

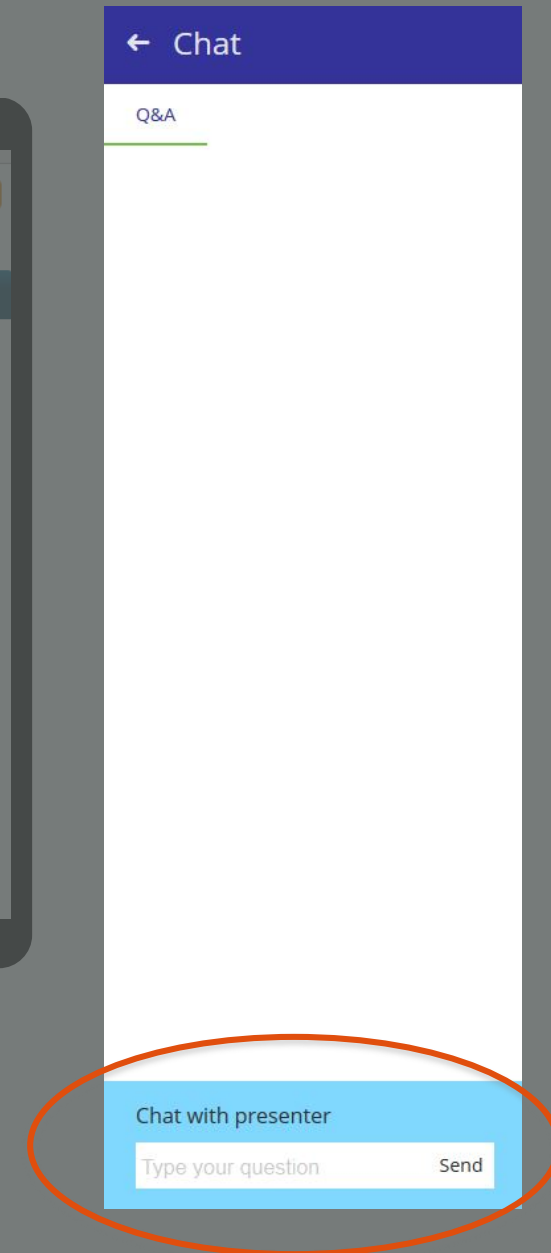
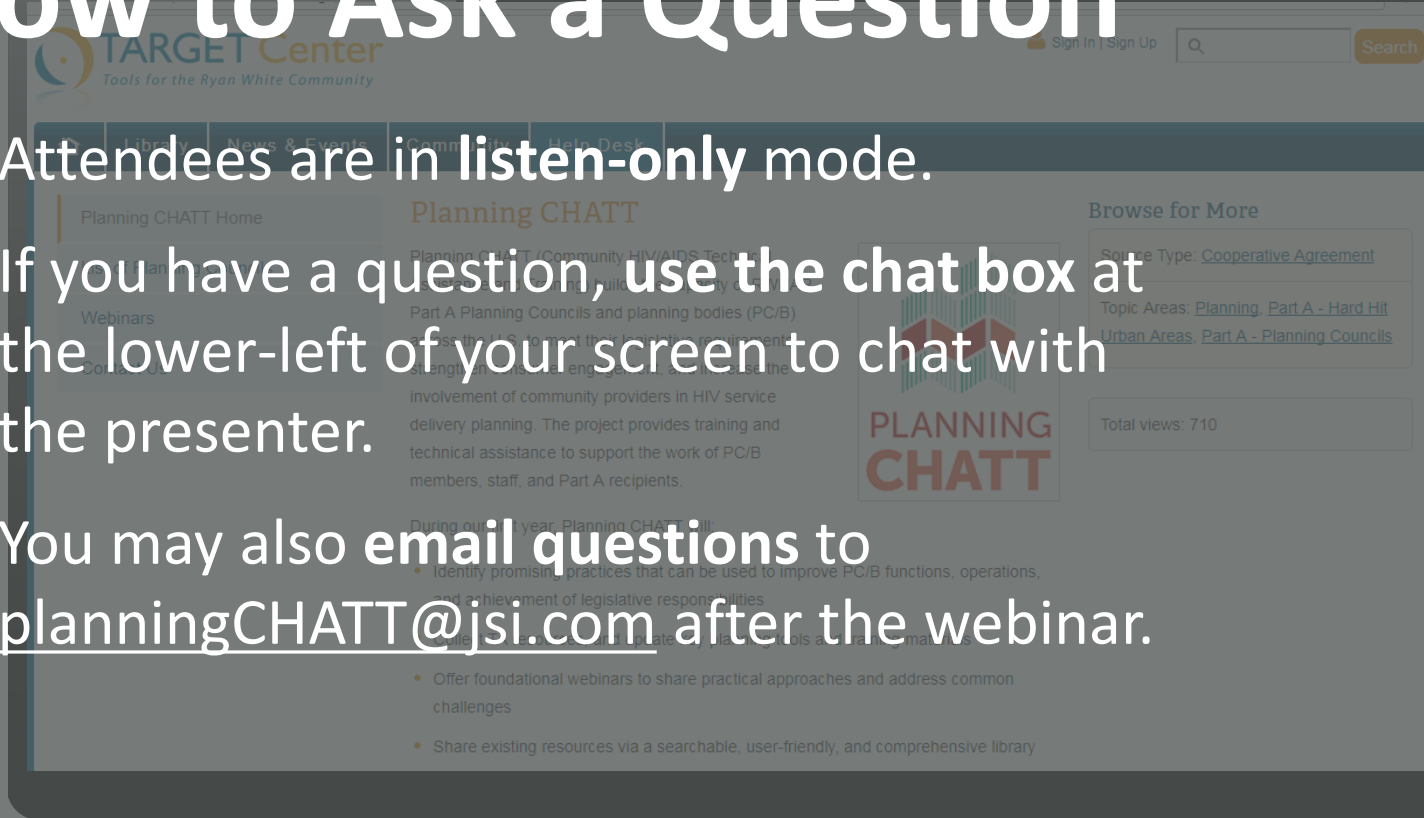
# Recruitment and Retention of New Members to Planning Councils and Planning Bodies

