

Best Practices for Recruitment and Retention of RWHAP Part A Planning Councils/Planning Bodies: Lessons from a Learning Collaborative



Learning Objectives

- Understand the purpose of Planning CHATT's learning collaborative
- Identify a recruitment and retention best practice
- Learn about the recruitment success stories of Planning CHATT's learning collaborative participants

Community HIV/AIDS Technical Assistance and Training (Planning CHATT) Project

- Planning CHATT: A HRSA-supported Cooperative Agreement (U69HA30795)
- Planning CHATT builds the capacity of Ryan White HIV/AIDS Program (RWHAP) Part A planning councils/planning bodies (PC/PB) across the U.S.
- Our goal is to help PC/PB to meet legislative requirements, strengthen consumer engagement, and increase the involvement of community providers in HIV service delivery planning
 - Learning collaboratives allow Planning CHATT to scale-up of the virtual portions of targeted TA

Learning Collaborative Structure

- 5 sessions held once a month
- Session Structure
 - Brief lecture—new content and review of last session
 - PC Member and PCS break-out discussion
 - Implementation Team assignment
- 13 participating Planning Councils (PC)
 - Charlotte Transitional Grant Area
 - Commission on Health and HIV
 - Dallas Ryan White Planning Council
 - Greater Baltimore HIV Services Planning Council
 - Greater Phoenix Ryan White HIV Services Planning Council
 - Indianapolis TGA Ryan White Planning Council
 - Kansas City Transitional Grant Area Planning Council
 - Metropolitan Jacksonville Area HIV Health Services Planning Council
 - Miami-Dade HIV/AIDS Partnership
 - Middlesex Somerset Hunterdon Transitional Grant Area Ryan White Part A HIV/AIDS Health Services Planning Council
 - Newark EMA HIV Health Services Planning Council
 - Philadelphia HIV Integrate Planning Council
 - San Diego HIV Planning Group

Recruitment & Retention Strategy: Best Practices

Recruitment Strategy

- Understand the benefits, barriers and competition for the recruitment audience
- Align recruitment goals with legislative requirements
- Emphasize the importance of recruitment messaging

Retention Strategy

- Outline key topics for a new member orientation training
- Highlight the importance of ongoing training for new PC members
- Apply retention strategies for mentorship and leadership development

Learning Collaborative Immediate Outcomes/Successes

| -- | Baltimore | Phoenix | Philadelphia |
|-----------------|--|---|---|
| Goal | Full Planning Council Membership with a qualified candidate pool | Provide education and outreach to enhance community awareness of the Planning Council and its purpose in a way that elevates consumer voices and enhances participation through members and non-member volunteers | Establish a PC Recruitment Plan to recruit new Planning Council members |
| Strategy | <p>Held educational events that were relevant to consumers</p> <p>Assertive follow up on interested members and sustained focus council wide</p> | <p>Provide a variety of opportunities for priority populations to become involved in the PC and be heard</p> <p>Follow through, maintain contact, and provide opportunities for involvement</p> | Developed a PC Recruitment Plan which was implemented September 2021 |
| Outcome | Recruited and filled 11 Planning Council vacancies | Recruited and filled their priority population gaps with consumer members | Developed a PC recruitment plan during the learning collaborative and went on to create a recruitment-specific Ad-Hoc Workgroup |



Thank you!

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