

## Ideas for Recruiting CDSMP Workshop Participants

When beginning to recruit participants to your CDSMP workshops, one of the key things to keep in mind is “list building.” When you begin to market the program, you are likely to get people who are curious and call to obtain more information, but may not be quite ready to sign up for a workshop. Capture their contact information anyway! Building a database of people who express even the slightest bit of interest will help you down the line when you market future workshops. Even though they aren’t quite ready to sign up on the spot, they may be ready in a month or two.

Below are some additional tips for when, where, and how to recruit participants to your CDSMP workshops. Using a variety of methods will help you reach a greater number, and more diverse audiences. No matter what ideas you decide to try, it’s a good idea to track referral sources of workshop participants. This will help you determine some of your most effective recruitment strategies.

- Include an announcement in your organization's publications as well as in local agency newsletters, community newspapers, radio, senior magazines, etc.
- Inform and invite people who have signed up for other programs in the past.
- Include an invitation with appointment slips that are sent out by physicians’ offices.
- Try web site publicity. More and more older adults have access to, and are using the internet.
- Put flyers or brochures in pharmacies, labs and clinics. Send them to people identified as having certain chronic conditions.
- Advertise to people in other health education classes, including classes sponsored by other organizations.
- Work with voluntary health agencies in your area.
- Talk to support groups in hospitals and throughout the community.
- Talk to local pharmacists in and out of your organization. They often counsel many people and might be willing to recommend the program.
- Publicize in senior centers, community centers, and other places (e.g. YMCAs) where older adults are served. (You might even offer workshops at these centers.)
- Publicize in local churches, maybe in bulletins or announcements after services. (Churches are also great places to offer workshops!)
- Put flyers on exam room doors and brochures in waiting areas at various health care offices (including OT and PT offices).
- Contact and invite patients on the hospital discharge list, hospital auxiliaries or consortiums.
- Work with home health agencies.

- Get the word out by email to your entire organization and partner organizations. Work-of-mouth is a great way to reach people!
- Hospital discharge planners that meet with all patients can give the patient/family a brochure or flyer with dates/locations of *Living Healthy* workshops. (They also usually do follow-up calls once the patients are home.)
- Utilize care managers to provide information to families / patients
- Utilize social workers in the ED. Patients that are chronic users, or with chronic conditions are provided a flyer or brochure.
- Pass out flyers for church bulletin boards, and visit to see if you can do a special workshop for them in their facility as well.
- Put flyers up on community boards, activity centers, senior centers, fitness centers, Wellness centers, health food / product centers, etc.
- Advertise in quarterly hospital newspapers, in the community education calendar, as well as in local papers that have community education calendars

### **Ideas for Encouraging Physician Referrals**

- Ask current program participants who their primary care physicians are, and make note of those physicians who work with a number of the participants. They are potential champions and good sources of future program referrals
- Talk to health education advisors/chiefs, nurse practitioners, and physician office staff.
- Identify and talk with someone who has a reputation as being a physician champion (hopefully a Geriatrician) at regional or local medical centers.
- Organize a steering committee to spearhead publicity.
- Publish research results and program information in publications that get distributed to local physicians.
- Talk to physicians in specialties, e.g., pulmonary medicine, rheumatology, cardiology.
- Get active support from specialty committees such as those dealing with chronic disease management.
- Incorporate into service lines.
- Work with mental health providers, who are very good sources for referrals.
- Send email to physicians, talk directly with chiefs about ideas for contacting the department physicians. Try to get on the agenda for new physician orientations.
- Track referrals and call to thank MD for frequent referrals.
- Create a letter that workshop “graduates” can take with them to their next medical appointment, which will let their provider know they have participated in the CDSMP workshop.