January 16, 2019



# How to Ask a Question

- Attendees are in **listen-only** mode.
- If you have a question, **use the chat box at the lower-left of your screen to chat with the presenter.**
- You may also **email questions to [planningCHATT@jsi.com](mailto:planningCHATT@jsi.com) after the webinar.**



# Can You Hear Us?



The audio is being shared via your computer speakers/headset.



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If you're still having problems, please chat the host.

**Call-in number: 1-929-477-0443**

**Passcode: 491956**

# Agenda

- ▶ Welcome & introductions
- ▶ Legislative Requirements
- ▶ Best and Promising Practices
- ▶ Panel Discussion
- ▶ Resources
- ▶ Questions and answers

# Objectives

- ▶ Understand the uniqueness and value of PC/PBs
- ▶ Understand the importance of PC/PB membership
- ▶ Know the legislatively required membership composition for PCs
- ▶ Identify three strategies to recruit new PC/PB members
- ▶ Identify two strategies to retain PC/PB members

# Planning CHATT: A HRSA-supported Cooperative Agreement (U69HA30795)



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# PLANNING CHATT

Community HIV/AIDS  
Technical Assistance & Training

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

- ▶ Planning CHATT builds the capacity of Ryan White HIV/AIDS Program (RWHAP) Part A planning councils/planning bodies and 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.



# Webinar Presenters

▶ **Khalilah Daniels**

Vice-Chair, Bergen-Passaic TGA

▶ **Eduardo Elizondo**

Commissioner and Chair of Community Development Committee, Bergen-Passaic TGA

▶ **Undrea Goodwin**

Public Health Project Lead  
Southeastern MI HIV/AIDS Council (SEMHAC), Detroit EMA

▶ **Michelle Vatalaro**

Planning CHATT

# Legislative Requirements and Best and Promising Practices for Recruitment and Retention of New Members



# Uniqueness of PC/PBs

No other federal HHS program:

- ▶ Has a legislatively required planning body that is the decision maker about how funds will be used
- ▶ Has such defined membership composition
- ▶ Requires such a high level of consumer participation (at least 33 percent)

# Role of Membership in Ensuring Value of PC/PBs

Individuals who serve as RWHAP planning council members make a vital contribution to their communities by helping to strengthen and improve the service system for people living with HIV.

