

**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.

Prepared for American Evaluation Association Conference | Session 1776 | October 28, 2016

## **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 1<sup>st</sup> 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 3<sup>rd</sup> key message

### **How often do I send out email boosters?**

- Send the first booster the next day, if possible. If your 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 3<sup>rd</sup> 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

Name of Training: \_\_\_\_\_

Date of Training: \_\_\_\_\_

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

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## 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 4<sup>th</sup>–6<sup>th</sup> grade reading level.

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

- [Health Literacy.](#) (Centers for Disease Control and Prevention)
- [Applying a Health Literacy Lens to Learning Materials.](#) (HealthEd)
- [Simply Put.](#) (Centers for Disease Control and Prevention)
- [Toolkit for Making Written Materials Clear and Effective.](#) (Health and Human Services)
- [The Health Literacy Style Manual.](#) (MAXIUMUS)
- [Want to Know More About Health Literacy: take our quiz.](#) (HealthEd)

Coordinator Email Signature

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## 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."



Children's  
Oral Health  
Coalition  
led by Cook Children's

**CookChildren's**

A HEALTHY MOUTH CAN LEAD TO A HEALTHY BODY.