

# Sustaining Community Engagement: Successful Strategies to Retain Planning Body Members

*Learning Series: Part Two*

Date: April 2, 2024

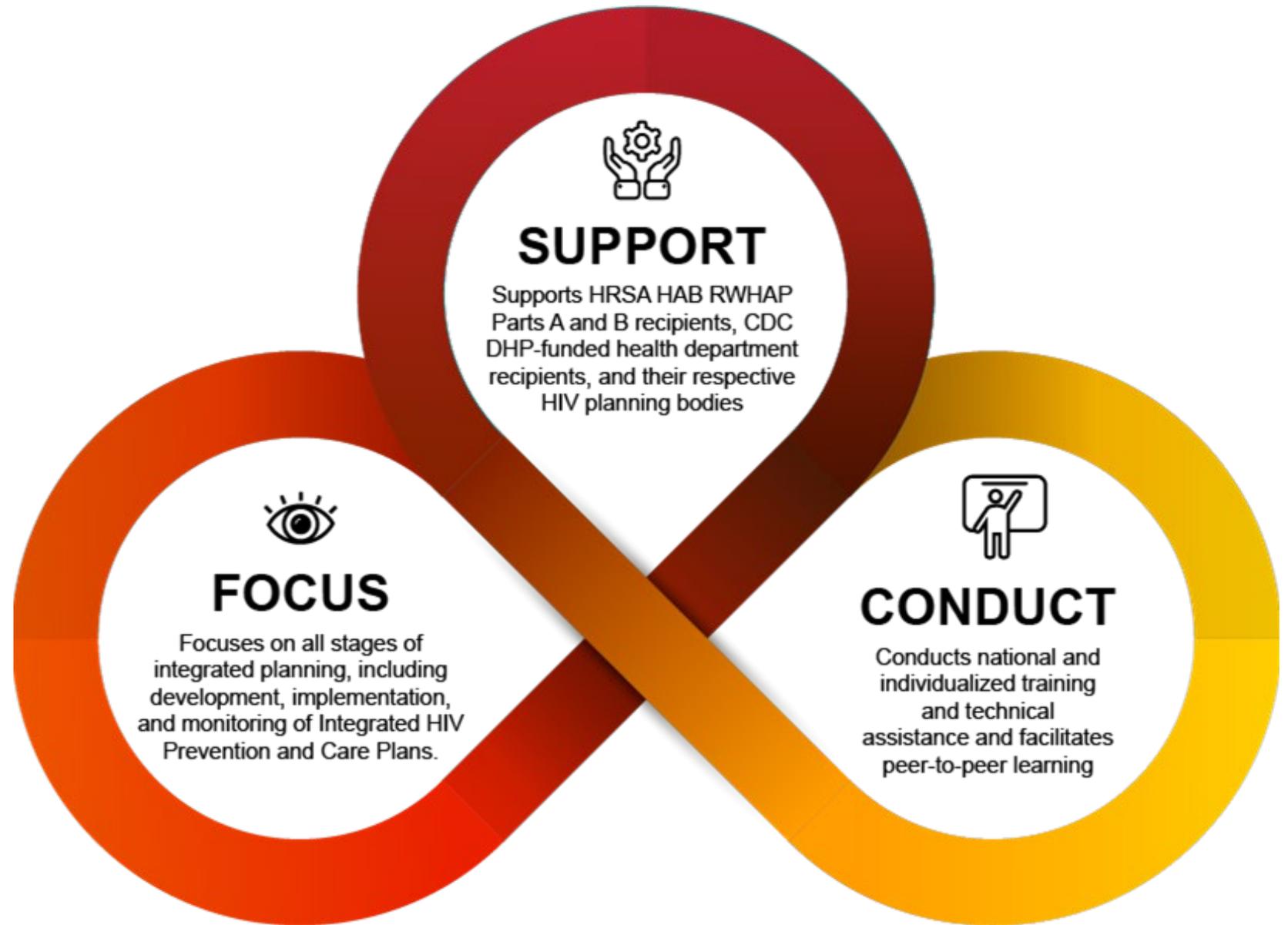
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**INTEGRATED HIV/AIDS PLANNING**  
TECHNICAL ASSISTANCE CENTER



