



IHAP TAC Sustaining Community Engagement Learning Series: Successful Strategies to Recruit Planning Body Members - Transcript

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00:00:31.050 --> 00:00:39.820

Chanel Richmond: Hello, everyone! Welcome, welcome! We're going to give people just a couple more seconds to join in, and then we'll get started.

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00:01:09.340 --> 00:01:36.159

Chanel Richmond: Alrighty. So let's go ahead and get started. Hello, everyone. Welcome to today's session. Entitled Sustaining Community Engagement, Successful strategies to recruit planning body members. We're glad to have you all join us today before we get started. I just want to let everyone know today's session will be recorded. Just want to give you a heads up. But we welcome everyone. If you'd like to show your lovely faces, you're more than welcome to

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00:01:36.400 --> 00:01:40.009

Chanel Richmond: alright. So on the next slide, let's dive in

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00:01:40.190 --> 00:01:49.969

Chanel Richmond: this. Today's presentation is brought to you by the integrated HIV Aids planning Technical assistance Center, also known as Ihab

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00:01:49.990 --> 00:02:08.560

Chanel Richmond: I have conducts national and end of individualized training and technical assistance. And I'll leave it there because we have a lot to go over today. I have does have a lot of great resources on Target HIV. And I encourage everyone to check out the website.

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00:02:09.090 --> 00:02:25.710

Chanel Richmond: Alright. So in terms of today's session, my name is Chanel Richmond. I'm part of the Ihap team as a ta coordinator. I also have today and the other days my colleague, Eddie Wiley. You could say, Hey, Eddie?

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00:02:25.930 --> 00:02:27.980

Eddie Wiley: Hello, everyone. Thank you for joining

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00:02:28.170 --> 00:02:35.950

Chanel Richmond: right. And so today we'll be delivering some very exciting content around recruitment.

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00:02:36.380 --> 00:02:55.149



Chanel Richmond: Alright. So that is Eddie and myself. So now we want to hear a little bit from you all. So in the chat, if you could just tell us your name, your planning group that you represent, if any, and your favorite thing to do to relax. And that's more so for us, get some good ideas.

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00:02:56.740 --> 00:03:01.629

Chanel Richmond: But we'll just give it a second. So people can respond.

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00:03:01.700 --> 00:03:04.729

Chanel Richmond: Okay, Hi, Amy, Hi, Tiffany.

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00:03:06.570 --> 00:03:07.580

okay.

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00:03:08.410 --> 00:03:09.920

Chanel Richmond: Hi, biz.

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00:03:10.150 --> 00:03:13.630

Chanel Richmond: okay. Don't forget we wanna hear things to relax, too.

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00:03:16.510 --> 00:03:19.049

Chanel Richmond: Hi, Erica! Hi, Kerry

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00:03:21.650 --> 00:03:26.909

Chanel Richmond: gardening. Okay. Taking your dog for a walk. Okay, that's great.

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00:03:27.970 --> 00:03:40.830

Chanel Richmond: Okay, they're flowing in now. So I'm not gonna be able to read everyone. But, Hello, everyone. We're glad to have you here and please, you know keep dropping them in because we want to say hello and see you all

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00:03:41.260 --> 00:04:09.409

Chanel Richmond: alright. So for today's session on the next slide we'll go. Here's a brief overview of the learning series itself. So it's a 3 part learning series and the purposes to facilitate peer to peer sharing or recruitment. Retention is sustained, community engagement and the jurisdictional HIV prevention and care planning bodies. So what you can expect from this 3 part series is, we will have a short presentation. Each.

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00:04:09.410 --> 00:04:19.879

Chanel Richmond: See each TV session 3, and we additionally will have breakout groups. Which will allow you to talk amongst your peers, and really ask the questions that you may have.



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00:04:19.940 --> 00:04:35.650

Chanel Richmond: We recommend everyone attend each section, but it's not required. Each session is structured as a standalone, and it will be recorded and available for everyone. So don't worry if you're not able to make any of the sessions.

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00:04:35.980 --> 00:04:59.509

Chanel Richmond: alrighty. So on the next slide. Here's what you can expect at each session. So today we're gonna focus on recruitment. Our next session will focus on retention. And then our final session will focus on promotion and just for dates. The first session today the second session will be April second, and the last section will be May seventh

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00:04:59.830 --> 00:05:02.350

Chanel Richmond: and we'll say those dates again.

