<b>2 Days Before</b>	
<b>Hotel Logistics and Program Content</b>	
Develop Event Day Checklist	
Review any last-minute event changes.	
<b>Media</b>	
Distribute the media advisory. Follow up with media to secure last-minute media attendance.	
<b>Event Day</b>	
<b>Workshop Event Core Logistics</b>	
Have Event Day Checklist on hand and monitor all onsite activities.	
<b>1 Week After</b>	
Send thank-you notes to guest speakers and partners.	
Collect media coverage clips and share with partners.	
Review evaluation forms and provide report to partners.	
<b>2 Weeks After Event</b>	
Debrief the partners by phone on what did and did not work.	
<b>3 Months After Event</b>	
Optional: Follow up with attendees 3 months after the workshop to see what actions have been taken (e.g., have the attendees accessed and used diabetesatwork.org, started a diabetes prevention and management program, met with senior decision makers to get support for a diabetes and prevention program, etc.).	

### Workshop Budget Outline

ITEM	ESTIMATED COST
<b>Venue</b>	
Banquet room	
Food and beverage for all persons	
<b>AV Equipment</b>	
Computer rental	
LCD projector	
High-speed Internet connection	
Overhead projector	
Screen	
Wired podium microphone	
Wireless lavalier microphone	
Computer with remote for slide show presentations	
Hotel rooms for out-of-town speakers	
Additional computers if conducting a diabetesatwork.org exercise that requires participants to access computers	

ITEM	ESTIMATED COST
<b>Participant Recruitment</b>	
Graphic designer to adapt Diabetes at Work Workshop invitation	
Invitation production	
Invitation mailing	
Paid advertising (if needed)	
Mailing lists (fee required)	
Name tags	
<b>Speakers</b>	
Honorarium	
Travel expenses	
<b>Signage</b>	
Tent cards and table numbers	
Event poster and podium sign	
<b>Promotional Giveaway: Pedometers</b>	
Pedometers	
<b>Additional AV Equipment</b>	
Videographer	
Photographer	
<b>Workshop Packets</b>	
Pocket folders	
Photocopies of presentations, agenda, speaker bios, partner organizations, etc.	
Designing and producing pocket folder labels (can be adapted from predesigned Diabetes at Work Workshop packet labels)	
<b>Media Relations Activities</b>	
No additional costs unless outsourcing media relations activities or using a vendor to mass distribute press release or media advisory by e-mail or fax	
<b>Evaluation Activities</b>	
No additional cost needed	
<b>Total</b>	

## Securing Appropriate Partners— A “Win-Win” Relationship for All Involved

Diabetes at Work Workshops aim to attract human resource managers, benefits and wellness managers, occupational health providers, and senior decision makers at large and small businesses. NDEP has found that the best way to reach this target audience is for state DPCPs, who often have relationships with the local business community, to collaborate with local business associations with an interest in health care issues, whose members represent the target audience.

When researching potential partners, consider local chapters of the following organizations:

- American Association of Occupational Health Nurses ([www.aaohn.org](http://www.aaohn.org))
- American College of Occupational and Environmental Medicine ([www.acoem.org](http://www.acoem.org))
- American Diabetes Association ([www.diabetes.org](http://www.diabetes.org))
- African American Chamber of Commerce ([www.aacc4.org](http://www.aacc4.org))
- Lions Club International ([www.lionsclubs.org](http://www.lionsclubs.org))
- National Association of Women Business Owners ([www.nawbo.org](http://www.nawbo.org))
- National Business Coalition on Health ([www.nbch.org](http://www.nbch.org))
- Rotary International ([www.rotary.org](http://www.rotary.org))
- Small Business Administration ([www.sbaonline.sba.gov](http://www.sbaonline.sba.gov))
- Society for Human Resources Managers ([www.shrm.org](http://www.shrm.org))
- United States Chamber of Commerce ([www.uschamber.org](http://www.uschamber.org))
- United States Hispanic Chamber of Commerce ([www.usbcc.com](http://www.usbcc.com))

In planning your workshop, you will also want to consider the employer demographics of your community. You may want to partner with local associations for the following industries and professionals:

- Manufacturing
- Textile
- Food producers
- Retailers
- Hospitals
- Automobile dealers
- Banking
- Law
- Investment banking and financial services
- Health insurance plans
- Restaurant and food service

Note: NDEP has found that the best organizational partners are those with a decided interest in health.

