



## **TIPS FOR RECRUITING PATIENTS AND FAMILIES TO SERVE IN ADVISORY ROLES**

- Ask other patients and families who are already involved if they have a friend who might be interested in participating.
- Ask providers to identify patients and families.
- Contact patient or family networks, support groups, or advocacy organizations.
- Post notices in appropriate languages on bulletin boards in reception areas in clinics and in hospital emergency rooms.
- Post notices in appropriate languages on bulletin boards at educational, recreational, and social service programs, clinics serving patients and families.
- Include information about opportunities for patients and families to participate as advisors in the program's or hospital's consumer satisfaction surveys.
- Ask patients and families who participate in NICU and postpartum or other reunion gatherings.
- Create a web page for the Patient and Family Advisory Council to include recruitment information on the site. Link with other relevant web sites in the community and encourage them to link with the council site.
- Develop radio and TV public service announcements in the language of the communities you are trying to reach.
- Place a story in community newspapers.
- Use "key informants"— people in the community who are knowledgeable about patients' and families' needs and are a link to other patient and family groups.
- Ask community and church leaders.
- Send notices to social and cultural clubs in the community.
- Place posters in community locations— at large employers, churches, housing projects, clinics, gas stations, social service agencies, and kindergarten registration.
- Send a letter home with school children.

Adapted from Jeppson, E. & Thomas, J. (1994). *Essential Allies: Families as Advisors*. Institute for Patient- and Family-Centered Care, Bethesda, MD.