# About the Integrated HIV/AIDS Planning Technical Assistance Center - IHAP TAC



# Meet Your Facilitators!

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**Eddie Wiley**  
IHAP TAC TA Coordinator



**Chanel Richmond**  
IHAP TAC TA Coordinator

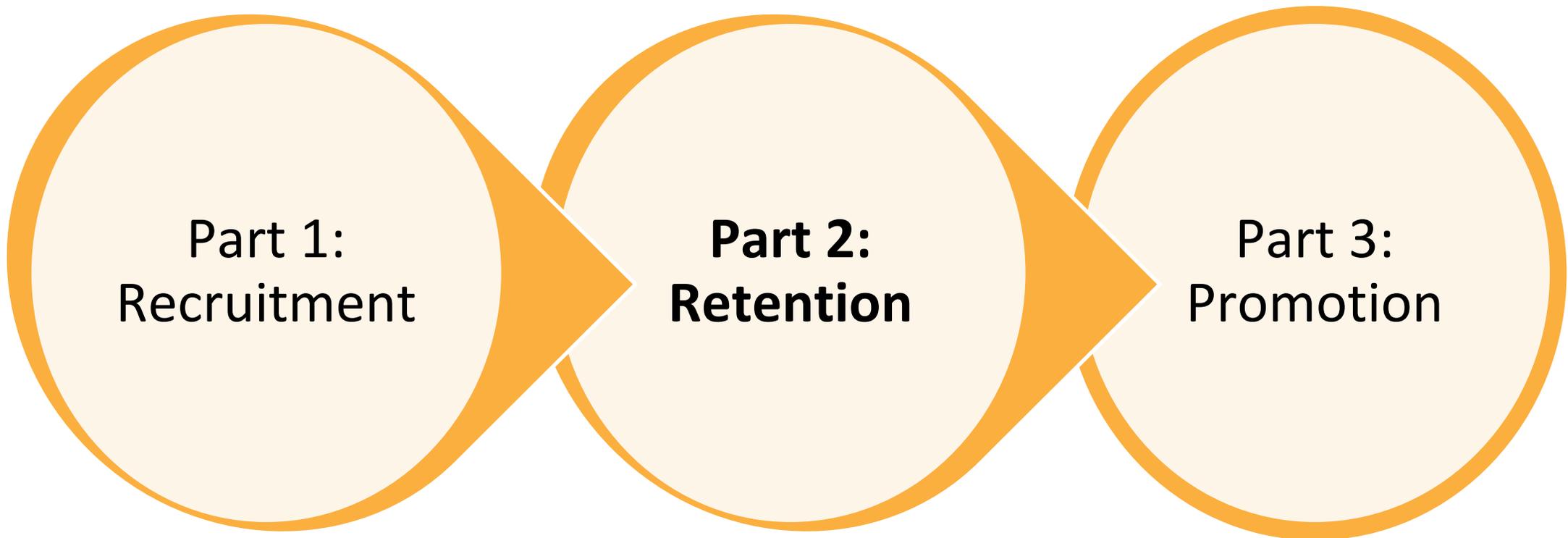
# Overview of the Learning Series

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- Three-part learning series to facilitate peer-to-peer sharing on recruitment, retention, and sustained community engagement in jurisdictional HIV prevention and care planning bodies
- Each session will have a short presentation and then breakout groups for sharing challenges with recruitment and retention and solutions to address
- Participation in each session is recommended, but sessions will also stand alone and will be recorded

# Learning Series Sessions

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Part 1:  
Recruitment

Part 2:  
**Retention**

Part 3:  
Promotion

## Part 2 Objectives

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Following today's session, participants will be able to:

- Describe the importance of new member orientation for Ryan White HIV/AIDS Program (RWHAP) Planning Council/Planning Body (PC/PB) members
- Describe the difference between orientation and ongoing training
- Identify at least one key feature of a successful mentorship program

# Session 1 Recap



# Importance of Community Engagement in HIV Planning

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- HRSA's RWHAP recipients and providers have been longtime leaders in implementing community engagement activities to meet the health and social service needs of people most affected by HIV
- Including people with lived experience in planning and coordinating HIV prevention and care results in:
  - Community-driven solutions for whole person service delivery
  - Improved health outcomes
    - Sustained linkage to care
    - Increased viral suppression rates among RWHAP clients

# Recruitment Strategy

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## Components of a Recruitment Strategy

1. Clear recruitment **goals**
2. Defined **audience** and tailored objectives
3. Compelling **messaging**
4. Planned **promotion**

# Recruitment Strategy: Defining your Audience

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Clearly describe **who** you would like to recruit.