# Planning Council Membership



## People Living with HIV (PLWH) & Community

- Members of affected communities
- Non-elected community leaders
- Representatives of recently incarcerated PLWH
- Unaffiliated consumers

## Health & Social Service Providers

- Healthcare providers, including FQHCs
- Community-based organizations and AIDS service organizations
- Social service providers
- Mental health and substance abuse treatment providers

## Public Health & Planning

- Public health agencies
- Healthcare planning agencies
- State agencies

## Federal HIV Programs

- RWHAP Part B recipients
- RWHAP Part C recipients
- RWHAP Part D recipients
- Recipients under other federal HIV programs‡



## Knowledge Check

Which of the following are legislatively required membership categories for PCs? *[check all that apply]*

People Living with HIV and  
Community Members

Health and Social Service  
Providers

Public Health and Planning

RWHAP Part A Recipient

Federal HIV Programs

# Bringing On New Members

- ▶ CEO makes appointments to PCs, but all members must go through an open nomination process managed by PC
- ▶ PBs do not have the same legislative requirements as PCs, but should still make consumer membership a priority

# Recommended Practices





# Overall

- ▶ Establish consumer trust
  - Ensure consumers know their opinions are respected and vital
  - Ensure consumers know that their efforts are appreciated and valued
- ▶ Ensure consumers are given the tools they need to succeed on the PC/PB
  - Create systems for smooth onboarding of new members if a member needs to leave
    - ▶ At large members
    - ▶ Alternate members
    - ▶ Consumer caucuses
    - ▶ Consumer committees
  - Prepare consumers for possible membership and active engagement through training and leadership development
  - Orientation of new members at least annually
  - Ongoing training throughout the year



## Knowledge Check

How frequently should orientation for new members occur?

- Every other year
- At least annually
- Bimonthly

# Recruitment

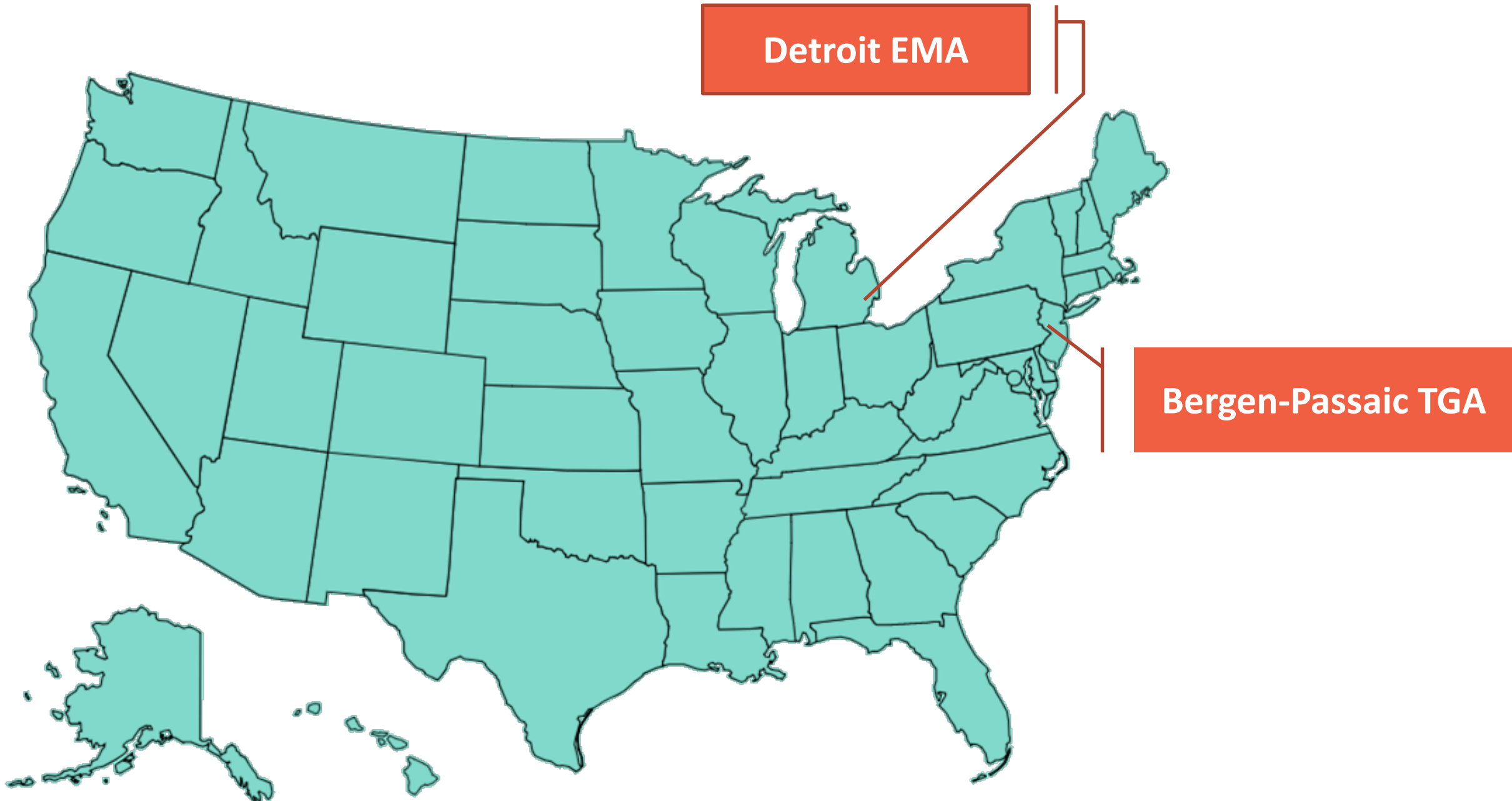
- ▶ Advertise for membership strategically - targeting specific subpopulations
- ▶ Year-round community outreach, engaging your PLWH that are already on your PC/PB
- ▶ Recruit through providers and other community partners
- ▶ Make applications available online and share widely
- ▶ Create innovative, attractive recruitment materials
  - Find examples in the Compendium

