



# Information Session & Registration

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# Information Session & Registration

## Objectives:

1. To know the purpose of Information Sessions and how they fit into the marketing strategy
2. To understand the basic principles that should guide the selection of sites for Information Sessions
3. To be able to assign appropriate roles to Information Session team members and provide the necessary training for them
4. To plan Information Sessions which effectively communicate the benefits of the CHIP program
5. To help Information Session participants to make the decision to enroll in the local CHIP program and then facilitate program registrations and *HeartScreen* appointments

## Purpose and Marketing Strategy

The **Information Session** is a learning experience that provides a brief yet complete overview of the CHIP program. After the Information Session, participants may register for the local CHIP program. **Registration** Instructions are on the last page of this section.

The Information Sessions are free, one-hour events, and well advertised. In addition, the registration process takes about ten minutes.

Conducting successful Information Sessions is critical to enrolling people into the program. Success depends on:

1. Attracting people to the Sessions
2. Effectively communicating the benefits of the CHIP program
3. Answering questions in a way that conveys a sound knowledge of the principles of CHIP
4. Helping people to make the right decision for their health
5. Extending enthusiasm, goodwill, and warmth to attendees

## Marketing the Sessions

The **focus** of all marketing activity is to persuade people to attend a free Information Session. That is where most decisions are made to join the program. At each of these free, one-hour events, people are invited to register for CHIP, pay their fee, sign up for *HeartScreen* # 1, and receive the CHIP Participant Kit.

Detailed marketing information is found in the *CHIP Program Manual*, Section 3, Marketing, and on the CHIP website, [www.chiphealth.com](http://www.chiphealth.com). Click on CHIP Circles tab on the Home Page and then under CHIP Circles, click Faith Communities tab. On the Faith Communities page, click How to Market CHIP. On the How to Market CHIP page, click on Marketing TOOLBOX. There you will find marketing information and an assortment of marketing tools.

In the brochures, posters, and other marketing tools, highlight the need for people to attend one of the free Information Sessions to help them make an informed decision. Emphasis is on the words “free” and “information.”

Advertise these Sessions in brochures, flyers, post cards, posters, in churches and faith-based organizations and through parish nurses, on marquis and bill boards, in newspapers, through personal contact, through physicians and dentists, on radio and TV spots, at rally or inaugural event, through speaking opportunities at a service organizations and at events like senior breakfasts, and on web sites and e-mail lists.

## Venue

The Information Sessions are held at the CHIP program site, corporate meeting rooms, churches and faith-based organizations, colleges, community centers, hospitals, libraries, natural foods stores, schools, town halls, and wellness centers.

More than one location can be used to facilitate a wider range of people attending. Criteria for site selection:

- Is the venue well known and easy to find?
- Is parking accessible and adequate?
- Is the size of the meeting room suitable (not too big)?
- Is the price within budget?
- Are there any long-term strategic advantages in using the proposed venue over other venues?

## Scheduling the Sessions

Plan 8 to 10 Information Sessions either at the CHIP program site or in varied locations to ensure maximum exposure. Some participants who have attended an Info Session may want to invite their family members or friends to attend one. A sufficient number of Info Sessions should be conducted to facilitate such a process.

Schedule these first of these sessions about two months before the beginning of the CHIP program and the last Information Session at least two to three days before the *HeartScreen* event. This way you will be able to carefully plan for all aspects of the *HeartScreen* event, including notifying the laboratory and the breakfast coordinator of the number expected.

Information Sessions are best scheduled as two sessions a day.

- Monday, Tuesday, Wednesday, or Thursday from 4:30 pm to 5:30 pm, and from 6:30 pm to 7:30 pm.
- Sunday from 3:00 pm to 4:00 pm, and 5:00 pm to 6:00 pm.

You may pre-register the people for these sessions. When people call, record their name and phone number. The groups should be small, 10-15 persons, so that you can relate to them and also handle the registrations in an efficient manner.

To facilitate the registration process, you will need one team member for every three persons who pre-register for the Information Session. Out of 10 people who attend the Info Session, you should be able to enroll at least 3 into the program.

