

## Chapter II: REACH— Participating in WISEWOMAN



### Notable Quote

From a WISEWOMAN participant

“I take handouts [brochures] to women about the program to help **encourage others to come.**”

### WHAT IS REACH?

In the RE-AIM framework, the dimension of REACH focuses on the process of recruiting and engaging women in WISEWOMAN using strategies that are culturally appropriate for the women served.

### WHAT TYPES OF PRACTICES ARE INCLUDED IN REACH?

The process of developing strategies to reach eligible women is critical to the success of all WISEWOMAN projects. All women who participate in WISEWOMAN must also participate in BCCEDP. REACH strategies broadly cluster into two categories: *inreach*, or strategies targeted to women already enrolled in BCCEDP, and *outreach*, or strategies to engage new women in WISEWOMAN and BCCEDP.

It is primarily the responsibility of local sites to successfully reach women; however, state and tribal projects may assist local sites by developing standardized materials and branding the program with a name or logo. Local sites reach eligible women by using a variety of collaborative, active, and informal strategies and by targeting certain ethnic groups using culturally appropriate strategies. Sites often work collaboratively with BCCEDP staff to recruit women who are new to both programs. They also employ active strategies to engage women, such as face-to-face recruitment, and informal strategies, such as word of mouth. Assigning appropriate staff to conduct recruitment activities is the key to success in reaching eligible women.

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## SNAPSHOTS OF REACH PRACTICES FROM SELECTED PROJECTS

	Project-Level Practice	Local-Level Practice	Page Described	Tool Included on Page
<b>IDENTIFYING THE WISEWOMAN PROGRAM IN A CONSISTENT MANNER</b>				
1. Develop standardized materials for local sites to use	✓		12	A.2-A.5
2. Brand the program with a logo or name	✓		13	
<b>RECRUITING AND ENGAGING WOMEN</b>				
3. Use multiple recruitment strategies to engage women		✓	14	
4. Work with BCCEDP to recruit new WISEWOMAN participants		✓	15	
4A. Employ a joint WISEWOMAN and BCCEDP coordinator		✓	15	
5. Engage in active recruitment of new participants		✓	16	
6. Conduct face-to-face recruitment with women		✓	17	
6A. Approach women waiting for other appointments in the same clinic or hospital and attempt to recruit them if they are eligible		✓	17	
6B. Offer incentives to engage women in conversation about the program		✓	17	
7. Be an active member of the clinic or hospital in which your program operates to encourage other providers to refer women to WISEWOMAN		✓	18	
8. Develop relationships with providers external to the clinic or hospital in which you operate, educate the providers and their staff about WISEWOMAN, and encourage referrals		✓	19	
9. Target appropriate community organizations, educate the organizations about WISEWOMAN, and encourage the organizations to refer women to the program		✓	19	
10. Engage in informal recruitment of new participants		✓	21	
10A. Use word of mouth as a recruitment strategy by encouraging participants to discuss WISEWOMAN with other women		✓	21	
11. Invite families to selected WISEWOMAN activities		✓	22	
<b>IDENTIFYING APPROPRIATE STAFF</b>				
12. Identify staff who are an appropriate fit to conduct outreach and recruitment activities		✓	23	

	Project- Level Practice	Local- Level Practice	Page Described	Tool Included on Page
12A. Use outreach staff with strong interpersonal skills		✓	23	
12B. Use the same WISEWOMAN staff to recruit women and provide the lifestyle intervention so that the women recognize familiar faces		✓	23	

## DETAILS OF REACH PRACTICES FROM SELECTED PROJECTS

### IDENTIFYING THE WISEWOMAN PROGRAM IN A CONSISTENT MANNER

<b>Practice(s)</b>	1. Develop standardized materials for local sites to use (Project)	
<b>Description</b>	<p>Developing materials at the project level ensures that the description of the program and its services are consistent and accurate. This practice also reduces the burden on local sites to develop their own materials.</p> <p>Several projects have developed standardized materials for local sites to use for outreach and recruitment. The materials include brochures and posters that are colorful and represent the diverse women served by the program.</p>	
<b>Examples from the Field</b>	<p>The Nebraska WISEWOMAN program Every Woman Matters created three brochures for local sites that present the same information in different languages (English, Spanish, and Vietnamese). Photographs of women used in each brochure represent the racial and ethnic backgrounds of the population targeted by the brochure.</p> <p> Samples of Nebraska's brochure are included in the appendix on page A.2</p>	
<b>Things to Consider</b>	Staff Level of Effort:	Materials development can be time consuming for staff, as they must ensure that the printed messages are accurate, identify appropriate photographic images to include, and, often, obtain publication clearance from the state or tribe.
	Other Considerations:	To develop standard materials for local sites, projects might take responsibility for printing the materials and obtaining rights to images included in the materials.
	Staff Skill Level and Training:	Understanding how to market a program is beneficial when developing materials, as is understanding the process and requirements to publish materials in your state or tribal organization. If staff do not have these skills, training could be beneficial.
	Cultural Adaptability:	Projects can develop materials that reflect the women served in a variety of ways. One brochure could include images of diverse women or, as in the Nebraska example, multiple brochures can be developed for targeted groups.
<b>Contact Information</b>	Every Woman Matters, Nebraska WISEWOMAN Project Phone: 1-800-532-2227	

