

TLC Communication Strategies and Materials Targeted to Providers and Facility Staff

Please see online version for links to resources.

RESOURCES	OBJECTIVE	RECOMMENDED USE AND COMMENTS
Program Information		
Initial TLC PowerPoint	Introduce TLC to leadership and staff before implementation.	Present this PowerPoint to provide an initial orientation to TLC. This is a ready-made presentation, but you will need to revise to add facility specific information.
PowerPoint template for presenting on-going progress	Update staff and leadership on TLC progress and milestones.	Use this template to create short presentations about progress towards facility goals and patient success in TLC.
How TLC Works Infographic	Describe the basic flow of information from initial patient discussion through TLC program completion.	Present this infographic to describe the TLC process to facility staff; you may wish to include it in the PowerPoint presentation.
Outline of Coaching Call	Describe the techniques and strategies coaches use with TLC patients.	Use these materials to help staff understand what happens during the coaching sessions.
Coaching Call Recording		
Evidence		
Evidence Booklet (Long)	Build support among leadership and facility staff for TLC based on supporting scientific evidence.	Distribute this 20 page overview of the evidence when requested; it is important to have available but many staff members prefer the shorter version (below).
Evidence Booklet (Short)		Distribute hardcopies and e-copies via email to all providers and staff.
Patient Engagement Tools		
Moving Veterans to TLC	Teach facility staff how to discuss TLC with patients.	Distribute this script to providers; consider making a pocket card for them to keep with them during clinic visits.
Appointment Card (Front) Appointment Card (Back)	Help providers engage patients in TLC.	Distribute appointment cards to providers; they will give this card to patients when they refer them to the program. It is important for them to point out the phone number so that patients do not believe the TLC coach is a tele-marketer. Click here for printing instructions.
TLC Information and Goal Setting Sheet	Help providers engage patients in TLC.	Distribute this sheet to providers and inform them it is available at the end of the consult. Providers will complete this sheet with the patient and then give it to them when they leave. You can also use this tool as a flyer in your facility.
Prevention Programs Pocket Card	Help providers remember what prevention program are offered in your facility.	Distribute pocket cards to providers; you will need to revise this tool to reflect the prevention programs available in your facility.
Unreachable Patient	Contact unreachable patients.	Send this letter to unreachable patients to

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Letter		determine why a patient is unreachable and if you should reissue the consult.
eBulletin Boards		
Basic TLC	Advertise TLC directly to patients and staff in your facility to increase awareness of the program.	Load these slides onto your facility's eBulletin boards. These are especially helpful in facilities that have strict policies about attaching posters or flyers to the wall.
Coach Jane		
Coach Krista		
Coach and TLC Healthy Living Message		
Flyers and Brochures		
Get Your Head in the Game	Advertise TLC directly to patients and staff in your facility to increase awareness of the program.	Distribute these materials in locations that providers frequent and send e-copies. Consider writing up a success story from a Veteran in your facility using the success story template, but be sure to obtain consent from the patient. Local success stories increase enthusiasm for the program.
Stay in the Game		
Weight Loss Journey		
Coach Jane's Profile		
Coach Krista's Profile		
Tri-Fold Brochure		
Table Tent		
Success Stories Patient 1 Patient 2 Patient 3 Patient 4 Patient 5 Patient 6 Patient 7		
Social Media		
Facebook Post	Promote awareness of the TLC program through social media.	Use these forms to get approval to post about TLC on your facility's Facebook and Twitter pages. You can also post about TLC on your facility's homepage.
Twitter Post		
Multi-Media		
TLC Video	Promote awareness of the TLC program through multi-media.	Post a link to your facility's homepage, Facebook page, and Twitter page, as well as play the video on the e-Bulletin boards. You can also play the video for staff in a meeting.