# Preparing for the Information Session

## Tools, Team, Audio Visual, and Room Set-Up

### Tools

- Attendance sheet with spaces for Name, Address, Phone, E-mail
- My Personal Health Concerns form, *Reproducible Document # 35*, is optional
- CHIP Promotional DVD/Video ready to show (11 minutes)
- CHIP Info Session Power Point slides on CD (Select US, Australian, British or Canadian)
- Computer for Power Point slides or DVD player
- CHIP Brochures
- CHIP Participant Kit
- CHIP Facilitator Kit Items: Two Lifestyle Evaluation Forms and Medication Form, *JumpStart* booklet, *30 Days Getting Started* booklet, *Lifeline Health Letter*-Diet Issue, CHIP Kitchen Knife, CHIP Lapel Pin, CHIP Luggage Tag
- Water and cups available

### Team

- one greeter (who can later handle registrations)
- audio/visual technician (who can later handle registrations)
- one CHIP graduate to give a testimony
- one or two alumni to handle registrations
- one main presenter
- (Professional attire is a given.)

#### Greeter

- An outgoing person who warmly welcomes the people
- Signs in people on attendance sheet, finds out how they heard about the program
- Hands out CHIP Brochure
- Hands out “My Personal Health Concerns” form (personalizes the health issues that brought people to the session). **Ask that the form be filled out.**

#### CHIP Graduate Testimonies

If this is your very first Information Session, and you do not have any CHIP graduates to give a testimony, DVD testimonies are available on *Dr. Diehl's Health Tips*. The testimonies are at the end of the DVD and any of the last three can be shown.

Have at least one CHIP graduate testimony at every Information Session. Live Testimonies from graduates are a powerful tool to attract new prospects to enroll in your CHIP program. These testimonies **focus on the benefits of the CHIP program:** drops in cholesterol and weight, high blood pressures and blood sugars normalizing, reduced medications and costs, etc.

Invite CHIP graduates who have had a very positive experience, achieved good results, and who are willing to be interviewed in a group setting. Assure them you will be standing by to assist with their presentation should they need you. Encourage them to stress their positive results rather than on what they might have given up”. Advise anyone giving a testimony to avoid words like “vegan”, “vegetarian” or “non-dairy”.

## Audio Visual Equipment

The Information Session is centered around audio visual equipment and the audio visual technician. The technician is trained or familiar with the operation of the equipment used to conduct the local CHIP program and makes sure the equipment is set up and functional before the first CHIP program lecture. Each day of the program, the technician arrives early and checks the equipment performance before the start of the program.

Extra batteries and replacement items should be stocked and easily accessible. Make sure the sound levels of the equipment are set loud enough so that all participants can hear. Audio visual equipment placement should provide an unobstructed view of the screen. With smaller groups, amplification may not be necessary.

## Room Set Up

At the entrance of the room, place a long table for attendance and registration.

**Attendance** tools:

- Attendance sheet with spaces for Name, Address, Phone, E-mail
- CHIP Brochure
- My Personal Health Concerns form, *Reproducible Document # 35*, is optional
- Water and cups available

**Registration** tools are listed on page nine

Tables and chairs for attendees should be arranged so that the group sits close together and is easy to communicate with. Semi-circle for 5 to 12 people is ideal.

Place a long table in the front of the room. On this table, display the items that the CHIP participants will receive during the course of the program and at graduation. These items include the complete CHIP Participant Kit contents and some of the contents of the CHIP Facilitator Kit which are listed below. Position the table so that the items on the table can be easily accessed and viewed by the participants. As people arrive, they can be encouraged to look over the materials. One aim is to convey a message of “value for money” in signing up for CHIP.

Arrange the items in an orderly way so that when the items are shown during the Information Session, they are shown in a logical order.

### CHIP Participant Kit

- CHIP Syllabus
- *Dynamic Living* textbook
- *Dynamic Living* workbook
- *Optimal Diet* brochure
- *Take Charge of Your Health*, book
- *Lifeline Health Letter*, 15<sup>th</sup> Anniv. Issue
- CHIP Tote Bag
- CHIP Water Bottle

### CHIP Facilitator Kit items

for the program and graduation

- Two Lifestyle Evaluation Forms
- Medication Form
- *JumpStart* Booklet
- *Getting Started* booklet
- *Lifeline Health Letter-Diet* Issue
- CHIP Kitchen Knife
- CHIP Lapel Pin
- CHIP Luggage Tag

# Formal Presentation ~ 10 Steps ~ 4 Pages ~ 1 hour

## 1. Welcome and Introduce Self and Team Members

## 2. 8-10 minutes: Discuss “Personal Health Concerns”

(*Reproducible Document # 35*) to learn what brings people to the session and to reassure them that CHIP addresses these very issues. Be sure people voluntarily share their answers.