# Engagement & Retention

- ▶ Engage new members immediately and personally
- ▶ Maintain a mentoring program
- ▶ Be sure consumer members are regularly informed of meeting dates, times, and locations
- ▶ Make provisions for illness
- ▶ Help new consumer members prepare for meetings
- ▶ Provide meals when meetings are at mealtimes
- ▶ Use understandable/plain language
- ▶ Appreciate your consumers

# Panel Discussion





Detroit EMA

Bergen-Passaic TGA

What is your general approach to recruiting & retaining new members?



# Detroit EMA Experience

## ▶ Recruiting

- Newspaper Ads
- Community outreach events
- Word of mouth
- Online application
- Project LEAP (Learning, Empowerment, Advocacy, Participation)

## ▶ Retaining

- Trainings
- Ensuring members feel a part of the process
- Celebrating members' success



# Bergen-Passaic TGA Experience

## ▶ Recruitment

- Use data to determine location of target populations (consumers and CBOs)
- Contact agencies to recommend possible candidates for membership
- Meet personally to discuss possibility of involvement as well as the responsibilities of membership

## ▶ Retention

- Ensure consumers understand their value
- Highlight successes and challenges of PB

What has been your greatest challenge in recruiting new members?

What strategies have you used to overcome that challenge?



# Detroit EMA Experience

## ▶ Greatest Challenge Recruiting

- Filling specific mandated representation categories
  - ▶ Local Health Departments
  - ▶ State Medicaid Representative
  - ▶ Racial/ethnic minorities – Latinx, Arab/Chaldean, Asian