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00:05:03.240 --> 00:05:05.120

Chanel Richmond: Alrighty. So.

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00:05:05.130 --> 00:05:20.749

Chanel Richmond: as I mentioned, we're going to be focusing on recruitment for today. But there are 4 main points that we want you all to be able to walk away with. So the first is, we want you all to be able to understand the importance of collaborative, integrated prevention and care planning activities.

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00:05:20.760 --> 00:05:41.039

Chanel Richmond: You'll be able to define and understand the importance of recruitment. You'll be able to list the different components of a recruitment strategy, and you'll be able to describe the benefits, barriers, and competition competition for the recruitment audience. So we'll hit on all of these different points throughout the course of today's session.

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00:05:43.450 --> 00:05:53.950

Chanel Richmond: alright. So before we jump into the actual content, I'm going to hand it over to my colleague, Stuart Lander, to just kind of set the stage before we dive in.

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00:05:54.810 --> 00:05:56.550

Chanel Richmond: So I hand over to Stuart.

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00:05:59.060 --> 00:06:03.600

Stewart Landers: Hi, just unmuting myself. Thank you. Chanel. So

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00:06:03.740 --> 00:06:11.670

Stewart Landers: I just wanted to give a little bit of overview about the evolution of HIV planning



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00:06:12.030 --> 00:06:14.150

Stewart Landers: all Cdc.

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00:06:14.470 --> 00:06:20.760

Stewart Landers: Dhb. And Hrsa. Have part a part B funding funded jurisdictions

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00:06:20.920 --> 00:06:23.349

Stewart Landers: which includes the 50 States.

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00:06:23.540 --> 00:06:30.270

Stewart Landers: the eligible metropolitan areas and transitional grant areas under part a

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00:06:30.380 --> 00:06:36.450

Stewart Landers: directly funded Cdc prevent HIV prevention cities, Puerto Rico, the us Virgin Islands

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00:06:36.510 --> 00:06:47.000

Stewart Landers: and the affiliated Pacific Island jurisdictions. We hope you all are here are required to have a planning process that includes the development of a system, wide plan

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00:06:47.020 --> 00:06:55.309

Stewart Landers: for delivery, the delivery of HIV prevention, care services, and the establishment of an HIV planning group planning council

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00:06:55.320 --> 00:07:00.250

Stewart Landers: or advisory group, also known as a planning body next slide.

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00:07:05.340 --> 00:07:20.560

Stewart Landers: Okay, so each part a jurisdiction must maintain planning council. A planning group usually called planning council, but sometimes a a planning body that meets legislatively mandated

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00:07:20.570 --> 00:07:23.800

Stewart Landers: membership requirements, roles, and responsibilities.

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00:07:23.970 --> 00:07:27.279

Stewart Landers: Only emas are required to have a planning council.

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00:07:27.320 --> 00:07:31.500



Stewart Landers: Tgas are encouraged to have a planning council, but are not required

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00:07:31.580 --> 00:07:32.800

Stewart Landers: with the joint

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00:07:32.870 --> 00:07:40.819

Stewart Landers: submission of the Integrated Prevention and Care plan. Most States have integrated their statewide prevention and care planning bodies

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00:07:41.260 --> 00:07:42.329

Stewart Landers: next slide.

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00:07:43.760 --> 00:07:53.639

Stewart Landers: So integrated planning is a vehicle for identifying needs, existing resources, barriers and gaps and outlining local strategies to address them.

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00:07:54.140 --> 00:07:58.290

Stewart Landers: It engages a wide range of stake stakeholders, including

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00:07:58.310 --> 00:08:02.220

Stewart Landers: people, both at risk for HIV. And people with HIV.

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00:08:02.240 --> 00:08:04.510

Stewart Landers: And system design and implementation.

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00:08:05.100 --> 00:08:20.270

Stewart Landers: It also accelerates progress towards meeting and hospitals, national HIV strategy goals while allowing each jurisdiction to design an HIV services delivery system that reflects local vision values and needs

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00:08:21.560 --> 00:08:25.179

Stewart Landers: next slide by including

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00:08:25.220 --> 00:08:28.739

Stewart Landers: people with HIV planning and coordinating care.