Take no more than two minutes for each one. Select four or five volunteers to share.

State, “Would you mind sharing some of your **health concerns**?”

- A. . . . says, “I’m here because I’m concerned about my blood **cholesterol**.”  
Moderator/Director (M/D): “Is it quite high?” “Have you been concerned about this for a while?” “Are you taking meds?” “Has it helped?” “Are you concerned about possible side-effects?” Then conclude in a low-key manner, “We are so glad you are here, because CHIP can help you to lower your cholesterol.”
- B. . . . says, “I’m here because of my **weight**. Can you help me?” M/D: “You have tried weight loss programs?” “Did they work?” “For how long?” “Were they costly?” “How many pounds do you think you need to lose?” “How long will it take you?” “Have you felt deprived of food by other programs?” Then conclude low key: “We are so glad you are here because CHIP can help you shed some of those pounds. We’ll show you how to eat more and weigh less! And you’ll love it.”
- C. . . . says, “I’m here because of my **blood pressure**.” M/D: “Is it quite high?” “Are you on meds?” “Are you concerned about side effects?” “How long have you used these meds?” Then conclude: “We are so glad you are here, because CHIP can help you bring your blood pressure levels down.
- D. . . . says, “I’m here because of high **blood sugar**.” M/D: “Are you a diabetic?” “Since when?” “Is it related to weight issues?” “Are you on meds?” “Are you concerned about the cardiovascular effects diabetes can have?” Then conclude: “We are glad you are here, because CHIP can help you with your diabetes and high blood sugar, often with remarkable results.”

## 3. 2 minutes: Show first two minutes of the CHIP Promotional DVD

**Before** playing track #2 of the DVD (with the beer guzzling man),

Explain: “Most Western diseases are related to corroding arteries. Perfect health depends largely on perfect circulation. After all, you are only as young as your arteries. Yet most people rust out before wearing out. Let’s take a look at this clip.”

Stop the DVD after 2 minutes (when the word “**Atherosclerosis**” appears on the screen).

## 4. 20 minutes: PowerPoint presentation of 25 slides

Move quickly through **slides #1-5** to explain the progressive nature of atherosclerosis.

**Slide #5** shows the average narrowing rates according to age.

**Slide #6** shows the clinical expression of atherosclerosis—many diseases, but the same underlying disease process.

**Slide #7** is self-explanatory.

**Slide #8** shows the risk factors for atherosclerotic processes powerfully displayed in coronary artery disease. Point out two principles:

1. Some risk factors cannot be changed; yet the majority can!
2. The higher the risk factor is positioned on the risk arch, the greater the force that is driving this disease process.
3. It shows the pivotal role of cholesterol levels (which ideally should be kept below 160), the big role of smoking and high blood pressure as the “Big Three.”

**Slide #9** shows the risk differential for men to develop heart disease within six years.

Then explain: “A 35 year old man who smokes and has high cholesterol, high BP, diabetes and a positive treadmill test, has a 140 times higher likelihood of developing a heart attack in six years than a man doesn’t smoke, has ideal cholesterol, ideal BP, normal blood sugars, and a negative stress test.”

**Slide #10** Please note that 5 out of 8 controllable risk factors are under the direct control of our diet. Cholesterol levels are largely determined by diet, as is high blood pressure, triglycerides (blood fats), diabetes, and overweight.

**Slides #11, 12, 13** shows the shift in dietary patterns, largely as a result of increases in the national income. Developing countries live largely on starchy foods, such as corn, potatoes, and beans. These unprocessed foods are high in fiber and nutrients, and they are inexpensive.

But, as a society becomes more affluent, corn is turned into *Doritos*, potatoes into *Pringles* and beans are turned into “Porterhouse steaks!” The result is a totally changed Standard American Diet (SAD), where the starchy foods have been replaced by fats, grease, sugar and animal protein. The grains we used to eat now appear as white flour in donuts, pies and cakes.