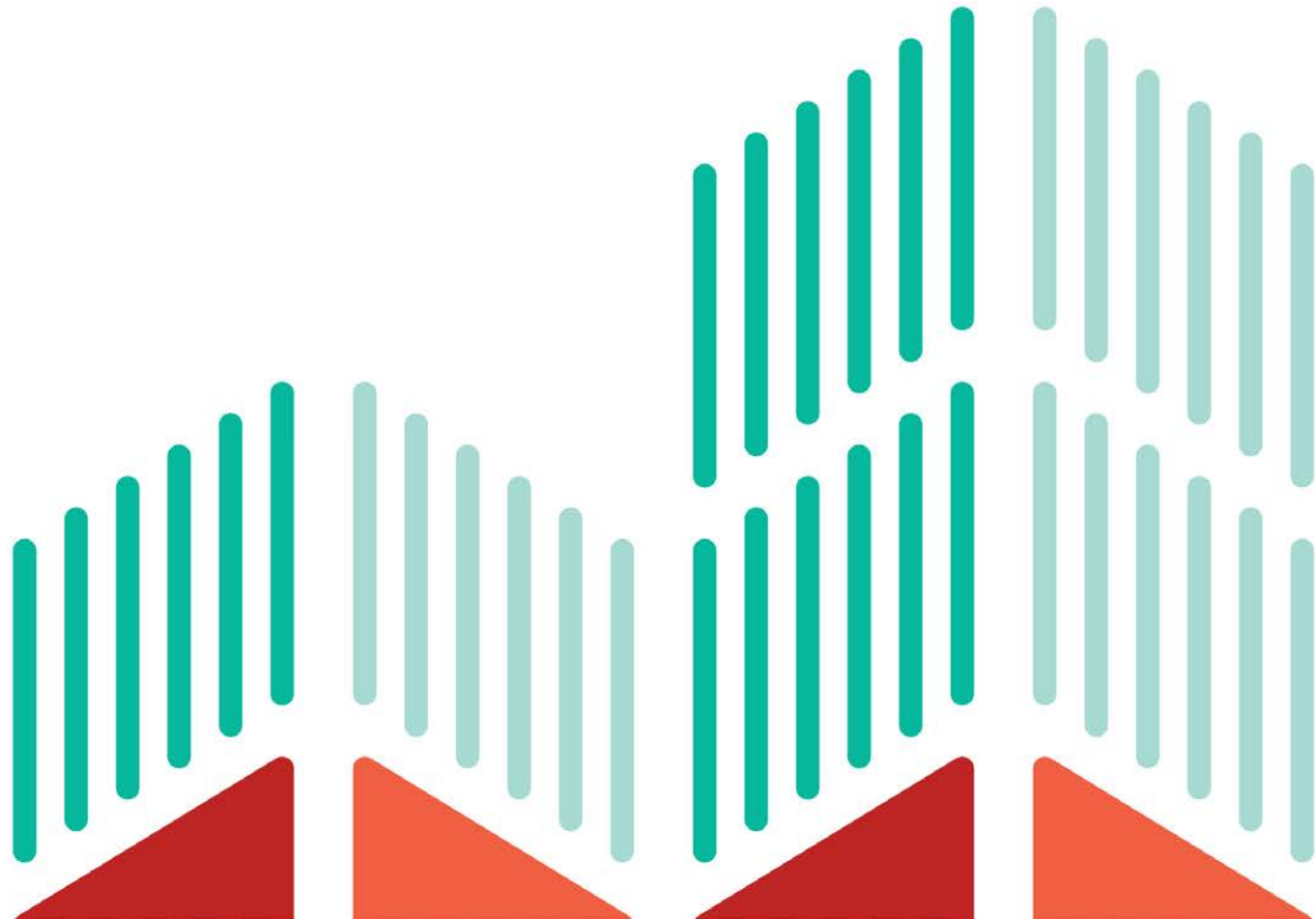
## ▶ Strategies to Overcome Challenge

- Networking/focused outreach
- Looking into video conference

# Bergen-Passaic TGA Experience

- ▶ People we attempt to recruit have limited time and patience
- ▶ To overcome:
  - Persevere
  - Get to know our community

What has been your most effective strategy at retaining new members?



# Detroit EMA Experience

## ▶ Training Members

- Knowledge needed to carry out tasks
- Empower to be decision-makers
- Confidence to participate in processes
- Have fun

# Bergen-Passaic TGA Experience

- ▶ Get to know people
- ▶ People want to see an end to the epidemic
- ▶ Engage members and ensure them feel:
  - Needed
  - That they are accomplishing something

