

## **Ambassador Outreach: A Local Perspective Greater-Orlando Area, Florida**

**Satellite Conference and Live Webcast  
Monday, June 10, 2013  
12:00 – 2:30 p.m. Central Time**

Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division

## **Faculty**

**Lauren Josephs, PhD, LMHC, NCC  
Vice-President and Chief Operating  
Officer  
Research and Behavioral Science  
Visionary Vanguard Group, Inc.**

## **Background**

- **Began implementing CDSMP in central Florida in 2007**
- **Funded by local hospital system**
- **Offered initially in three target zip codes with disproportionate amounts of chronic illness in minority populations**

## **Background**

- **Expanded to other areas with much success**
- **Multiple community and state partners provided support**
- **Difficulty recruiting in rural areas**

## **Pilot Project**

- **Utilized Ambassadors between November 2011 and May 2012 to target rural areas in west Orange County where:**
  - **Workshops had not previously gained traction**
  - **Migrant populations existed**

## **Pilot Project**

- **Disparities in health outcomes were prevalent**
- **Limited resources were available**
- **Targeted individuals and influential leaders**

### **Outreach Summary**

- Four Ambassadors were utilized
- Ambassadors received a stipend of \$250 per month
  - 10 hours per month of outreach per Ambassador

### **Outreach Summary**

- Contacts
  - Almost 500 individuals contacted face-to-face (n=387) and by phone (n=112)
  - One group presentation
  - 36 influential persons
    - Ministers, organizational leaders, etc.

### **Lessons Learned**

- Increased interest in CDSMP in areas where outreach was conducted
- Flyers distributed during “2 minute speech” provided easy means of providing contact information and information about CDSMP

### **Lessons Learned**

- People who were similar in some way (age, gender, race / ethnicity) were more likely to engage in longer conversations
- Outgoing personalities are vital

### **Lessons Learned**

- Partnering Ambassadors for group presentations proved effective and alleviated concerns of Ambassadors uncomfortable / unfamiliar with public speaking

### **Current Status**

- CDSMP continues to be utilized and strategies learned through the pilot period have been infused into the recruitment strategies in our area