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00:08:29.090 --> 00:08:40.899

Stewart Landers: These integrated efforts result in improved health outcomes, such as sustained linkage to care and increased viral suppression rates among people with HIV. Who receive

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00:08:41.000 --> 00:08:45.379

Stewart Landers: medical care through versus rhymeite. HIV. Aids program

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00:08:47.060 --> 00:08:48.090

Stewart Landers: slides.

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00:08:48.940 --> 00:08:55.250

Stewart Landers: So integrated planning is an ongoing cyclical price process and stakeholder engagement.

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00:08:55.350 --> 00:08:58.269

Stewart Landers: including including the meaningful involvement

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00:08:58.310 --> 00:09:02.689

Stewart Landers: with people with lived experience is essential in all planning stages.

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00:09:02.910 --> 00:09:04.330

Stewart Landers: jurisdictions

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00:09:04.720 --> 00:09:14.180

Stewart Landers: that needs support with effective inclusion of people with HIV in integrated planning activities and a focus on innovative strategies

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00:09:14.290 --> 00:09:15.450

Stewart Landers: to include

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00:09:15.590 --> 00:09:19.030

Stewart Landers: communities underrepresented on planning bodies.

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00:09:19.380 --> 00:09:23.739

Stewart Landers: Today, we're gonna really dive into that recruitment stage.

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00:09:24.490 --> 00:09:25.399

Stewart Landers: Thank you.

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00:09:28.810 --> 00:09:35.099

Chanel Richmond: Thank you, Stewart. Alright. So now we want to hear from you all.

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00:09:35.360 --> 00:09:41.050

Chanel Richmond: So in the chat. If you could tell us, does your jurisdiction currently have a recruitment strategy.

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00:09:43.660 --> 00:09:45.450

Chanel Richmond: and we'll just start there.

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00:09:46.640 --> 00:09:52.960

Chanel Richmond: So I see. Yes, okay, I see some people agreeing, yes. right?

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00:09:55.030 --> 00:10:06.129

Chanel Richmond: Okay, I haven't seen any no's yet. So that that's positive. That's very positive. Okay, affirmative. Okay, alright, that's great to hear. Alright. So we just want to

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00:10:06.270 --> 00:10:15.510

Chanel Richmond: feel the scene. See where people are at. So it's looking like, so far, okay, state, yes, local. No. Okay. Okay.

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00:10:15.790 --> 00:10:20.879

Chanel Richmond: So overall, it looks like majority of people have a recruitment strategy. So that's good, that's good.

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00:10:21.680 --> 00:10:30.480

Chanel Richmond: But if no, that's okay, you're in the right place. So I'm actually going to hand it over to my colleague Eddie. Now to get us started

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00:10:31.030 --> 00:10:52.190

Eddie Wiley: awesome. Thank you, Chanel, and, as Chanel mentioned earlier, we will be delivering a brief presentation. But we heard from you, and we know that the meat of today's session will be the peer to peer discussion. So we can just jump right into what it is to have or to develop a recruitment strategy.

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00:10:52.190 --> 00:11:07.100

Eddie Wiley: And during this section we're gonna talk about some helpful definitions. We're gonna talk about how to define your audience, any best practices for any messaging and assessing the benefits, barriers, and competition of actually becoming a member on your planning group

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00:11:10.650 --> 00:11:28.120

Eddie Wiley: cool. So recruitment is vital in HIV planning groups because it helps us to assemble a diverse and informed and engage set of stakeholders who can collaboratively develop and implement strategies to prevent and address the HIV epidemic in a comprehensive and effective manner.

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00:11:28.120 --> 00:11:50.759

Eddie Wiley: Recruitment is important because we always wanna ensure that representation is diverse. That decision making is well informed that our interventions are tailored, and that we have buy in from our stakeholders. So by definition, recruitment is the process by which individuals are identified, located, engaged, and acts to participate in a planning group.

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00:11:53.110 --> 00:12:14.550

Eddie Wiley: And, as I mentioned, here are a few helpful recruitment definitions and items to consider when developing your recruitment strategy. First up, we have diversity, and it's defined as the collective mixture of differences and similarities that includes individual and organizational characteristics, values, beliefs, experiences, backgrounds and behaviors.

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00:12:14.550 --> 00:12:38.549

Eddie Wiley: Inclusion is active intentional and ongoing engagement with diversity, including intentional policies and practices that promote the full participation and the sense of belonging among all members of the group or organization. And, lastly, engagement is a process of working collaboratively with and through groups of people affiliated by their geographic proximity.