Black gay men

Black gay men in Georgia

Black gay men in Georgia  
with HIV

Black gay men in Fulton  
County, GA with HIV

Black gay men in Fulton  
County living with HIV  
between the ages of 18-24,  
persons who use drugs

# Benefits, Barriers, and Competition

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Based on social marketing concepts, it is important to consider the benefits, barriers, and competition from the audience's perspective to develop compelling messaging

- **Barriers:** reasons your audience cannot (easily) or does not want to participate in your PC/PB
- **Benefits:** reasons your audience might be interested in your PC/PB or what might motivate them to participate
- **Competition:** activities your audience prefers to participate in

# Setting the Stage

Challenges for New Members



# Challenges for New Members

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- Feel like an outsider who is less knowledgeable than the rest of the group
- Lack of understanding of parliamentary procedure/Robert's Rules of Order
- Learning curve to understand a complex program and multiple initiatives
- Learning the planning body and RWHAP unique language
- Lack of understanding of content (e.g., steps in HIV community planning, epi data)



**Others?**

# Orientation



# HRSA Requirements: Orientation and Training

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- RWHAP Part A PCs must provide orientation for new members, and all members should receive periodic training to help them carry out their roles
- HRSA requires PCs to confirm in the annual RWHAP Part A application that training for all members occurred at least once during the year
- While there are no similar HRSA requirements for RWHAP Part B, HRSA policy indicates that statewide PBs include a wide range of stakeholders and specifies people with HIV

# Orientation vs. Ongoing Training

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**Orientation** means providing new members with basic information about RWHAP and the PC/PB structure and what it does

**Ongoing training** throughout the year ensures that the new members and even existing members have the knowledge and skills to perform their PC/PB roles

# Orientation Sound Practices

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- Frequency
  - If member terms end at the same time, provide orientation at least once a year
  - If member terms end at different times, or if there is high turnover, it may be necessary to provide individual or small group orientations a few times per year
- Structure
  - Plan for at least a half-day (full day if possible)
  - Be interactive
  - Cover both full PC/PB meetings and committee activities
  - Include a 90-day roadmap for an individual member

# Potential Orientation Topics

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- Overview of the RWHAP
- Overview of PC/PB roles, responsibilities and boundaries
- PC/PB operations
- Systems of care
- Understanding and using data
- How business is conducted (i.e. using parliamentary procedure or a less formal process)
- Robert's Rules of Order (if relevant)

# Ongoing Training: Sound Practices and Topics

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- Embrace adult learning principles
  - People learn best when
    - Exposed to the same information multiple times and via different modalities
    - They can apply the information immediately to their roles
- Adult learning strategies in PC/PB training
  - Create multiple versions of the training
    - 20-30 minute sessions to deliver during PC/PB meetings
    - 1-2 hour training sessions to deliver during committee meetings
  - Develop training topics for committee officers
    - Roles and responsibilities
    - Committee operations and how they relate to other committees
    - PC/PB work plan and tools

# Successes and Examples from PCs/PBs



# Hudson County Planning Council and Metropolitan Atlanta HIV Health Services Planning Council

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- People with HIV Committee chose training topics
- Non-voting member training
- Multiple training opportunities
  - Orientation
  - Refreshers
  - One-on-one sessions
  - Expert presentations

## Project L.E.A.P. Learning, Empowerment, Advocacy and Participation

### What is Project L.E.A.P.?

Project L.E.A.P. is a free, 17-week comprehensive advocacy training course for individuals living with and/or affected by HIV in the Greater Houston Area. The goal is to train people living with HIV so that they become active participants in local HIV planning activities by serving on a planning body, such as the Ryan White Planning Council or the City of Houston HIV Prevention Community Planning Group (CPG).