### ***Tips for Effectively Working in Partnership With Other Organizations***

Working with other organizations to coordinate and execute a successful Diabetes at Work Workshop takes time, open communication, organization, and leadership. Keep in mind the following start-up checklist as you begin your planning process and partner collaboration effort.

**Start-Up Checklist**

- Involve the right people.** Within your DPCP program or organization, are there others who have successfully worked with businesses and work sites? Look to them for lessons they learned and contacts they made with business organizations. Look to leaders at local chapters of such national organizations as the American Diabetes Association, the National Business Coalition on Health, and others that may share your interests in encouraging companies to offer diabetes prevention and management benefits at the work site. This type of organization may work with you to coordinate the workshop and promote it to its members.
- Select a strong leader.** If you feel that your strength does not lie in addressing businesses or business groups, or you do not have the staff time to devote to planning and implementing activities, find someone who does. This person needs to be creative and have the ability to bring others with similar, vested interests together. Look to others in your department, an outside consultant, or community leaders.
- Make sure you have appropriate human and financial resources.** Workshops take human and financial commitments from all partners. Be sure that you have the resources needed to coordinate and orchestrate the workshop.
- Create a unified vision and goal.** Develop a statement defining what you want the success of this project to look like. This will unify the effort and allow you and your partners to create goals, strategies, and activities to support the workshop planning process.
- Create a plan of action with activities, designated roles and responsibilities, and target deadlines.** Your goals help to define what you must accomplish to achieve success from the workshop program. Your action plan should be shared with all partners so that all vested parties know their roles and responsibilities, time, staff and financial commitment, and deadlines. This action plan can be updated throughout the pre-event planning process to keep all partners apprised of progress.
- Be sure to incorporate an evaluation process into the workshop program.** Because your partners have committed their time and resources to this workshop, it is important to evaluate both the planning process and the workshop itself. You and your partners will want to learn from this experience for future workshops or other partnership activities.
- Recognize partners' contributions.** Take the time to let your partners know that you appreciate their time, efforts, and ideas. "Thank you" goes a long way.

## **Program Content: Introducing Diabetesatwork.org, Sharing Lessons Learned, and Meeting Participant Needs**

The core Diabetes at Work Workshop content aims to

- Illustrate how diabetes prevention and management can affect an employer's bottom-line costs in terms of health care and productivity
- Introduce employers to diabetesatwork.org as a free, easy-to-access, online resource for employers and employees
- Share successful work site diabetes prevention and management programs

Managers and business leaders want to hear about and learn from the successes of other businesses. Thus, featuring lessons learned from other well-known local employers that may be similar in size to the organizations represented by attendees will be important.

Program content may need to be adjusted depending on the target audience. Many attendees may already understand the importance of employers having diabetes prevention and management programs but need to know how to

- Get a program started
- Work more effectively with health insurance plans
- Make the best case for a diabetes prevention and management program to senior managers, company presidents, and decision makers
- Incorporate diabetes prevention and management programs into other chronic disease management

programs, such as those addressing heart disease, stroke, and obesity

They may also want to know what are the

- Most effective ways of incorporating diabetesatwork.org materials and resources into a diabetes prevention and management program
- Components of a diabetes prevention and management program
- Steps needed to orchestrate a diabetes prevention and management program
- Costs for investing in a diabetes prevention and management program

It is up to the workshop organizer and partners to determine the most appropriate content for the audience to both accomplish the organization's goals and satisfy the interests of the attendees.

