



## Are They Getting It? – How to Engage Your SMP Audience

SMP Volunteers work to empower Medicare beneficiaries to protect, detect, and report health care fraud. But how do you know your audience is really getting the message? Here are some ways to engage your audience to ensure they “get it!”

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**Use stories:** If your audience can relate to your message, they will be more likely to remember it. Stories can help drive that message home!

- SMP Fraud Alerts usually have a true story of fraud – incorporate this into your presentation.
- Ask your audience to share their own stories (remember- encourage them not to share any personal information about themselves).
- Keep it local to Illinois or your community – this will impact the audience greatly.

**Keep things current:**

- Local news articles could be printed out and referenced - they make great props!
- Reference commercials that are playing on TV or the radio right now.

**Ask Questions:** To make your presentation interactive, ask questions!

- Ask: “What would you tell a friend who says they got an unsolicited phone call from someone asking for their Medicare number?”
- Ask the audience to summarize key points (e.g., “What is the SMP message?”)
- Try asking the group, “Who here has experienced \_\_\_\_\_?” by asking for a show of hands, you are getting your audience to participate.
- Ask your audience for feedback. Volunteers are our “ears and eyes” in the community! By asking the audience questions, you hear about what’s happening in the community and can share this with your SMP coordinator.
- Be careful of questions that are too open-ended. This may lead to loss of control of the audience and discussion.

**Use Humor:** People will remember your presentation if you make them laugh!

- Starting your presentation with a joke is a great way to get the audience to warm up to you

**Use Props:** Getting the audience’s attention is the first step and using props helps draw them in!

- Use boxing gloves and ask the audience to help “Knock-out Fraud!”
- Some volunteers have used “prop” money or credit cards to demonstrate the harmful effects of fraud. These can help exaggerate the important point that fraud wastes YOUR money!