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00:12:38.550 --> 00:12:48.169

Eddie Wiley: any special interest they may have, or any similar situations to address the issues affecting the well-being of those people that we're engaging.

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Eddie Wiley: So on the screen, you'll see 4 components of a recruitment strategy. The first component is setting clear recruitment goals. You want to define specific recruitment goals for the HIV planning group, such as the number of members that you need. The expertise that you're looking for. Also the diversity and representation from key stakeholders.

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Eddie Wiley: Another component is defining your audience and developing tailored objectives. So understanding the demographics, the interest and needs of the individuals you want to recruit for your planning group. Now consider factors such as age

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Eddie Wiley: gender, cultural background the their geographic location as well as their HIV status. Now, this particular information will help you tailor your specific and measurable objectives for recruiting members to your HIV planning group. These objectives should also align with the goals of your group and outline what you hope to achieve through recruitment.

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00:13:51.190 --> 00:14:03.650



Eddie Wiley: Now, the third component is compelling, messaging you wanna craft recruitment messages that actually resonate with your priority audience and clearly communicate the benefits of joining your HIV planning group.

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00:14:03.650 --> 00:14:21.690

Eddie Wiley: Now, here's the chance to highlight the importance of their participation in shaping your HIV prevention treatment and support efforts and emphasize the opportunities for collaboration. Any opportunities that they may have to learn new things and anything that will help them make a meaningful impact.

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00:14:22.520 --> 00:14:45.369

Eddie Wiley: And the last component is plan promotion. So no matter if you're posting online on your website or social media on a bus or billboard promotion of your planning group recruitment should be intentional and planned out when you're thinking about it. Think about the who, what, when, and where, when planning your promotion for the group.

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00:14:48.450 --> 00:14:53.309

Eddie Wiley: and, as mentioned before, you want to develop clear recruitment goals for your planning group.

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Eddie Wiley: An example of a goal could be. Our plan and body will recruit 3 unaffiliated African American women between the ages of 21 to 45 by June 2024. Now in this goal, you want to be as specific as possible, so you can tailor your messaging and identify the best method to reach a group to reach the group

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00:15:12.290 --> 00:15:38.389

Eddie Wiley: that you're attempting to reach. Now, when you have your recruitment goals, you may have one goal. You may have 3 goals, but it's best to identify and prioritize which of those that you will actively seek out? Either you can tackle all 3 if it's feasible for your group, or if you wanna prioritize and say, we'll tackle one group recruitment effort in months, one through 3 of the year

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00:15:38.390 --> 00:15:50.900

Eddie Wiley: and maybe moving on into the next quarter have another. But it's up to you to decide those particular prioritizations. And on the next slide we'll discuss defining your audience.

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00:15:51.790 --> 00:16:12.669

Eddie Wiley: So when defining your audience. You wanna clearly describe who it is that you are looking to recruit. Now in the gray box you'll see the typical standard of what we normally look for when defining our audience, some people may leave it as general as I wanna recruit, Black gave in. Then we get a little more specific. As you go down the list.

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00:16:12.670 --> 00:16:22.209

Eddie Wiley: Now in the pinkish box you'll see a more specific group that you could list as audience for your recruitment efforts. The goal is to get a specific

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00:16:22.210 --> 00:16:52.130

Eddie Wiley: as possible. Now the box basically reads, our planning group will recruit black, gay men in Fulton County who are living with HIV between the ages of 18 and 24, who are also persons who use drugs. As you can see, we identify the community with that. We're looking to recruit their geographical area, their age, range, and a particular activity. Th. That the person may participate in. Now this is how specific that it is.

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00:16:52.160 --> 00:17:02.420

Eddie Wiley: it not necessarily fully important. But it's definitely important to have specifications in your audience when you're looking at defining your audience.

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00:17:04.839 --> 00:17:25.270

Eddie Wiley: Now, here on this slide, we have our personal pyramid. This will help us identify or think about the characteristics of folks. And it's important to note that we're looking at the entire person so as you can see at the top of the pyramid. It represents those visible characteristics that we might be able to tell about a person

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00:17:25.270 --> 00:17:51.530

Eddie Wiley: things that may be easier to tell. Maybe, like their age, their race, their language or accent, will be some of the more easily visible characteristics now moving on to those less visible characteristics to consider. Think about a person's talents, think about their gender identity, their political views, or even their leadership style. And you can't always identify these characteristics just by looking at a person.