### ***Finding the Right Speakers***

Featured speakers are the heart of the workshop. It is important that they deliver meaningful information that attendees can understand and relate to. It is also important that they be perceived as leaders in their fields or as having significant experiences to share. Often the speakers will be your workshop's "draw" and the reason your target audience will attend.

Local business community leaders can often help to draw participants. If a local employer is not available, contact a disease management or health insurance company that has successful diabetes prevention and management programs in your community. These organizations can also provide insight and lessons learned and familiarize attendees with how disease management and health insurers are working with employers to address diabetes prevention and management.

### **Workshop Timing**

Program content also depends on the length of the workshop. NDEP Diabetes at Work Workshops are typically between 1½ and 2½ hours. The program is generally broken out as follows:

- Registration and breakfast or lunch (30 minutes)
- Welcome (5 minutes)
- Program introduction (10 minutes)
- Speaker 1 (20–30 minutes)
- Speaker 2 (20–30 minutes)
- Wrap-up and questions (15 minutes)
- Complete evaluation forms (5 minutes)

### **Special Diabetesatwork.org Interactive Session**

Workshops can also offer participants a more interactive and in-depth opportunity to better understand and access the vast resources on diabetesatwork.org. The 1-hour program provides an overview of the tool's history, why it was developed, its intended audience, and a guide to its features and

resources. After this introduction, attendees take part in a group activity and self-directed Web site navigation using scenarios and exercises provided by the presenters. The session then wraps up with a group discussion and evaluation.

Materials and AV equipment needed for this special session include

- Scenarios
- Exercises
- Computer terminals for attendees (or attendees bring their own laptops and the venue provides electrical outlets)
- High-speed Internet access or
- CD-ROMs of diabetesatwork.org

This workshop can be stand-alone or incorporated into the general workshop presentations as an additional segment. A sample agenda, scenarios, and exercises for a special Diabetesatwork.org Interactive Session can be found in the Program Content section of the Diabetes at Work Workshop Toolkit.

## **Workshop Promotion and Participant Recruitment Strategies**

Aggressive outreach to promote the workshop is key to the workshop's success in generating attendance. Promotion and participant recruitment activities take time. Recruitment activities should begin 8 weeks before the workshop.

The Diabetes at Work Workshop invitation (see a sample in the Participant Recruitment section of the Diabetes at Work Workshop Toolkit) can be individualized for your workshop. The electronic version of the invitation can easily be e-mailed.

Partners need to determine the best channels for reaching the target audience and should not rely on a single channel. The target audience needs to be exposed repeatedly to the workshop announcement through as many media as possible.

### ***Promotion and Recruitment Tips***

- Begin promotion and recruitment efforts 8 weeks before the workshop.
- Offer online and phone RSVP registration.
- Send repeated e-mail announcements to partner association members.
- Post workshop announcements on partner Web sites and in online and hard copy newsletters.

- Secure partnerships with local business publications to publish an advertisement at a discounted rate or as a public service announcement.
- Distribute invitations or flyers at community or business association meetings before the workshop.
- Send a workshop announcement to local newspapers for business calendar columns.
- Conduct pre-event media relations outreach promoting the workshop.
- Promote the workshop through local business community and industry electronic mailing lists.

## **Workshop Venue Logistics: Site Selection, AV Equipment Needs, and Selecting a Heart-Healthy Menu**

### ***Site Selection and AV Equipment Needs***

Selecting the venue for the workshop may require some investment in time and research. If a partner has an established relationship with a particular venue, first try to work with this venue. The venue may give you a price break on room rental and food and beverages because of its established relationship with your partner.