# Resources





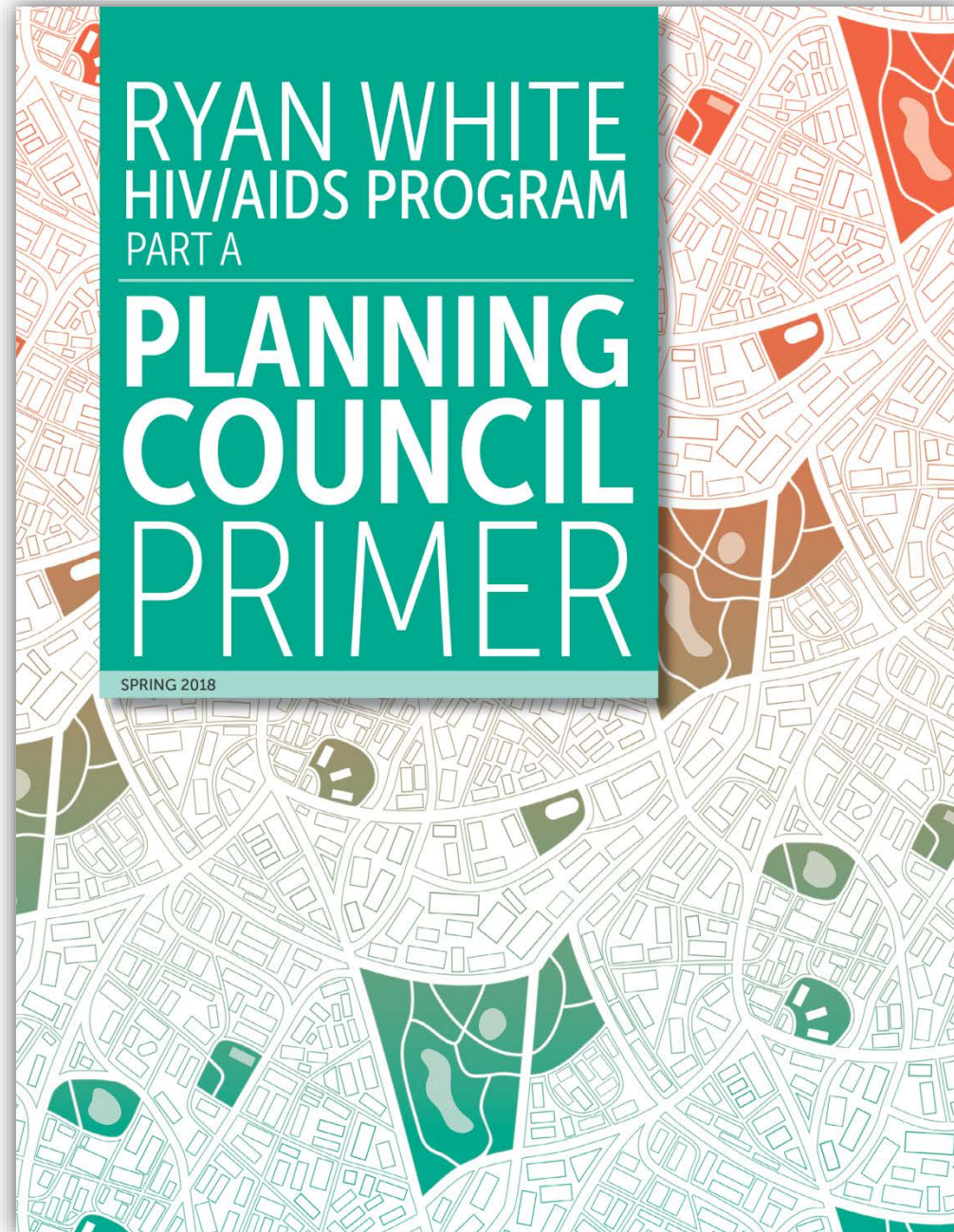
# Compendium of Materials for Planning Support Staff

## Compendium of Materials for Planning Council Support Staff

<https://careacttarget.org/library/>

# Planning Council Primer

[TargetHIV.org/planning-CHAT](http://TargetHIV.org/planning-CHAT)



# Training Guide for RWHAP Part A Planning Councils/Planning Bodies: A Member's First Planning Cycle

## Training Guide for RWHAP Part A Planning Councils/Planning Bodies: A Member's First Planning Cycle

December 2018

Planning CHATT

The Training Guide is designed to help planning councils/planning bodies (PC/PB) conduct orientation and ongoing training to prepare members to participate fully in RWHAP Part A planning and decision making.