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00:17:51.570 --> 00:18:20.660

Eddie Wiley: And now, if we go even further on the pyramid, we're looking at those often hidden characteristics to consider. These are things like a person's job history, our personal passions, our thought patterns, and even our role in our family. These are all things that we may not know without talking to a person so hopefully. The personal pyramid will aid you in defining or considering a more specific audience.

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00:18:24.630 --> 00:18:31.640

Eddie Wiley: I think I hear? My screen. I'm looking at a few screens. So let's see, was there someone with a question?

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00:18:34.490 --> 00:18:56.960

Eddie Wiley: I don't think so. Okay, so let's talk about tailored objectives. A tailored objective and recruitment means that the specific, measurable and achievable goals for recruiting members until your planning group are designed to meet the unique needs characteristics and expertise. There's required to actually achieve the work that you're looking to achieve.

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00:18:56.980 --> 00:19:13.030

Eddie Wiley: It involves identifying any specific skills, any experiences or different perspectives that are needed within your planning group, and then it helps to develop those recruitment strategies to attract individuals who possess those qualities.

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Eddie Wiley: Tailored objectives can be based on various factors, as I mentioned, like the demographics of the population affected by HIV in the region, any key issues or challenges that the community may be facing, or even your actual goals of the planning group itself.

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00:19:28.310 --> 00:19:31.860

Eddie Wiley: So, for example, think about this. If a planning group

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00:19:32.040 --> 00:19:59.579

Eddie Wiley: needs individuals with expertise in pediatric HIV. Care. The tailored objective might be to recruit pediatricians or healthcare professionals with experience in that particular field. The idea is to align your actual recruitment process with the goals and priorities of the planning group which ensures that the group's composition reflects the diversity and expertise that's necessary to address those HIV related issues effectively.

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00:19:59.580 --> 00:20:27.859

Eddie Wiley: Now, Taylor, objectives can improve the groups effectiveness and help it to better serve the community it represents. So, as you can see on this slide our planning body will recruit 3 unaffiliated African American women by the ages of 21 and 45. By June 2024, using a mix methods approach to outreach, and also in the objective. It includes those outreach methods pop up shops, beauty salons, and anything of the sort.

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00:20:28.020 --> 00:20:38.109

Eddie Wiley: So this is a great example of a tailored objective that identifies the community, the age range, and actually a date by what you want to do it.

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00:20:43.010 --> 00:21:08.169

Eddie Wiley: So we earlier, we said that we would discuss benefits, barriers, and competition. Now this concept comes from a social marketing perspective, and, as noted, is important that you consider these benefits, barriers and competitions from your audiences perspective in order to develop that compelling messaging. Now, barriers may be related to a variety of factors, including internal ones.

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00:21:08.170 --> 00:21:32.110

Eddie Wiley: such as a person's personal knowledge, beliefs, skills, even our abilities related to that behavior there. Are also likely to be external factors which include restraints created by existing structures, technology economics, any natural or cultural influences as well.

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00:21:32.420 --> 00:21:41.289

Eddie Wiley: When we're thinking about benefits. These are the reasons that your audience might be interested in your planning group, or something that might motivate them to participate

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00:21:41.370 --> 00:22:09.570

Eddie Wiley: benefits and contrast to barriers are the reasons that your target audience might want or want to adopt the behavior, such as joining your planning group. The the benefits actually answer the question, what's in it for me now? The benefits could include networking contribution to the community or personal growth, professional growth and development. These are different things that could be considered a benefit.

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00:22:10.060 --> 00:22:39.520

Eddie Wiley: Now, lastly, we talk about competition. And this includes any activities that your audience will prefer to participate other than sitting in your planning group meeting. So maybe they like to watch some reality TV or watch golden girls. Maybe they prefer to contribute in any other way, like volunteering at an event. These are all competing activities that we should consider when thinking about the benefits, bears, and competition of becoming a member of our planning group

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00:22:42.870 --> 00:22:43.949

Eddie Wiley: next slide.

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00:22:44.160 --> 00:23:03.680

Eddie Wiley: So benefits actually benefits are barriers. You you want to describe the benefits for your audience that serve on your planning group. Describe those barriers for them. So what does the audience have to give up any costs that it may take for them to participate in the planning group.