### What will I Learn?

*Some of the topics covered in class include:*

- Parliamentary Procedure (Robert's Rules of Order)
- HIV 101
- The History of HIV in the Houston Area
- HIV trends in the Houston area for populations such as African Americans, Hispanics, Women, Youth, Heterosexuals, Transgender, etc.
- HIV trends in the Houston area and available services for people with mental health issues, substance abuse issues, the homeless and the incarcerated/ recently released.
- HIV and Co-infections, HIV and Chronic Diseases, HIV and Stigma
- Designing HIV Services
- The Ryan White Program Service Prioritization and Funding Allocation Process
- HIV Prevention in the Houston Area

*Additional class activities may include:*

- Attend a Ryan White Planning Council and Committee meeting.
- Attend an HIV Prevention Community Planning Group (CPG) Meeting.
- Attend a community meeting of your choice.
- Leadership skills and team building.
- Introduction to National, State, and Local HIV plans.
- Class Needs Assessment project & presentation to the Planning Council.

### When Does the Class Meet?

Wednesdays beginning in March or April.

Students can join one of two Project L.E.A.P. classes:

Day class: 10:00 am – 2:00 pm

Evening class: 5:30 pm – 9:30 pm

Lunch or dinner will be provided.

Assistance with transportation and child care is also available.

### How Do I Apply?

A brief application and in-person interview is required. Applications are available by mail, fax, email, and can also be picked up in person or completed online.

# City of Houston HIV Prevention Community Planning Group Project L.E.A.P.

# Mentorship Best Practices: Challenges & Successes

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**Dottie Rains-Dowdell, MHS**

**Program Director**

New Jersey HIV Planning Group

Jefferson Health New Jersey-Infectious  
Diseases

AIDS Education & Training Center

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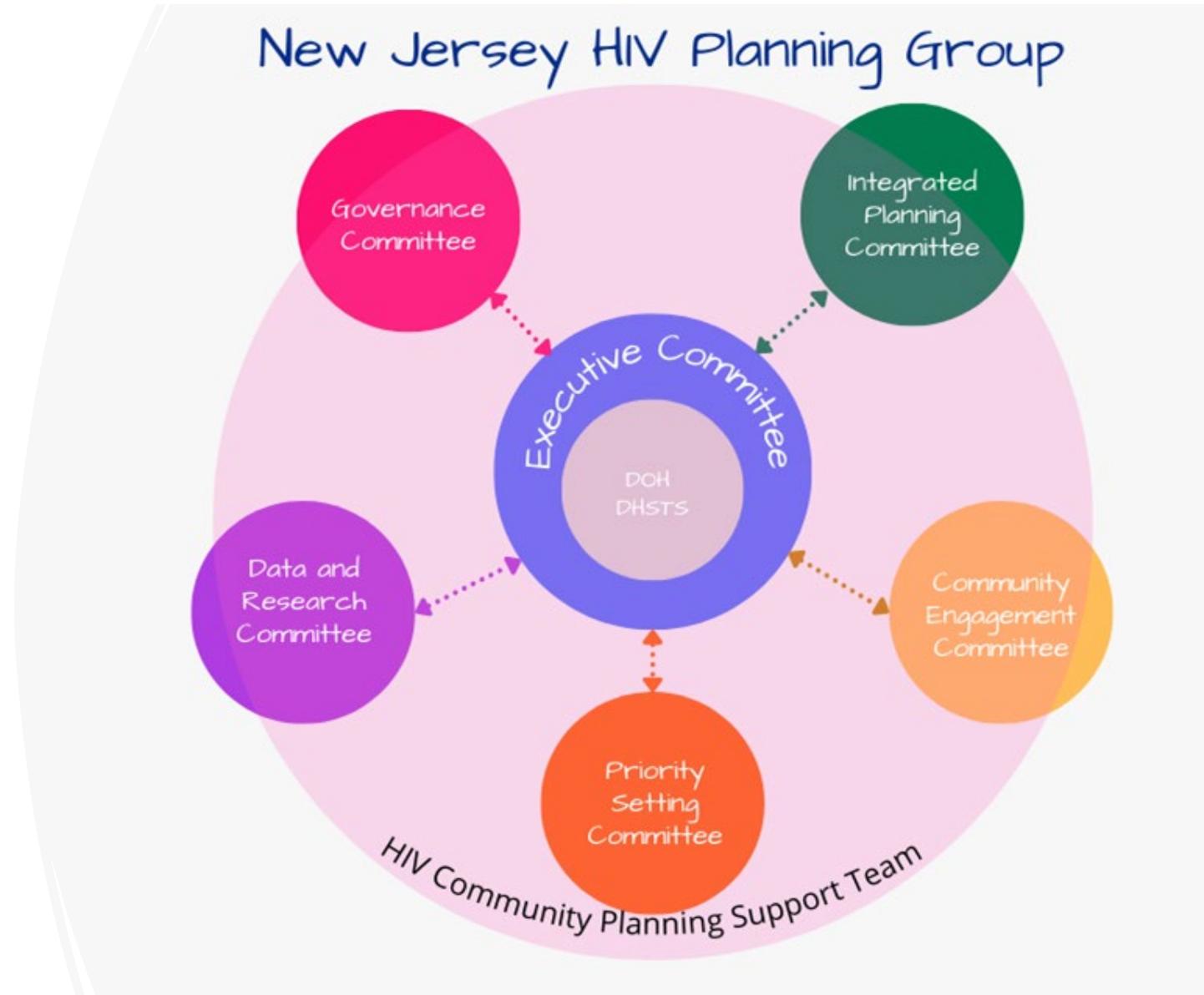


