

# Presentation Guide

## “Selling” Living Well with Chronic Conditions

**Prepare before the presentation.** Consider these questions when preparing for your presentation. They may help you tailor your message to your audience and decide which points in your presentation to emphasize.

<b>Audience</b>	<b>Values</b>	<b>Concerns</b>	<b>Benefits</b>
Who are the people I am talking to?	What is important to the audience with regard to their chronic condition?	What might be some concerns for this group of people?	Why the workshop may be particularly beneficial to them?
Example A: Senior Center Attendees	<i>Remaining independent, staying active, healthy, and in control of their lives</i>	<i>Communication with healthcare providers, isolation</i>	<i>Interactive classes, learn how to communicate with health care professionals, learn healthy eating habits, and problem-solving</i>
Example B: Support Group	<i>Maintaining a “normal” routine and lifestyle</i>	<i>Fatigue, depression, pain, managing medications</i>	<i>Discuss how to deal with emotions, how to deal with fatigue, healthy eating, problem-solving, goal-setting and how to prevent complications</i>
Example C: Caregiver Group	<i>Helping their loved one feel better and remain as independent as possible</i>	<i>Keeping their loved one out of the hospital or nursing home, maintaining their own health</i>	<i>Help their loved one take care of him or herself better, learn how to take care of their own health and manage stress associated with being a caregiver</i>

# Brief Presentation for Living Well with Chronic Conditions

Hi, my name is \_\_\_\_\_. I am here today to tell you about a new program that is being offered called ***Living Well with Chronic Conditions***, and I am one of two trained leaders that will facilitate the program.

By show of hands, how many of you must deal with, or are trying to manage, an on-going health condition like diabetes, depression, or high blood pressure?

Ok thank you..... and do any of the rest of you have nagging issues like back pain, fatigue, migraine headaches, or high cholesterol? We call these issues chronic conditions. Even though that is sometimes hard for people to identify with the term “chronic conditions”, the truth is many of us deal with ongoing health conditions, which makes them chronic.

***Living Well with Chronic Conditions*** is an interactive workshop that provides tools and activities to help manage chronic health conditions. Points you can include:

## **Logistics of the program**

- ✓ Workshop
- ✓ Interactive
- ✓ Not a lecture
- ✓ Not a “support group”
- ✓ 12-15 participants
- ✓ 2 ½ hours one day a week for 6 weeks
- ✓ Free (or cost, scholarships available)
- ✓ Location
- ✓ Two workshop leaders, one or both have a chronic health condition

## **Who can benefit – People with:**

- ✓ Arthritis
- ✓ Heart disease
- ✓ Diabetes
- ✓ Depression
- ✓ High blood pressure
- ✓ Chronic pain
- ✓ Anxiety
- ✓ Fibromyalgia
- ✓ Caregivers & family members

- ✓ Any (“*Every chronic disease is similar when discussing symptoms, ways to cope, and how to better care for yourself.*”)

## **Topics covered (expand on each):**

- ✓ Exercise and healthy eating
- ✓ Medication management
- ✓ Using our minds to manage our symptoms
- ✓ Working with the healthcare system
- ✓ Dealing with our emotions
- ✓ Managing pain and fatigue
- ✓ Communicating with our doctors and our family
- ✓ Many others – The “Toolbox”

**Research has shown that people who took the program have:**

- ✓ Improved health behavior (exercise, diet, communication, etc.)
- ✓ More involvement and participation in various activities
- ✓ Reduced disabilities, fatigue, and distress about their health
- ✓ Fewer hospitalizations and fewer days in the hospital

People who have taken the class have told us they love the action planning activity that we do at every session, and they can better manage their daily lives without being consumed or overwhelmed by their health situation. Although the workshop is designed for those with chronic health conditions, it is also effective for caregivers, or those family and friends who support people with chronic conditions.

The program is a 6-week workshop that meets once a week for 2 ½ hours. How many of you would be interested in attending this workshop to develop tools to live a healthier life? Excellent!

Here's some information on how to register (hand out printed material).

Go over the details:

- date, day, and time of event
- location
- phone number
- website
- cost

I look forward to having each of you join the class, and feel free to bring a friend. Remember class size is limited to 8-16 people, so please register as soon as possible!

Thank you!

Do you have any questions?