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00:23:03.730 --> 00:23:32.340

Eddie Wiley: You wanna also consider, how can you minimize that cost and remove those barriers. So some of the barriers, as we mentioned, could be transportation. It could be child care. It could be a host of different reasons. So when you are developing your recruitment strategy. It's important to be aware of those barriers, but also identify how you can minimize the barrier, or we actually fully remove the barrier in total.

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00:23:34.830 --> 00:23:42.219

Eddie Wiley: And when we're considering competition, think about what it is that is competing for your audience's time and attention.

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00:23:42.250 --> 00:23:52.169

Eddie Wiley: Because your audience can go anywhere else, they can do something else, they cannot participate at all. So it's important to make it

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00:23:53.060 --> 00:23:55.000



Eddie Wiley: a little more

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00:23:55.150 --> 00:24:14.410

Eddie Wiley: cute or or not cute. Necessarily this bad word to make it desirable for your audience to actually want to join. So, as we mentioned, so highlighting the be the benefits of joining whether that's networking or feeling a sense of community

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00:24:14.410 --> 00:24:28.799

Eddie Wiley: highlighting those things will be important when you think about your competition, because you have to make it favorable in order for a person to not go over into their competing behaviors or activities.

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00:24:31.760 --> 00:24:36.449

Eddie Wiley: And I want to give a shout out to one of the

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00:24:36.490 --> 00:25:01.130

Eddie Wiley: support service staff of HIV A's partnership who's actually on this particular webinar today. They helped us to think about how we can develop compelling messaging, you know, shout out to Christina on tempo. So when we're thinking about compelling messaging, we want the messaging to be clear, the eliminating most of the noise from the rest of our messaging. Whether

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00:25:01.130 --> 00:25:07.809

Eddie Wiley: that's a simple word or a full-on statement, the messaging should be clear in what you're trying to convey.

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00:25:07.810 --> 00:25:27.290

Eddie Wiley: It should be tailored to your audience. The best way to do this is to go and talk to people in that particular community, whether they're on your planning group already, or you're doing some extra, added outreach where you are specifically going into those communities that you're trying to reach.

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00:25:27.290 --> 00:25:38.450

Eddie Wiley: And asking them what it is that you'd like to hear. So you don't want to talk about cheeseburgers and a hot dog fan group. If that makes sense.

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00:25:38.450 --> 00:25:57.310

Eddie Wiley: think about a personal connection. It's always good to actually have personal passions. Because, as we know, people who are involved in a lot of HIV work have a personal connection to the work. So kind of lean into that personal connection that people may face.

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00:25:57.510 --> 00:26:24.560

Eddie Wiley: Also make sure that your contact information is available. Whether that's your phone number, your email, or even a direct access to your website where they can get contact with you, always make sure that's available. And then what appropriate include a call to action? The call to action could be, join us or complete. This survey, whatever the call of action is when it's appropriate. Include that in your messaging.

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00:26:28.230 --> 00:26:55.559

Eddie Wiley: And then, lastly, on our messaging portion, these are different methods that you could use to recruit or to send your recruitment messages you can use lists. Serve. Those are always an easy way to get your message out whether they're sending a flyer to the listserve actual owner of the Listserv, or even just the words with the link with the call to action.

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00:26:55.570 --> 00:27:16.899

Eddie Wiley: Social media is one of the fastest ways to get information out. And it's understandable that a lot of jurisdictions aren't able to use social media. But a lot of people on your actual planning group may have social media, whether that's their personal or personal pages, or whether that's their organizational pages

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00:27:16.950 --> 00:27:41.610

Eddie Wiley: is best to take interest in those resources that you have immediately. We know that most people have a website consistently updating your website is important because you don't wanna have an event from November 2023. And now we're we have an event coming up in March, and we still have that November event on our page.

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00:27:42.120 --> 00:28:08.799

Eddie Wiley: Yeah, let's not do that. Another way is in printed materials. You can always pass them out at at health fairs, at college campuses. The best way is now a QR code. That way. We're reducing our carbon footprint. We don't. We don't want people to just take our information, just throw it in the trash. So QR. Codes and different ways to print materials. It's a new

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00:28:08.800 --> 00:28:35.010

Eddie Wiley: versioning way of having printed materials, and we also heard that word of mouth is the easiest way for folks to get the information out. In the quickest way. Now, we also want you to consider other community associations in your area. Whether that's a community Health Worker Association, a neighborhood association, a sorority fraternity. All of these ways, all of these associations are

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00:28:35.010 --> 00:28:44.669

Eddie Wiley: ways that you can tap into a new audience so definitely consider community associations when thinking about how to get your message out there

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00:28:46.260 --> 00:28:49.440

Eddie Wiley: next slide. And now I'll turn it back to Shannon.

