

# Engagement in Care: Recruitment & Retention

Technical Assistance for the Ryan White HIV/AIDS Program



## Overview

Under this three-year cooperative agreement, curricula-driven trainings will be provided on best practices for recruiting and retaining hard-to-reach clients into HIV care, focusing on: multiply-diagnosed individuals (HIV/AIDS, alcohol and other drug addictions, mental health challenges, homelessness), persons living in rural areas, and underserved racial/ethnic minority populations.

## Major Activities – Year 3 of 3 – 2010–2011

¶ Two sequential 2.5 day regional meetings will be held in medically-underserved areas where there is a significant risk for HIV infection among targeted populations. Trainings will focus on best practices for recruiting and retaining hard-to-reach clients in HIV care and will be convened for two staff persons from each of the 15 participating agencies. Location: Year 3 (PHS Region III and VIII).

¶ A stakeholder call will be held for each region in order to gain a better understanding of how hard-to-reach high risk clients are being recruited and retained and to discuss region-specific issues.

¶ The Year Three training curricula will be revised, incorporating recommendations by

former program participants.

¶ NMAC has launched the Recruitment and Retention black board—an online venue where previous participants can discuss the training topics and post strategies and interventions they practice in their community.

¶ An electronic tool kit is provided to training participants that encompasses information and resources (e.g., academic articles, lessons learned, case studies, HRSA resources). The toolkit will be updated quarterly and placed on the NMAC Web site and the Recruitment and Retention black board.

## Accomplishments

¶ A training curriculum was developed covering such topics such Recruiting and Retaining the Hard to Reach High Risk, Recruiting and Retaining the Multiple Diagnosed, Recruiting and Retaining in the Rural Setting, Community Mapping, Motivational Interviewing, Social Marketing, and Community Partnerships.

¶ NMAC hosted four trainings in Los

Angeles, Memphis, Newark, and Austin. All trainings were highly competitive and well attended.

¶ Several outreach activities were conducted with health departments, AETC's, national organizations, and community organizations to inform them about the trainings and to recruit participants.

## National Cooperative Agreement

### TA Partner

National Minority AIDS Council  
1931 13th St. NW  
Washington, DC 20009-4432

Phone: 202-483-6222 x363

Fax: 202-483-1135

Melanie Graham

mgraham@nmac.org

Web: www.nmac.org

### HAB Project Officer

Lauresa Washington  
lwashington2@hrsa.gov  
301-443-0251

### Project Period

September 1, 2008 to  
August 31, 2011

