

# Diabetes Education Recruitment Tips for CHWs

- **Interact with your audience!** You can ask them questions like: “Do you know anyone with diabetes?” or “How much do you know about diabetes?” to help get the conversation started.
- **Add your own personal experience to the discussion.** Why do you feel passionate or want to educate others about diabetes? How do you take care of your health?
- **Brainstorm together ways to de-stress, be active and eat healthier.**
- **Include other health topics you’re passionate about.** Mental health, substance abuse, housing, vaccinations and fitness can affect someone’s health. Provide any support resources as needed.
- **Help your participants on their diabetes journey.** Connect them to a local diabetes education program at: [www.diabetes.org/findaprogram](http://www.diabetes.org/findaprogram)



“I want to give a voice to those that live with chronic conditions that do not have a voice, especially those from marginalized communities living and experiencing health disparities and inequities. I want to help put a face to diabetes and other chronic conditions” -Betsy Rodriguez, Co-chair, CDC Community Health Worker Group

## Where to start doing outreach in-person:

- Churches
- Schools / Universities
- Housing authority
- Promotore led support groups
- Retirement Homes
- Diabetes Awareness Wellness Network
- Doctor’s Offices
- Vaccine Pop-up Clinics
- Neighborhood Centers
- FQHCs
- Rural Health Clinics
- Unions
- Businesses
- CBOs
- Fairs / Festivals
- Community centers
- Local gyms/ YMCA
- Farmers’ markets
- Community markets
- Support programs