

Recruiting & Retaining Facilitators Lay Leaders and Master Trainers for Self-Management Programs

- ✧ Recruiting and retaining individuals to serve as both Lay Leaders and Master Trainers for the Healthy Living program (i.e. CDSMP), is crucial to the success of the program.
- ✧ When we focus attention on **recruiting** individuals, we will:
 - Target those who are passionate about the program.
 - It is likely that we will identify a number of Lay Leaders through the workshops themselves. We encourage existing leaders and master trainers to take note of (and chat with, if appropriate) workshop participants who could make good Leaders.
 - We would like to recruit individuals who believe in the program, but more importantly, those who can truly be champions for it – spreading the word to other people, groups, and organizations.
 - Look for those who are seen as leaders in the community. People that others admire and respect.
 - Remind people what sets this program apart from others. Arizona is moving toward the adoption of more and more evidence-based programs. Healthy Living is being disseminated in communities in over half the states in the country. This program is truly supported on all levels – from local communities to the federal government.
 - Try to identify why a person would be willing to facilitate – what motivates this person to contribute his/her time – and then appeal to that interest.
 - Did he/she have success as a participant in the program?
 - Does he/she have a family member or friend who struggles with a chronic disease(s)?
 - Is he/she someone who has experience as a local leader or held a position in public health or educational settings
 - Reinforce to potential leaders that they have a stake in upgrading or maintaining their community. The health and wellbeing of the people in the community impact the community's resources. If people are sick or have limited abilities to contribute to the community, they are likely to draw down health care and supportive resources. On the other hand, if they are healthy and active, they are better able to contribute to the needs of the community as a whole.
 - Create “job” descriptions and memos of agreement/understanding. Screen potential Leaders – just because they are interested in volunteering as a lay leader or master trainer doesn't mean that they are necessarily right for the job.
 - Clearly define expectations
 - Explain training requirements
 - Define the benefits that they will receive

- Reach out for demographic diversity. We are targeting minority, rural, and hard-to-reach populations, men as well as women. We need to make sure that audience will identify with the Healthy Living Leaders.
- Prepare existing leaders to recruit future leaders. We will communicate our leadership needs to current leaders and encourage them to proactively identify others who might be interested.
- **While we build our pool of leaders, we will take the following steps to ensure that we retain them:**
 - Work to build and motivate a sense of camaraderie among the leaders. Annual leadership appreciation parties have worked well for other states implementing evidence-based programs, and some states have held semi-annual or quarterly conference calls or meetings to give leaders a chance to share their experience and learn from their peers.
 - Ensure that the leaders are not over burdened with extra tasks. Leaders should just be responsible for leading the workshop – as scripted – and ensuring that all sessions goes smoothly. Leaders should not be responsible for finding sites for workshops or marketing the workshops unless they are interested in those aspects and eager to help.
 - Keep direct lines of communication open at all times. Those who are responsible for organizing the leaders – most likely an agency/organization Program Coordinator, the Regional Coordinators – will ensure that they are responsive to phone calls and emails from all leaders. We will also ensure that the leaders are well informed of developments related to Healthy Living.
 - Check in with the leaders on a regular basis to see how things are going and make any adjustments that might need to be made so that their facilitating experience is a happy one.
 - Ask them for their feedback – encourage them to share what they know. They **KNOW** their community!
 - Make them feel “at home” in the organization – provide a sense of community within the community. We will work hard to make sure that lay leaders are not isolated from the staff.
 - Identify different options for contributions in case they don’t like being a Lay Leader. We don’t want to lose good people just because they don’t want to be, or aren’t suited to being, Lay Leaders. Their passion can still be put to use, and we’ll work to find other tasks they may be interested in taking on.
 - Encourage a regular schedule – one that isn’t too ambitious so we can avoid volunteer burnout. Example: Lead one workshop every 6 - 8 months.

Adapted from North Carolina, Living Healthy Program