

DREAM ATLANTA RECRUITMENT: TALKING POINTS / “ELEVATOR PITCH”

<u>CALL SCRIPT</u>	<u>Eligible Participants</u> 1. South Asian 2. Age 21-75 3. Diagnosed with Diabetes 4. Uncontrolled BP reading 130/80 in the last 6 months
Identify your goal	<ul style="list-style-type: none"> Hello, my name is _____. I am calling from Emory University about a new, free program to help Dr. [Name]’s patients learn how to better manage diabetes and high blood pressure. Dr. [Name] thought this would be a good program for you because you have Diabetes AND High Blood Pressure. Did you receive the letter from the doctor about this program? <i>(If no, verify address)</i>
Explain what you do	<ul style="list-style-type: none"> I will summarize the letter: I am a Community Health Worker at Emory I am working in partnership with your doctor or state the name of the clinic I provide health education for South Asian patients (in-language, tailored for our culture) and follow-up as part of a 6-month diabetes and high blood pressure management program Education classes are once a month for 1 hour at your doctor’s office or in a convenient community location
Communicate the “returns” / “hook”	<ul style="list-style-type: none"> I can help you learn how to eat healthier, exercise, manage stress, and control your diabetes and blood pressure I also can help with referrals to social services and connect you to community activities to improve health We provide refreshments at every session Participating in the education classes can connect you to other people with diabetes and high blood pressure – our participants motivate each other to have a healthier lifestyle Family members are welcome to attend each session because we know that making changes to your lifestyle habits is easier with the support of your family
Engage with a question	<ul style="list-style-type: none"> Would you be interested in participating in this program and checking out our first class about how to better manage your diabetes and blood pressure? Space is limited. <i>(Confirm availability and schedule).</i>

Standard Voice Message Script:

Be careful not to leave any indication of the patient’s health condition or other personal information in the voice message, to maintain patient confidentiality. It is often the case that multiple family members may have access to hearing the voice message.

- Hello, my name is _____. I am calling from Emory University to follow up on a letter you received in the mail from Dr. [Name]’s office about a free program to improve health and connect patients to community services. Please call me at [Phone Number] if you would be interested in learning more about participating in this health program. Space is limited so I will call you again in a few days, or feel free to call me at [Repeat Phone Number].

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Diabetes/Hypertension Cheat Sheet for CHWs

If patient asks about Diabetes and/or Hypertension:

Your doctor thinks this study may be right for you because you have Type 2 Diabetes and High Blood Pressure.

Diabetes – *Having Type 2 Diabetes means your body does not properly process glucose (or sugar) from your food and drinks, causing sugar to build up in your blood. This can lead to serious health problems if not managed properly. South Asians are at a higher risk for Diabetes.*

Hypertension (High Blood Pressure) – *Many people with diabetes will eventually develop hypertension (high blood pressure). If your blood pressure is not controlled, this can lead to heart attack and kidney failure. Most people with diabetes should have a blood pressure of no more than 130/80.*

If patient asks about A1c:

What is the A1c test?

The A1c test is a common test used to measure the average level of sugar in your blood over the last 2-3 months.

What do the results mean?

- **A1c between 5.7 – 6.4%** means that you are at-risk for developing diabetes. It does not mean you have diabetes yet, but if you do not make changes to your lifestyle, there is a high chance you will develop diabetes within 10 years or less. Eating healthier, exercising, and losing weight are ways to lower your blood sugar levels and prevent getting diabetes.
- **A1c higher than 6.5%**– An A1c of 6.5% or higher on two separate occasions shows you have diabetes. Your doctor will keep close watch over your blood sugar levels. For some people, a healthy diet and exercise are enough to keep the disease under control. Other people may need medication. If you participate in this study, I will help you to improve your diet and physical activity, as well as help to make sure you are taking your medication properly.
 - **A1c higher than 7% (Uncontrolled)** for a person diagnosed with diabetes means that your diabetes is not well-controlled and you are at risk for developing serious complications. Eating healthier, exercising, losing weight, and taking your medication properly are ways to control your blood sugar levels and prevent complications.