When selecting a venue and negotiating a contract, use the following checklist as a guide:

### Venue and Contract Checklist

<b>Location</b>	<ul style="list-style-type: none"> <li>• Central</li> <li>• Easy access</li> <li>• Distance to airport</li> <li>• Is there shuttle service? What does it cost?</li> </ul>
<b>Sleeping rooms</b>	<ul style="list-style-type: none"> <li>• What are the current room rates?</li> <li>• Are these room rates at government per diem?</li> <li>• Are there Americans with Disabilities Act (ADA) compliant rooms?</li> <li>• Check-in and check-out times</li> </ul>
<b>Costs</b>	<ul style="list-style-type: none"> <li>• Room rental</li> <li>• Food and beverage costs per person</li> <li>• AV equipment <ul style="list-style-type: none"> <li>– LCD projector</li> <li>– Overhead projector</li> <li>– Screen</li> <li>– Wired podium microphone</li> <li>– Floor microphones</li> <li>– Laptop computers</li> <li>– Wireless lavalier microphone</li> <li>– Wireless slide show remote</li> <li>– High-speed Internet connection</li> </ul> </li> <li>• Easels</li> <li>• Parking</li> <li>• Coat check</li> <li>• Business center</li> </ul>
<b>Room size and seating capacity with round tables</b>	<ul style="list-style-type: none"> <li>• 25–50</li> <li>• 50–100</li> <li>• More than 100</li> </ul>
<b>Heart-healthy menu options</b>	<ul style="list-style-type: none"> <li>• Low-fat</li> <li>• Low-sugar</li> <li>• Low-sodium</li> </ul>
<b>Attrition policy</b>	<ul style="list-style-type: none"> <li>• Minimum percentage of attendees guaranteed</li> </ul>
<b>Fee policy</b>	<ul style="list-style-type: none"> <li>• Twenty percent banquet service charge and sales tax for food and beverages is standard</li> </ul>
<b>Cancellation policy</b>	<ul style="list-style-type: none"> <li>• Cancellation policies vary from venue to venue</li> </ul>
<b>Final notice of guaranteed guests</b>	<ul style="list-style-type: none"> <li>• Venues usually require 72 hours</li> </ul>
<b>Form of payment and deposit</b>	<ul style="list-style-type: none"> <li>• Credit card</li> <li>• Check</li> <li>• Prepayment requirement</li> </ul>

### **Venue Site Selection Dos and Don'ts**

- Do get quotes from three venues.
- Do not sign any paperwork until you have read the venue contract carefully.
- Do keep the hotel apprised of changes to workshop needs (smaller or larger room, additional or less AV equipment).
- Do make sure that the partners providing support for the breakfast or luncheon understands the payment requirements before they sign the contract.

### **Selecting Heart-Healthy Menu Options**

Because this is a workshop that promotes good health and well-being, you may want to consider offering participants a tasty, heart-healthy menu. Most restaurants, caterers, and hotel banquet services are willing to accommodate this request. Heart-healthy menus tend to be low in fat, sugar, and sodium and offer a balance of protein, vegetables, starches, and fruit. See the sample heart-healthy menu on the Sample Banquet Order.

## Pre-Event Media Relations: Creating Awareness

Use local and statewide media to help generate a “buzz” about diabetes prevention and management in the workplace. Your media efforts could help to increase awareness about

- Issues affecting companies’ decisions to address diabetes prevention and management at the work site
- Diabetesatwork.org as a free, online resource for employers and employees
- Your organization’s and partners’ efforts to assist employers in addressing growing health care costs and improving the health and well-being of employees
- The workshop

The media can be used to inform, educate, and persuade. News stories provide visibility, legitimacy, and credibility among the general population and your target audience.

### **Key Decision Makers Within the Media**

Media outreach efforts will be most effective when they are targeted to these media:

- Business reporters and producers and health care reporters interested in occupational health issues at local newspapers and television and radio stations
- Associated Press wire service reporters whose news stories are often published in media outlets throughout a state
- Reporters at local business newspapers, magazines, and Web sites

## **Developing a Media Outreach Plan**

A media outreach plan can help you determine your media efforts and approach. Your plan should include communication goals, target audience, strategies, tactics, and timeline. As you begin to develop this plan, consider the following questions.

