

Facilitator Notes – A guide to running a CHIP information session

Welcome to the presentation ‘tool’ that you as the CHIP facilitator can use to introduce prospective participants to CHIP at the Information Session. The process of inviting interested people to a free no obligation information session has been tried and tested for many years in multiple countries and it enables people to attain a comprehensive understanding of the program before they enrol.

These notes are not intended as a script but as a guide to help you plan your own information session that will best suit your group. The suggestions are in blue and ideas to articulate are in black.

There are quite a few sections to the presentation tool that you have been provided with, the intention is not for every element to be shown or used. You as the facilitator need to discern your context and the needs of your participants and select from all of the information session components which components are best for your audiences.

Before the Information Session Checklist

- Choose a venue that presents well with convenient parking and access.
- Ensure your friendliest CHIP team members are on hand to welcome people attending. Try and ensure that every single person who attends is made to feel personally welcome and made comfortable in this setting
- Provide whole food snacks and drinks/water as refreshments. Ensure they are sampling some of the delicious food CHIP teaches in the program.
- Print off ample copies of the CHIP registration form and provide with clipboards and pens so that participants can sign up during at the information session.
- Consider placing signage out the front of the building so that attendees feel confident that they are in the right location for the information session as these sessions will be taking place in all types of community facility buildings.
- Consider how you as the facilitator present yourself, your clothes etc.... to ensure that you present professionally but with warmth and a sense of being *down to earth* and *accessible* to anyone.

Welcome

Begin by introducing yourself and the team (if any) and commend the people for their attendance! Affirm their courage to investigate CHIP further and affirm that this represents the beginning of a new journey in taking responsibility for their own health.

If any of your volunteers are previous alumni, now is the time to invite 1-2 of them to share why they volunteer their time with CHIP and what a difference it made in their lives.

Communicate that CHIP is an educational program from the *Lifestyle Medicine Institute* designed to prevent, arrest and even reverse chronic disease.

Change your Future (short advertisement from the Canadian Heart & Stroke Foundation)

Purpose: awaken a deeper awareness and attain an emotional response to their personal future. When people get to glimpse what their future could look like, the motivation to change becomes more intrinsic.

This short video comes from the Canadian Heart & Stroke Foundation... a powerful look into your future life, where you get to choose what your future is like for you.

Show the video...

Pose the statement something like:

...“the life on the left reflects the outcome when you take responsibility for your health and make the best possible lifestyle choices as early in life as you can.... The life on the right hand side is the typical outcome when your health is somebody else’s responsibility... not yours... when you respond to all your health challenges using only the conventional medical options including medications or medical support without the lifestyle change.”

“The life on the left is what happens when you invest both time and money into your own health. The life on the right is free to you.... It comes courtesy of the services that Medicare.. Health insurers will pay for ... and it will delay death but not necessarily provide with a quality life.”

Why CHIP?

The video featured here provides a short basic overview of the CHIP program. You may want to watch the video prior and talk to the key points or play the video.

The key points are that:

- Western diets are killing us and giving us unprecedented rates of chronic disease.
- Conventional medicine treats the symptoms of chronic disease.
- CHIP helps us make lifestyle changes which treats the causes of chronic diseases.
- CHIP is proven to work
- You will be doing CHIP within a supportive community.

The Silent Killer

This short video and story is designed to confront the reality of many people not even aware of their risks until the first symptom which can be sudden death.

Show the video...

Do you remember his face? Did you notice a key phrase in the story? Tim Russet had passed his treadmill test at work only weeks before. The treadmill test and that overall fitness and wellbeing was masking the true metabolic health of Tim which was build ups in his arteries causing a blockage and massive heart attack. Many of us are carrying chronic diseases are that invisible to us.

The common denominator

Are there some common factors that drive chronic disease – oxidative stress, inflammation and aging compounds the affect?

Who is in charge of your health?

While this clip is playing.... Consider for yourself how this question answers for you right now... Have you thought about this question intentionally before? Have you unconsciously abdicated your health to someone else like your doctor or the health system?

The Presidents Story

Do you want to hear Bill Clinton’s story or should we skip over this?

What is CHIP?

CHIP is an education program that can facilitate disease reversal. Brings together education, friendship and community. Let’s learn more by watching this short clip....

Overview

CHIP is a lifestyle intervention education program, taking a whole of health approach and resourcing participants using regular education, practical experience and reinforcement. CHIP is an evidence based, scientifically validated program that builds a sense of community between participants on their journey to health. CHIP typically takes the form of 18 sessions over 3 months with 3 blood tests and health risk assessments.

A typical CHIP session

Explain that each session includes group discussion time, video time, maybe a cooking demo and some group exercise.

Breakdown of CHIP sessions

Hover pointer over phase numbers to show participants what topics are covered in each of the 5 phases of CHIP.

The Participant Tool Kit

Show participants the CHIP Kit, explain it contains a text book you can always refer to, a workbook to chart your journey and a recipe book to get you set up right away to put healthy eating into action. Also included are a pedometer and water bottle to help you measure your lifestyle change from day 1.

What does CHIP cost?

Compare cost to Weight Watchers, gym membership, medications. Cost of the program and per session.

The CHIP challenge

The best way to understand the benefits CHIP can provide is to experience them for yourself. CHIP presenter Darren Morton has a challenge for all of us that can change lives.

[Show the video...](#)

What is your next step?

Complete this registration or enrolment form that we have for you today.

CHIP Research

The research shows that those at greatest need benefit the most from CHIP. In CHIP's first paper, published in the American Journal of Cardiology, those participants entering the program with dangerously high blood cholesterol saw an average cholesterol reduction of almost 20%. A similar trend was also seen in other key risk factors including triglycerides and blood glucose levels, with those starting the program with the worst results achieving the greatest average reductions.

Overall, the average CHIP participant sees significant reductions in weight, blood pressure, total cholesterol, LDL cholesterol, Triglycerides and fasting blood sugar levels.

What We Teach

CHIP doesn't follow a prescriptive diet, it's all about deciding what choices you need to make on the road to health. At CHIP, we'll provide you with information on what the research says will lead to the worst health outcomes and what will lead to the best and then it's your choice on what you want to implement.

It's not about having to be vegan, whether you eat meat, are a vegetarian or vegan, CHIP will show you how to make the best choices for health.

CHIP's position on meat, dairy, alcohol and coffee is that "less is more", with the ideal being none at all, as we believe this produces the best possible health outcomes. We also believe in a health spectrum, health is not an all or nothing proposition and we believe in empowering participants to decide where they want to sit on this spectrum.

Endorsements

The purpose of this section is to highlight some of the respected organisations who endorse the proven results of CHIP and its value as a widespread, scientifically proven community intervention.