“To Do Or Not to Do?”
Session Zero

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- Please utilize the chat function to share information.
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I. What, Who, When, and Why?
II. Types of Session Zero
III. Additional Presentation Tools
IV. Tips
V. FAQ’s
<table>
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<th><strong>WHAT?</strong></th>
<th><strong>WHY?</strong></th>
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| **Definition:**  
- Information session offered prior to Session One of workshop as a marketing tool | **Purpose:**  
- Confirm the commitment of those who are interested in or have already registered for a workshop |
Who to Target?

- Those who are already registered
- Recruit others who may have an interest
- Recruit acquaintances/family members of those who are already registered
- Coordinator/Point of Contact at the host organization

**FOR THOSE WHO WANT TO HEAR WHAT HEALTHY LIVING IS ABOUT!**
When to Offer Session Zero?

• Depends on the TYPE!!

• 1-4 weeks prior to workshop depending on
  o Availability
  o Type (Registration/Presentation)
  o Recruitment needs
    ➢ If doing more than 2 weeks before the workshop starts, paperwork may be mailed out the week prior.

• If you are using Session Zero as the time to fill out paperwork, then it should be the week before the workshop starts.
Why Offer a Session Zero?

- Increase number of workshop Participants
- Provide overview of workshop and expectations
  - Demonstration of what will be experienced
- Opportunity to meet Facilitators
- Answer questions and concerns
- Register participants
- Facilitate the completion of paperwork and pre-assessment surveys
  - Collect baseline data to reduce interference with session 1
Ideal Session Zero Situation

- When marketing the workshop, also market Session Zero!

  - 3 weeks prior to Session Zero
    - newsletters,
    - calendars,
    - fliers, etc.
  - Host Session Zero during:
    - regularly scheduled support group
    - meeting or other event that your target audience attends
Ideal Session Zero Situation

- Best case scenario is 2-3 weeks ahead of the scheduled six-week Healthy Living workshop
  - Allows time to market if less than ten people sign up
  - Allows organizers to know the numbers of interested persons for future programs and create a wait list
  - If you sign up more than 20, you’ll have time to schedule another workshop, or create a waiting list for the next one

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Types of Session Zero

1. **STANFORD’S SESSION ZERO**
   - “You Can Break the Symptom Cycle”
   - 45-60 minutes

2. **MODIFIED SESSION ZERO**
   - Developed by a Partner at CASA Senior Center
   - 30-45 minutes without completing forms
   - 45-60 minutes if completing forms
Stanford’s Version of Session Zero

- Gives glimpse of workshop materials
- Provides a useable take-away skill for participant
- Has an already prepared script that can be altered to your needs
- Workshop leaders may present this prior to workshop
- Allows time for questions and also to organize a class time, date from participant input

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“You Can Break the Symptom Cycle”

GOAL
• To instill the belief that individuals can manage their chronic health conditions.

OBJECTIVES
• Define and discuss the differences between acute and chronic health conditions.
• Discuss methods of symptom management; physical and cognitive techniques.
• Discuss steps involved in making informed decisions about treatment.
• Introduce Healthy Living program.
AGENDA

- Program Introduction ........................................ 5 minutes
- Introduction to Chronic Conditions .............. 10 minutes
- The Symptom Cycle .......................................................... 10 minutes
- Using Your Mind .............................................................. 10 minutes
- Physical Activity .............................................................. 10 minutes
- Treatment Decision Making .......................... 5 minutes
- Question/Answer
- Distribute Materials ............................................. 10 minutes
Modified Session Zero

- Provides a glimpse of workshop materials
- Provides potential participants with an overview of the workshop
- Introduces participants to facilitators and each other
- Provides an opportunity to fill out paperwork
- Short, Simple, and easy to put together
- Informal
- Can be modified to fit the needs of the group
Modified Session Zero

**AGENDA**

- Introductions ............................................................. 10 minutes
- DVD/DVD Player .......................................................... 10 minutes
- Brief Introduction of Symptom Cycle ........................... 5 minutes
- Overview ........................................................................ 5 minutes
- Forms ............................................................................ 20 minutes
  - Consent and Survey
  - Consent should be read to group
- Briefly discuss books ....................................................... 5 minutes
- Questions ........................................................................ 5 minutes

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Presentation Materials

- Script
- Flip chart & Markers
- Workshop Charts
  - Self management – Chart 1
  - Symptom Cycle – Chart 2
  - Benefits of Exercise - Chart 3
  - Evaluating Treatments - Chart 4
- Easel/Tape
- *Living a Healthy Life* Resource Book
- DVD & DVD Player, Projector, and/or TV
- Flyers with Workshop and contact information
- Sign-up Sheet
- Pens/Pencils
- Copies of Workshop Overview Chart
- Healthy Living Fact Sheet/Flier/Brochure
- Survey Packet
  - Consent Letters, Pre Surveys
- Business Cards

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Modifications to Session Zero

- Tailor to the group
  - Use diabetes as an example with the symptom cycle if presenting to diabetes support group

- Duration
  - 5-60 minutes

- Delivery method
  - Verbal, PPT, Video

- Name of the Presentation
  - Session Zero – Class Zero
  - Information Session
  - Orientation Session

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Possible Disadvantages

- Time & Extra Effort
- Prior Planning
- Facilitators are not available
- Possibly discouraging if not well attending, but should serve as an advantage of prior knowledge

Common Problems
- Not knowing the right avenues to market Session Zero
- Similar problems as marketing Workshops
- Need to know your population that you are marketing to
Additional Presentation Tools
Additional Presentation Tools

• Please Review:
  - Instructions for Customizing the Healthy Living (CDSMP) Marketing Toolkit

• Verbal Presentation Scripts
  - Objective: To effectively communicate the nature and structure of a Healthy Living Workshop and provide potential participants and/or host agencies with a clear understanding of the commitment involved
  - 5, 15, and 30 Minute Format

• Community PPT Presentation
• Agency PPT Presentation
Preparing for Session Zero

- Ensure that you have all of the materials need for the type of Session Zero you will be conducting.
  - Check with the facility hosting the Session Zero

- Reminder phone calls to participants before the Session Zero
  - Why you are meeting
  - Where you are meeting
  - When you are meeting

- Tailor the Materials for your Audience

- Invite the Host Location’s Coordinator!
Session Zero Tips

- Keep your presentation similar to the Stanford process if possible, yet it’s ok to tweak this.

- Use workshop Materials like charts or the Lemon exercise.

- Use the Stanford/Kaiser video so potential participants can see a workshop session.
Frequently Asked Questions

- I’m already having trouble filling my workshops, how will adding another session help?

- Does Stanford have rules for Session Zero?

- Do I count Session Zero on my attendance sheet?
Questions?

Contact the Institute

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