Composed of ten modules including trainer notes, presentation slides, experiential activities and quick reference handouts, the Training Guide makes it quicker and easier to plan and conduct PC/PB trainings, including:

- Orientation of new PC/PB members
- Skills training for PC/PB committees
- Mini-training sessions during regular PC/PB meetings
- Training for recipient staff working with the PC/PB
- Introduction to PC/PBs for potential members



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[Module 1. Understanding the Legislation](#)

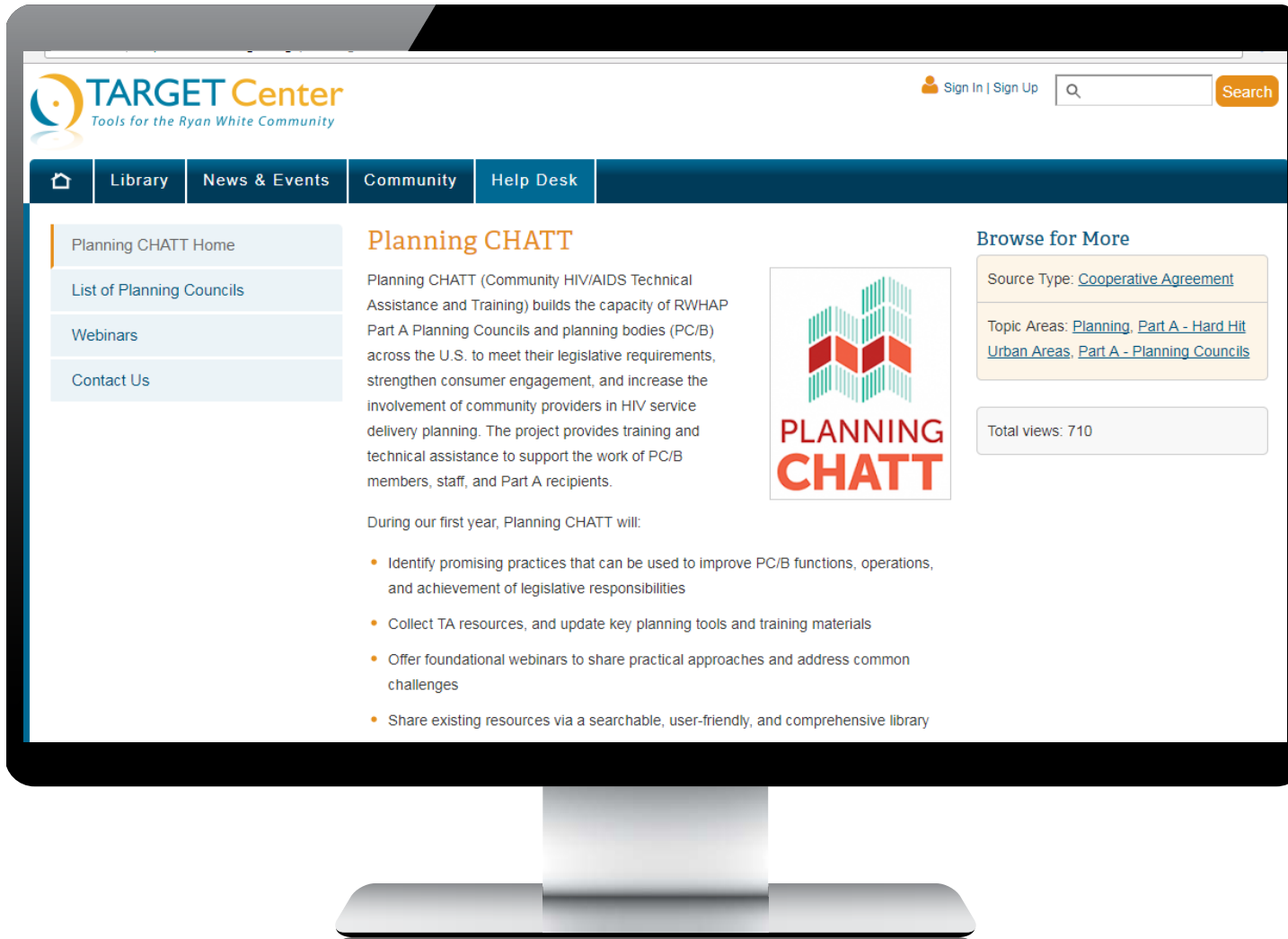
[Module 2. Roles and Responsibilities](#)

<https://targethiv.org/planning-chatt/training-guide>



# Wrap Up





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# Thank You

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