131



00:28:49.770 --> 00:28:56.600

Chanel Richmond: Alright. Thanks, Eddie. So now we're gonna kind of discuss some of the potential solutions to challenges we've heard.

132

00:28:56.990 --> 00:29:10.299

Chanel Richmond: So on the next slide you'll see one of the challenge. One of the solutions we suggest is to establish structures and systems to support recruitment and retention as you go about your your recruitment.

133

00:29:10.430 --> 00:29:33.959

Chanel Richmond: So what does that mean? That means, you know, having, like a formal application, having an in a pro interview process in place, already having work plans that will document the Council and community terms to outline what the new members can expect as far as responsibilities, and to anticipate any membership changes. So, having that all lined out ahead of time.

134

00:29:34.030 --> 00:29:43.879

Chanel Richmond: Another piece is as you're going through the recruitment process making an assessment of the challenges that you're encountering. And

135

00:29:44.250 --> 00:30:10.750

Chanel Richmond: specifically, wanna we wanna speak to the inequitable, to the challenges that may incur, that may impact the inequitable engagement opportunities that may hinder the diverse and representative membership that you're looking to acquire. So just those are 2 solutions that we wanted to offer. As the main points that we look that we tend to get, as it relates to recruitment challenges.

136

00:30:10.760 --> 00:30:31.949

Chanel Richmond: On the next slide. We also wanted to address to say, you know, like to develop strategies, to identify new stakeholders. So you're not always asking the same people to do more of the same. We want to acknowledge that burnout is real, and so that definitely can directly impact the capacity that members have.

137

00:30:31.950 --> 00:30:51.590

Chanel Richmond: So when you're thinking about recruitment, some of the things you want to consider are identify who's not at the table like who do who is needed to be recruited. You want to develop recruitment or attention plans to include new voices, so that you have a different perspective. And it's reflective of the communities. You're serving

138

00:30:51.590 --> 00:31:14.339

Chanel Richmond: additionally, you want to provide opportunities for short term input, for those who may not want to seek full membership into the planning group. And then, lastly, you also want to leverage other stakeholder groups in the jurisdiction. So these are some of the solutions. We wanted to offer, as it relates to recruitment challenges.

139

00:31:14.940 --> 00:31:37.980

Chanel Richmond: So these are some. So now we're gonna transition a little bit. And we wanna hear from you all. So we'll be going into 4 breakout sessions. You won't have to do anything. It should automatically switch us into the breakout sessions. But no worries. Shy will be here if anyone has any difficulty, and so on the next slide.

140

00:31:37.980 --> 00:31:56.200

Chanel Richmond: You'll see that this is what we'll be discussing. So the first question is, What is your biggest challenge? What recruitment like? What is the thing that you've been struggling with as a relates to recruitment, and the second is, what strategies have you used to recruit members to join your planning council or planning? By.

141

00:31:56.630 --> 00:32:11.850

Chanel Richmond: So we can go ahead and shortly, we should be prompted into our groups and hopefully by us discussing the solutions. First, as people talk about their challenges. Maybe you can offer some solutions.

142

00:32:13.000 --> 00:32:17.380

Chanel Richmond: Alrighty, so we'll go ahead and disseminate, and then we'll join back here after

143

00:32:27.360 --> 00:32:31.400

Shaivi H. - Technical Support: Chanel. Do you get the option to join a breakout room as a co-host.

144

00:32:34.860 --> 00:32:38.030

Shaivi H. - Technical Support: Okay. Looks like Chanel left.

145

00:32:38.160 --> 00:32:40.709

Eddie Wiley: I forgot which room I was inside.

146

00:32:40.910 --> 00:32:42.920

Shaivi H. - Technical Support: Oh, you're good.

147

00:32:43.420 --> 00:32:48.540

Eddie Wiley: you are in Room 2 with Julie. Okay, cool, awesome. Thank you.