# **Building a Sustainable Planning Group: Strategies to Retain NJHPG Members**

April 2, 2024

# NJHPG Structure

- Funders – CDC & HRSA
- Health Department - DHSTS
- HIV Community Planning Support Team
- NJ HIV Planning Group
- Committees:
  - Executive
  - Governance
  - Integrated Planning
  - Community Engagement
  - Data and Research
  - Priority Setting



**Retention  
starts from  
the  
beginning!**

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# Two ways to become a member of NJHPG



## Committee Member

- Attend three committee meetings
- Complete a committee member application

## NJHPG Member

- Complete an application
- Complete the interview process
- Nominated to become a member
- Voted in as a member

# Orientation for New Members

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- The National HIV/AIDS Strategy
- Integrated HIV Prevention and Care Plan
- The New Jersey HIV Planning Group (NJHPG)
  - Purpose, Mission and Values of NJHPG
  - Structure
  - HIV Community Support Team (HCPST)
  - Committees
  - Roles and Responsibilities of Members, Co-chairs and Health Department
  - Roberts Rules of Order, Bylaws, Attendance Policy
- HIV Community Planning
- Mentorship Program



# More Retention Strategies!



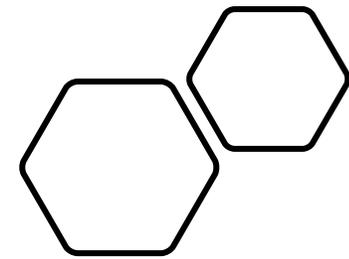
- Relationship Building
  - Support Team is easily accessible
  - Mentorship Program
  - Committee Selection
    - Personality Quiz
  - Flexible meeting hours, Hybrid Meeting for General Assembly
  - Attendance Warning Letters, Appeals & LOA
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- Action items are completed by members and guess
  - Collaborative online workspaces
  - Training Opportunities
  - Leadership Retreats
  - Member Recognition (*in process*)
  - Member Survey
  - Meeting Evaluation

# Membership Coin



# Challenge Coin





# HCPST Contact Information

- Dottie Dowdell – Program Director  
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609-519-4441
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- Taylor Lightner– Program Coordinator  
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**Thank You!**

# Breakout Sessions!



## Breakout/Group Discussion

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1. What were some things you found helpful in your PC/PB orientation [or that you heard were helpful from your members]?
2. What do you wish you had learned in your PC/PB orientation [or that you heard from your members]?
3. What challenges does your RWHAP program face in providing orientation and training to your PC/PB?
4. What is your biggest challenge with retaining members?
5. What strategies have you used to successfully retain members to join your PC/PB? (e.g., trainings, incentives, other things?)

# Debrief and Next Steps



# Join Us for Part Three!

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**Part 3: Successful Strategies for Promotion will  
take place on May 7, 2024 at 1pm EST**



**INTEGRATED HIV/AIDS PLANNING**  
TECHNICAL ASSISTANCE CENTER

# Thank you!

**Contact us at [ihaptac@jsi.com](mailto:ihaptac@jsi.com)!**

Obtain more information, join our mailing list, request TA, or share your experiences or resources.

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