Email Booster Guide: Use to guide creation of email boosters with key messages from trainings to reinforce learning. Booster is created by lead trainer; recipients are those attending the training.


Email Boosters for CHO Trainings/Meetings

What is an email booster?
An email booster is an email that is sent on a scheduled basis to participants of a recent training. The email is very short, visual, and meant to grab their attention and remind them of a key message of the training to help them retain the information.

Why should I use an email booster?
75% of the information learned in trainings is forgotten within 24 hours. 90% is forgotten within 1 week. For this reason, an ongoing way to continue engagement and learning with participants in your trainings after they have ended is to send email boosters.

What information do I put in an email booster?
Keep it short and simple! We want the recipient to read this email easily and quickly. Here are a few examples:

- Your photo or a photo of the speaker thanking them for coming to the training and a reminder they can contact you for further resources or links to resources.
- A reminder of the 1st and most important key message using color and white space.
- A short 30 to 45 second video of you sharing how they can follow up to get more resources (i.e. how to checkout a toolkit, how to sign up for a car seat check, when the next Parent Café or training is. etc.)
- A short 30 – 45 second video of you, a facilitator or trusted coalition member talking about a second key message from the training
- A multiple choice question or poll talking about the 3rd key message

How often do I send out email boosters?

- Send the first booster the next day, if possible. If you training is on a Friday, send the booster the following Monday.
- Send the second booster 5 – 7 days after you send the first one.
- Send a third booster 5 – 7 days after the second. Or, if your 3rd booster is going to evaluate a behavior with the newly learned information, wait about 2 weeks after the second is sent.

To get started:

- Use the planning template to help you plan your emails for training sessions.
- Place reminders on your calendar about a week before each booster is to be sent to create the email.
- Becki is available to help you plan and get started.
- Save and re-use the same email boosters for repeated trainings, when you have a new group of participants.
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### Email Booster Planning Template

<table>
<thead>
<tr>
<th>Email Booster</th>
<th>Send date</th>
<th>Topic, Message, What type of format (photo, video, multiple choice question, any attachments), etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Day after Training</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1 week after first booster sent</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1 – 2 weeks after second booster sent</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Optional (1 – 2 weeks) after 3rd booster sent</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Optional (2 – 3 weeks after 4th booster sent)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Optional (2 – 3 weeks after 5th booster sent)</td>
<td></td>
</tr>
</tbody>
</table>
Sample Email

Thank you for attending the Regional Workshop training,
Health Literacy: Is your message understood?

Here is a recap of the 5 Health Literacy Principles:
1. Use short and simple sentences.
2. Use familiar words.
3. Use conversation style and active voice.
4. Be direct and specific.
5. Aim for a 4th–6th grade reading level.

Visit these resources for more information on health literacy (click on links below)

- [Health Literacy](http://www.cdc.gov) (Centers for Disease Control and Prevention)
- [Applying a Health Literacy Lens to Learning Materials](http://www.healthed.org) (HealthEd)
- [Simply Put](http://www.cdc.gov) (Centers for Disease Control and Prevention)
- [Toolkit for Making Written Materials Clear and Effective](http://www.hhs.gov) (Health and Human Services)
- [The Health Literacy Style Manual](http://www.maxiumus.com) (MAXIUMUS)
- [Want to Know More About Health Literacy: take our quiz](http://www.healthed.org) (HealthEd)

Coordinator Email Signature
Sample Email

Things to remember when using the Spectrum of Prevention

1. Where our interventions fall on the Spectrum will differ for each coalition/program, based on coalition priorities, goals, and resources available.

2. Each Spectrum level is valid and plays an important role in prevention. Not all levels are necessarily needed to do our work.

3. Reaching all levels of the Spectrum is typically achieved over time through community collaboration.

4. Use the Spectrum to look ahead and prioritize new opportunities (amount of effort required and reach/impact achieved generally increase as the Spectrum level increases).
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Sample Email

Click on the photo above to see a special video for "tooth ambassadors."

A HEALTHY MOUTH CAN LEAD TO A HEALTHY BODY.