148

00:32:53.300 --> 00:32:54.000

Eddie Wiley: Tell me.

149

00:33:03.600 --> 00:33:12.939



MariAnna O'Ree: hey, Savi, I thought I was gonna be in room for but if Steve goes through for then I don't have to go.

150

00:33:13.310 --> 00:33:17.870

Shaivi H. - Technical Support: Yeah. So we don't have the numbers to make 4 groups. So we just went with 3.

151

00:33:18.290 --> 00:33:29.240

MariAnna O'Ree: Okay, perfect. Then that means that they don't need me. Yes, that's right, and shy. This is. Steven just assigned me to my a room. I don't see my name on the list.

152

00:33:29.640 --> 00:33:31.379

Shaivi H. - Technical Support: Okay, give me 1Â s.

153

00:33:41.510 --> 00:33:42.920

Shaivi H. - Technical Support: Eddie, you good!

154

00:33:50.490 --> 00:33:52.949

Juli Powers: Does Eddie make it back to 2? They were.

155

00:33:53.310 --> 00:33:54.630

Shaivi H. - Technical Support: I think, so.

156

00:33:54.920 --> 00:34:02.580

Juli Powers: I got placed in the wrong room. So can you send me back. No, I am in 3. Okay.

157

00:34:08.489 --> 00:34:14.009

Shaivi H. - Technical Support: If anyone else here in the main room needs help joining into a breakout.

158

00:34:14.500 --> 00:34:17.489

Shaivi H. - Technical Support: feel free to unmute, and I can help you. With that

159

00:34:35.679 --> 00:34:37.310

Rafael Gonzalez: I gave her minor roof.

160

00:34:37.940 --> 00:34:40.490

Shaivi H. - Technical Support: Yes, of course. Give me 1Â s.

161



00:34:40.679 --> 00:34:41.610

Rafael Gonzalez: Thank you.

162

00:36:23.720 --> 00:36:30.660

Julie Hook: It's like it's only our group. Eddie. Seems like we're back. No one else's. Maybe people dropped off.

163

00:36:37.580 --> 00:36:39.519

Eddie Wiley: Oh, yeah, looks like it.

164

00:36:41.810 --> 00:36:48.409

Shaivi H. - Technical Support: They still had a few seconds left. So yeah, I was, gonna say, the breakout rooms will close 8 s.

165

00:37:23.700 --> 00:37:28.020

Chanel Richmond: I love everyone. Welcome back to the main room.

166

00:37:28.150 --> 00:37:35.080

Chanel Richmond: I hope that we had some good conversations. I know my group definitely did

167

00:37:35.640 --> 00:37:41.169

Chanel Richmond: so we're gonna close out

168

00:37:41.390 --> 00:37:43.210

Chanel Richmond: for today.

169

00:37:49.940 --> 00:37:50.960

Chanel Richmond: So

170

00:37:51.130 --> 00:37:57.049

Chanel Richmond: I believe all the groups are back shy. I just wanted to check with you. Really quick. Is everyone back?

171

00:37:57.150 --> 00:38:01.560

Chanel Richmond: Yep, everyone's back. Okay, briefly. alright. So

172

00:38:02.110 --> 00:38:15.999

Chanel Richmond: thank you for attending attending today's session. That will close us out for today. Our next part will take place on April second at one Pm. We hope you all will be able to join



173

00:38:16.410 --> 00:38:26.720

Chanel Richmond: and this set this session again. We'll focus on retention. So we did recruitment today. Our next session will focus on retention and retention strategies.

174

00:38:27.520 --> 00:38:44.289

Chanel Richmond: Alright. So thank you so much. I believe Shiny just chatted out the registration. So if you want to go ahead and register now, you can, but we also will be following up, so you will have access to it. If you don't, necessarily are able to do it today.

175

00:38:44.290 --> 00:38:59.310

Chanel Richmond: So thank you again. We really hope that you enjoy today's session. If you have time, please. We encourage everyone to fill out the evaluation link and let us know what you thought of today. Session, if you liked it. If you would like more of this

176

00:38:59.310 --> 00:39:06.710

Chanel Richmond: and we hope to see you your beautiful faces on April second. Great. Thank you so much.

177

00:39:06.750 --> 00:39:08.280

Mamadou Diallo: Thank you.

178

00:39:09.970 --> 00:39:11.200

Amy Nelson NH DPHS (she/her): Thank you.