

# RECRUITING SCENARIOS

See recruiting in action! In these scenarios you will learn how three organizations used **successful approaches to find and recruit** people for their heart health program.

## Scenario #1

### Public Housing Program That Serves African Americans

#### Background:

David works for a Federal housing program that offers free health sessions to its residents. He has one community health worker, Linda, on his team who will help him recruit and teach heart health sessions. David and Linda do not live in the housing complex where they intend to recruit, but they have both worked in the neighborhood for more than 5 years.

#### Recruitment plan:

1. David and Linda started recruiting 2 weeks ago and have followed the timeline closely. At the end of each day, both of them document where they did outreach and where they plan to do more the next day. They also record how many people have said they plan to come to their program.
2. Many housing residents know Linda from when she provided health sessions at the community center. She asked them to help spread the word about the program and share names of residents who they think may want to join.
3. David meets with residents one-on-one when walking around the housing area. This is a great time to quickly hand people flyers and share a few words about the program. He finds that people like that a nurse will come to one of the sessions to check cholesterol and blood pressure. They also like that there will be a field trip to the supermarket to practice reading food labels. They revise promotional materials to highlight these pros.
4. They have at least one team check-in each week. At the last check-in, they decided what messaging to use on the new flyers based on feedback received from recruitment efforts.

## Scenario #2

### Diabetes Education Program That Works With American Indian Women

#### Background:

Jolene is in charge of community outreach for a diabetes education program. She needs to recruit 15 people to her new heart health program in one month. Jolene works alone, but she hopes to find someone to later hire as a part-time community health representative at her organization.

#### Recruitment plan:

1. Jolene starts by calling all her contacts at other organizations that serve American Indian women to see if they know of anyone who might want to join her program. She also asks whether she can make a short announcement about her program at any of their sessions that American Indian women attend.
2. When she makes announcements, she mentions the incentives (e.g., free stuff, services that make going

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to a program easier) that her program offers. The incentives may include a gift card for all graduates, hot meals at every session, transportation vouchers, and free child care for children ages 5 years and older.

3. She asks Rhoda, a receptionist at her organization, to help recruit in exchange for dinner. Rhoda is an American Indian with strong connections to many [gatekeepers](#) who can help Jolene recruit.
4. Jolene sends out a text announcement to people who have been to her sessions in the past and have said that they wanted to receive text updates about programs, groups, and workshops. In the announcement, she lets them know to contact her if they would like to join.
5. She also puts announcements in her organization's e-newsletter and on the website.

## Scenario #3 Health Clinic That Serves Latinos

### Background:

Lila works in a health clinic that serves low-income Latinos. Her heart health program will be taught in Spanish. She plans to teach a 2-month program for Latina women first, and then a 3-week program for Latino senior citizens later in the year. She does not have a staff person working on her program, but she does have two volunteers from the same community where they are recruiting.

### Recruitment plan:

1. Lila and her team decide to focus on recruiting Latina women for now. At the same time, they will put out some feelers about where to find Latino senior citizens.
2. The team has 1½ months to recruit. Lila sets up a timeline that includes dates when she and her volunteers will make announcements or give presentations, do outreach, put up flyers, and post announcements and updates on Facebook.
3. Lila asks her volunteers to identify sites where they will go to recruit people for the program.
4. Lila contacts Pastor Rodriguez to see if he will let her make regular announcements after Sunday service. He agrees. Lila's volunteers will also make announcements at parent-teacher association meetings, neighborhood alliance meetings, and Head Start parent meetings.
5. Lila asks Delma Rios, a community health worker who works for another agency and has taught heart health sessions in the past, if she has anyone to recommend. Lila also asks her for some recruiting tips.
6. Lila makes an announcement at the clinic's staff meeting where she asks the receptionists, nurses, social workers, lab technicians, and providers to mention the program to patients. She posts flyers around the clinic and asks the front desk staff if she can put a sign-up sheet for the program where patients sign in.
7. Each week, Lila posts announcements about the program on her heart health Facebook account. Every day, she follows up with any posts that were made. *Note: Building a following on social media can take many months, so this must be done before using it as a tool to recruit.*

