

CDSMP Self Management Education Program**Outreach Ambassador****Job Description****Role**

Self Management Education Program Outreach Ambassadors will serve as a community spokesperson for self management education programs; specifically the Chronic Disease Self Management Program (CDSMP). As a community spokesperson, the Ambassador will encourage participation in a CDSMP workshop through informal discussion and/or formal group presentations.

Ambassador Responsibilities:

- Attend training to become an Outreach Ambassador
- Develop a personalized Outreach Plan, and update it on a regular (i.e., monthly) basis
- Prepare and practice their personalized “pitch” highlighting the benefits they received from attending a CDSMP workshop
- Promote CDSMP in casual conversation with family, friends and acquaintances and people in the community who can recommend the workshop to their constituents.
- Follow up with the individuals from these informal conversations to further encourage them to attend a CDSMP workshop
- Set up appointments with select community groups to promote CDSMP workshops
- Be available to come speak to groups about ASMP and/or CDSMP upon request.
- Maintain regular communications with the Ambassador Outreach Coordinator
- Submit a monthly report using the Ambassador Outreach Plan and Report template.

Appendix

Ambassador Qualifications

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- Experienced – has successfully completed a CDSMP workshop.
- Connected – has connections in the community and respected by wide circle of peers
- Enthusiastic – is a “believer” and wants to spread the word about CDSMP
- Has a Voice – “wired to talk” and willing to create a “buzz” by talking to a broad spectrum of people whether one-on-one or in groups
- Oriented to community service, or giving back to their community

Training Required

Outreach Ambassadors will receive training either individually or in a small group. Training will include assistance in: identifying potential outreach audiences, preparing and practicing a CDSMP “pitch” to potential participants and understanding expectations for follow up and reporting. On-going consultation will be available, and periodic training or refresher sessions may be facilitated.

Time Requirement

- Attendance at initial 2-3 hour training session
- Each informal outreach visit is likely to take 3-15 minutes; total time per month depends on number of outreach visits made
- Each formal presentation is likely to take 10-15 minutes, plus travel time. Monthly time commitment will depend on the number of presentations made per month.
- 60-90 minutes per month for follow-up and reporting

Benefits:

- Satisfaction of promoting valuable community service to friends, family and community
- Opportunity to contribute to a CDSMP program
- Opportunity to improve the quality of life and well-being of community members with on-going health conditions
- Coordinator: Provide information on any compensation or incentives that you are providing for an Ambassador’s time and work commitment