- **What is your communication goal?** Are you trying to generate awareness for the workshop, diabetesatwork.org, your organization’s efforts, or those businesses that need to invest in diabetes prevention and management at the work site?
- **Who is your target audience?** Are you targeting a specific type of employer, members within one organization, business leaders, human resource managers, or occupational health care providers? If you want to reach business leaders and managers, contact the media and reporters who focus on them.
- **What are your key messages?** Determine the three statements you want your news story to tell and make sure to say them when talking to the media.
- **What is your “news hook”?** The media want to know your story, why it is relevant to their readers, and what makes it newsworthy. It is important to know how to frame your key messages so that you can attract media attention.
- **What communications tools will you use and how will you disseminate them?** Use one or a combination of these depending on the media—press release, letters to the editor, article, media advisory, and pitch letters (letters to the media that pitch your news story idea).

- **Who are your spokespeople?** If you are the spokesperson, rehearse with someone beforehand and role-play possible questions the media may ask and your answers. If you have other spokespersons, role-play with them to be certain they know the key messages and are adequately prepared to talk to the media.
- **When do you want to execute your media relations activities?** Determine the timing of when materials will be approved and distributed, and when you can begin contacting the media by phone to further encourage news coverage.

### **Core Media Relations Activities**

Your media relations efforts will depend on dedicated staff time and resources. At the very minimum, try to conduct these core activities:

- Develop a list of business and health care reporters representing your local media outlets (include e-mail addresses, fax and phone numbers, and business addresses).
- Develop three key messages that you want to consistently communicate to the media.
- Identify a spokesperson for the workshop so that if you should attract media interest and interview requests, you have a spokesperson ready.
- Send Diabetes at Work Workshop invitations to reporters.
- Make follow-up phone calls to reporters to generate interest in the

workshop or in a story related to the issues addressed during the workshop.

- Draft a press release announcing the workshop. Send the press release to the media 1 month before the workshop.
- Make follow-up phone calls to reporters to generate interest in attending the workshop or writing or producing a related news story.

If you can expand your efforts, consider these activities:

- Submit calendar announcements to community events sections at local business newspapers and the business section of your city's main daily newspaper.
- Follow up with community events editors to secure placement in calendars.
- Seek out opportunities to be a guest on talk radio stations that cater to businesses, or appear on early morning or weekend television shows, including local cable stations (e.g., "ask the experts" or "health focus").
- Send out a media advisory about the workshop to assignment desks at local television stations and newspapers 2 days before the workshop. Follow up to see if the television station or newspaper will send a reporter or camera crew to cover the workshop.
- Write and submit an editorial to the Op-Ed section of your local newspaper about the need for more employers to address diabetes prevention and management in the workplace.

## Putting Together Workshop Packets

Workshop packets provide participants with background on partners, presenters, presentations, program content, diabetesatwork.org, and additional resources. These resources may include articles on employer ROI, studies on diabetes prevention and management, worker productivity, and the effect of diabetes and other chronic conditions on employer bottom lines.

Suggested workshop packet contents include

- Workshop agenda
- Presenter bios
- Presentations
- Diabetesatwork.org marketing brochure
- Partner organization backgrounds
- Workshop evaluation form
- Diabetesatwork.org fact sheet
- Sample articles on ROI, work site wellness programs, successful diabetes and chronic disease work site interventions

Workshop packets can be easily assembled by using plain, two-pocket folders and placing a Diabetes at Work Workshop label on the front cover.

## Evaluating the Workshop: Learning From Participants' Feedback

An important part of program planning is to ensure that you have some method for evaluating the actual project. The evaluation form allows your organization and your partners to gain insight into how the workshop's flow, speakers, and content were received by attendees. It will give you some indication of whether the workshop provided participants with new information, empowered or motivated participants to take action, or introduced participants to resources (e.g., diabetesatwork.org) that they were not previously familiar with.

