Recruitment Strategy for <insert name of PFAC>

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| Logistics  * Timeline:   o Complete by <insert date>   * Recruitment Strategy:   + All contribute * Selection Committee:   + <insert names> * Process (as per TOR)   + Short list; Meet and Greet; Submit proposed list for approval; Audit; Orientate; Join | Phase I Plan  * Reach out to patient partners in local engagements  Phase II  * Patient Voices Network (PVN) * Volunteer Resources * Local Networks * Review list below for options  Phase III Plan  * Posters (Community Posting Boards) * Media (internal)   + External webpage (and social media calendar)   + Other communication channels  Phase IV Plan  * Media (external):   + Newspaper pitch   + Radio | Goals  * How many new members?   o <insert number>   * Target Population:   + <insert list> * Experiences of new members:   + <insert list> |
| Recruitment Material  * Poster * Patient Voices Network Request | Next Steps  * Individual check-in with current members to asses their term * Selection Committee:   + review and approve meet and greet conversation guide   + identify dates for meet and greets   + review the list of patient partners who express interest |
| Key Partners  * Internal   + Volunteer Resources * External:   + Patient Voices Network (PVN)   + Community Organizations |

**Recruitment Ideas:**

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| Pharmacy Partners - Posters |
| Connecting in-person at local community gathering places |
| Health education programs at [S.U.C.C.E.S.S. | Social Service Agency in British Columbia, Canada (successbc.ca)](https://successbc.ca/) and [MOSAIC | Settlement and Employment Services for Newcomers (mosaicbc.org)](https://mosaicbc.org/) |
| [DIVERSEcity Community Resources Society (dcrs.ca)](https://www.dcrs.ca/) |
| Connect in-person in healthcare settings such as out patient clinics, pharmacies, lab |
| Partner with existing organizations related to chronic illness supports, disease specific groups, population specific organizations |
| Share recruitment material at with the people we serve - focus on those that are regularly using the healthcare system such as chemotherapy or dialysis |
| Create posters that represent the diverse population and in different languages |
| Social marketing such as community radio stations and local papers |
| Partner with groups within the organization such as population and public health, South Asian Health Institute, New Canadians Clinic |
| Distribute recruitment material with provincial partners (such as BC SPOR, BC Cancer, BC Renal, BC MHSUS, etc…) |
| Distribute recruitment material to Post-Secondary Institutions |
| Distribute recruitment material at local volunteer centres |

Ask patient partners to answer the following questions prior to meet and greets (i.e. RSVP questions):

* How does your health care experience relate to this opportunity? (no need to provide a lot of details)
* What does person-centred care mean to you?
* What contributions would you like to make as a member of <insert name of PFAC>?