Many medical and public health leaders have shown great concern about such a highly refined, engineered diet, which is too rich in animal products and too low in fiber and nutrients.

**Slides #14 & 15** Read the slides, and then go to the next slides

**Slides #16 & 17** “Here is Dr. Caldwell Esselstyn from the Cleveland Clinic, who recently said, “\_\_\_\_\_.” But the good news is that this killer disease, called atherosclerosis, can be reversed—not with the surgeons’ knife, but with your very own fork and knife—the most powerful weapons to fight and reverse these diseases related to atherosclerosis. But first . . .”

**Slide #18** . . . need to understand the disease.” Based on scientific evidence, the CHIP program has been developed in such a way that . . .”

**Slide #19** ...it moves people “towards a state of optimal health. . .”

**Slide #20** ... facilitates changes “through a combination . . .” “Among these, nothing seems more important than . . .”

**Slide #21** “supportive environments.” And that’s where CHIP excels. It does not send you for three weeks to a \$10,000 lifestyle center to get you educated—although many of these centers are worth the price. Instead, it teaches you in a supportive community setting . . .”

**Slide #22** “. . . in 40 hours how to defuse the bombs... It defuses those bombs . . .”

**Slide #23** “. . . by getting your cholesterol down.”

**Slide #24** “. . . And by doing so, the clinical evidence is overwhelming that many of our modern diseases, from heartburn to heart disease, from diabetes to diverticulosis, and from hypertension to depression, and cholesterol, can be normalized and even reversed. We are largely suffering from diseases that relate to our lifestyle that our culture pushes on us. CHIP will give you knowledge and motivation.”

**Slide #25** CHIP will allow you to turn things around—and usually within 30 days.

**5. 9 minutes: Show the CHIP Promotional DVD to the end.**

**6. 5 minutes: Explain, What is the CHIP Program ?**

**Use the CHIP brochure to illustrate if the items below are listed in the brochure.**

- 16 sessions: go over the venue, time, and lecture topics.
- Help the audience to understand that it takes three weeks of repeating an action to establish a habit. Through education, appropriate choices can be made that will improve their physical well-being and quality of life. The CHIP team members can provide support to help people get through the first weeks of the educational program.
- Two *HeartScreens*, one before the program and one afterwards to document the progress of the participant. Total Cholesterol, HDL Cholesterol, LDL Cholesterol, Triglycerides, and Fasting Blood Sugar are measured. These tests can cost up to \$250. A lifestyle assessment is completed.
- Optional activities, such as the Supermarket Shopping Tours and a special “Applied Nutrition Workshop,” are available.
- All CHIP graduates are invited to become members of the local CHIP Alumni Association. They meet regularly (usually monthly) to provide continuing support. The annual membership fee is usually \$25. Joining an Alumni Association is optional, yet highly recommended.

## **7. 3 minutes: Show the Contents of the CHIP Participant Kit and other items received during the program and at graduation**

CHIP Syllabus

*Dynamic Living* Text & Workbook

*Optimal Diet* Brochure

*Take Charge of Your Health* Book

*Jumpstart* Booklet

*Getting Started* Booklet

CHIP Logo Items: Tote Bag, Water Bottle,

Kitchen Knife, Lapel Pin, Luggage Tag

Two Lifestyle Evaluation Forms and

Medication Form

Two *Lifeline Health Letters*, 15<sup>th</sup> Anniv., and Diet Issue

## **8. 3 minutes: Interview A CHIP Graduate (or show *Dr. Diehl's Health Tips*. Three testimonials are the last selection on that DVD).**

Focus on benefits of the CHIP program: drops in cholesterol, weight, blood pressure, reduced medications and costs, etc.

## **9. 1 minute: Introduce Hans Diehl, DrHSc, MPH**

In the 1970's, while working at the Pritikin Longevity Center in California, Dr. Diehl observed the rapid and nearly miraculous improvement of patients under close lifestyle change supervision in a live-in health center. He began to wonder to what extent such a lifestyle medicine approach could be used on a community-wide basis. Instead of spending \$6,000 to \$10,000 with institutional supervision, perhaps the same results could be accomplished for a fraction of this cost, thus reaching a much larger segment of the population.