You can adapt the sample evaluation form provided in this toolkit or create your own that best fits the needs of your organization and partners. When adapting the NDEP workshop evaluation form or developing a new one, keep these tips in mind:

- Keep the form concise and easy to read.
- Use close-ended questions but give opportunities for open-ended responses when appropriate.
- Keep response categories as similar as possible.
- Include a fax number to give participants the option to fax back their responses.

Make sure that partners review and approve the evaluation form and that you build in time during the development process for reviews and approvals.

## Phase 2: Event Day Activities

Your big day is here. All your planning and preparation have paved the way for a successful and well-attended workshop.

As you begin to wrap up your planning and focus on the day's events, keep this Event Day Checklist close at hand.

### Event Day Checklist

ITEM	CHECK WHEN COMPLETED
Arrive at venue at least 2 hours before the workshop.	<input type="checkbox"/>
Have the following items with you: <ul style="list-style-type: none"> <li>CD-ROM of speaker presentations</li> <li>Venue contract with event details and venue contact name</li> <li>Diabetesatwork.org CD-ROMs (unless using the hotel's high-speed Internet connection)</li> <li>List of registered attendees and sign-in sheet</li> <li>Contact list of all partners, presenters, and support staff expected to assist</li> <li>Workshop packets (complete)</li> <li>Workshop signage</li> <li>Participant name tags</li> <li>Tent cards for registration and diabetesatwork.org education tables</li> <li>Partner or other literature for the education table</li> <li>Media relations materials (i.e., press release)</li> </ul>	<div style="text-align: center;"> <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> </div>
Contact list of partners, speakers, staff, vendors, etc.	<input type="checkbox"/>
Meet with venue contact and review all workshop setup details, including signage, room temperature, menu, timing of meal service (or buffet), etc. Give venue contact the workshop packets for venue staff to place on each chair.	<input type="checkbox"/>
Meet with venue AV equipment specialist to conduct sound check, test each presentation, and check slide show remote. Make sure all equipment works and that AV equipment specialist will be available during the workshop to address technical problems.	<input type="checkbox"/>
Meet with presenters 1 hour before the workshop to review agenda, allow presenters to become familiar with AV equipment, and discuss last-minute agenda changes.	<input type="checkbox"/>
Make sure that all support staff arrive at the venue and check in with you 1 hour before the workshop. Assigned staff should report to their assigned areas as previously instructed.	<input type="checkbox"/>

## Phase 3: Postworkshop Wrap-Up

**Congratulations!** You have held your first Diabetes at Work Workshop event! A lot of hard work, planning, and time have been put forth, so recognize the success of the workshop program, attendance, and the collaboration with other organizations.

The Postworkshop Wrap-Up Phase is an important one that should not be overlooked. It's an opportunity to learn from the workshop planning experience. Regardless of the workshop's success, take the time to

- Analyze evaluations completed by workshop attendees
- Hold a postworkshop debriefing conference call with partners
- Send thank-you letters to partners and speakers for support and involvement
- Follow up with media who may be developing news stories related to the workshop
- Collect media coverage of the event
- Send additional workshop packets as requested

## Postworkshop Debriefing Conference Call

The postworkshop debriefing conference call should be held within 1 month of the workshop while it is still fresh in people's minds. The conference call can include vendors, partners, and staff involved in the workshop's planning and execution. Its goal is to share and discuss successes, lessons learned, and any next steps or final wrap-up action items. Topics may include

- Partner perspectives on workshop planning
- Partner perspectives on event orchestration
- Workshop successes and outcomes—attendance, speakers' presentations, media coverage, diabetesatwork.org Web site hits, inquiries to partners for more information, etc.
- Lessons learned and areas for improvement
- Report on workshop evaluations
- Final budget report (including any pending expenses)
- Media coverage report
- Next steps (if there is a need for additional activity)