In 1988, Dr. Hans Diehl developed the CHIP program and conducted his first community CHIP program in Creston, British Columbia, a community of 5,000. About 400 people attended the four week program. They were amazed with their remarkable results: Cholesterol levels dropped, blood pressures and blood sugars moved toward normal, and those with overweight problems watched their pounds and inches falling away. They also reported more energy, better sleep, better digestion, clearer minds and less depression.

Since then, large-scale and successful CHIP programs have brought positive results. These results have been documented and published in six major medical journals. The CHIP lectures have been captured on DVDs and are now shown in more than 250 corporations, churches, hospitals and communities. Again, the clinical results of these video-mediated CHIP programs have been documented and published in peer-reviewed journals.

## **10. 2 minutes: Conclude**

Ask: "Do you want to get a jump start with the adventure of health improvement tonight?

Why not sign up now, the price is only \$\_\_\_\_\_ and includes two *HeartScreens* with blood tests!

State: We would like to have you join the 40,000 graduates that now live better lives because of CHIP.

You will learn more about the CHIP dietary and lifestyle concepts when they are presented in the program. Research documents that the bigger the changes the bigger the improvements.

If you would like to register, please go to the registration table. When you register, you will pay the registration fee, receive an appointment for *HeartScreen # 1*, and receive the CHIP Participant Kit along with the Lifestyle Questionnaire to fill out.

State: If you have questions, please remain while the others leave to register."

Start the Q & A period.

Conclude: "You are welcome to come back and see this presentation again with some friends or loved ones. *Thank you* for coming."

# Registration

Registration is handled at the Information Sessions. But it can also be done independently.

## Registration Tools

1. Registration Form (*Reproducible Document #36*)
2. Request to Participate Form (*Reproducible Document #38*)
3. Individual *HeartScreen* Appointment Form (*Reproducible Document # 34*)
4. Lifestyle Evaluation and Medication Forms (taken from the Facilitator Carton)
5. Enrollment Congratulations Note (*Reproducible Document # 32*)
6. CHIP Brochure
7. *HeartScreen* Appointment Schedule Form (*Reproducible Document #33*)
8. CHIP Participant Kits
9. Cash Box, Pens, and Receipt Book

To facilitate the process, pocket folders for potential enrollees can be filled with items 1 – 6.

After registration, items # 1 and # 2 remain with the registrar.

Items # 3 is a reminder for the participant to keep.

Items # 4 are given to enrolled but are returned at *HeartScreen # 1*.

Items # 5 and # 6 are given to the enrollee to keep with the folder.

## Registration Process

1. Participants fill out their *Registration* form and the *Request to Participate* form. Team members check for completeness.
2. Participants pay the registration fee. Team members indicate payment received on the Registration form. For receipts, use a receipt book or copy the registration form. Team members keep the completed forms at the registration table.
3. Team members schedule each participant for an individual *HeartScreen* appointment time on the master *HeartScreen* Appointment Schedule (*Reproducible Document # 33*.) Arrange an early appointment time for diabetics so that they can remain on schedule with medications and meals.

Provide each participant with an *Individual HeartScreen Appointment* reminder and point out the preparation for the *HeartScreen*:

- All participants fast (no food or beverages) for 12 hours prior to the *HeartScreen*
  - Drink all the plain water you wish. Water consumption is a must on the morning of the *HeartScreen* (makes the blood easier to draw)
  - Do not alter **Medications**. “Continue your routine and let your physician know that you are attending a CHIP program. Work with your MD. No one in the program, even an MD, takes the place of your personal physician.”
  - Avoid alcohol for at least 48 hours prior to the *HeartScreen*
  - A breakfast will be provided after the *HeartScreen* is completed
4. Provide each participant with a **CHIP Participant Kit** and make sure their pocket folder has the following items in it for them to take home:
    - Lifestyle Evaluation and Medication Forms, explaining their use. These forms are to be filled out at home and brought to their *HeartScreen #1* appointment.
    - Individual *HeartScreen* Appointment Form with scheduled appointment
    - Enrollment Congratulations Note and CHIP Brochure