## IDENTIFYING THE WISEWOMAN PROGRAM IN A CONSISTENT MANNER

<b>Practice(s)</b>	2. Brand the program with a logo or name (Project)	
<b>Description</b>	To increase recognition of a program within a state or tribal area, several projects have branded their program with a logo or name. Logos are used on all printed letters, forms, documents, and incentives to help create an association between a symbol and program services. Logos promote quick identification of the program throughout the communities where they are used. Program names have been developed and marketed to women and their broader communities. Some projects use the name to identify both the WISEWOMAN and BCCED programs so that the programs are viewed as one seamless program. Some projects also market their program using only the WISEWOMAN name. When branding through a name, projects should consider incorporating “WISEWOMAN” into the name.	
<b>Examples from the Field</b>	The project in Southeast Alaska, SEARHC, developed a logo to consistently identify its program. SEARHC also used the WISEWOMAN name to brand its program. Projects that developed a program name were Nebraska (Every Woman Matters) and Massachusetts (Women’s Health Network).	
<b>Things to Consider</b>	Staff Level of Effort:	When developing a logo or name, staff will spend time brainstorming and researching potential names or logos and, ideally, engaging in a collaborative process to ensure that the logo or name is acceptable to community members.
	Other Considerations:	Developing a program logo or name can involve contracting out for logo design or a trademark.
	Staff Skill Level and Training:	If the logo or name is developed in house, creative staff are needed. If legal action is required to trademark the logo, staff would benefit from training or experience in this area.
	Cultural Adaptability:	While developing the logo or name, staff should consider both the cultural adaptability and acceptability of the name or logo to ensure that they will be appropriate for the women served. For example, the SEARHC WISEWOMAN project contracted with a local artist to develop a Tlingit design for its logo to represent the cultural heritage of many of the women enrolled in the program.
<b>Contact Information</b>	<p>SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)</p> <p>Every Woman Matters, Nebraska WISEWOMAN Project Phone: 1-800-532-2227</p> <p>Women’s Health Network, Massachusetts WISEWOMAN Project Phone: 617-624-5434</p>	

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	3. Use multiple recruitment strategies to engage women (Local)	
<b>Description</b>	<p>Encouraging staff to use multiple recruitment strategies allows tailoring of strategies to match the diversity of the women who are being recruited. The multiple strategies described in this chapter fall into three categories: (1) partnerships with local BCCEDP staff, (2) active recruitment strategies, and (3) informal approaches. Approaching women in a clinic waiting room and describing the program is an example of an active recruitment strategy. Posting flyers in a local supermarket is an example of a passive recruitment strategy.</p> <p><i>A woman shared that, “The doctor told me I qualified for WISEWOMAN. I had not noticed the program before .... Now I see it everywhere. I was so relieved to learn that this program will take care of me.”</i></p>	
<b>Examples from the Field</b>	<p>The WISEWOMAN program in Plymouth, Massachusetts, used a wide variety of strategies to recruit and engage women. These included combinations of partnerships with BCCEDP, active recruitment strategies, and informal approaches. Plymouth employed a joint coordinator and staff for WISEWOMAN and BCCEDP, thus facilitating a strong partnership between the programs. In addition, staff actively recruited new women by cultivating relationships with local providers who were both internal and external to the hospital where the WISEWOMAN program operated to encourage referrals. To promote informal recruitment, the site encouraged women to spread the word about the program to other potentially eligible women in the community.</p>	
<b>Things to Consider</b>	Staff Level of Effort:	<p>Developing and implementing multiple strategies to engage women that are both complementary in design and multifaceted in emphasis can be time consuming for staff. Initially, staff will spend time developing recruitment strategies that best meet the local site’s requirements. On an ongoing basis, staff will spend time assessing whether the recruitment strategies achieve the identified recruitment goals and revise the approaches if needed.</p>
	Other Considerations:	<p>Each type of recruitment strategy will present unique considerations. For example, partnerships require identification of appropriate organizations for partnering, whereas informal approaches might require individualized tailoring.</p>
	Staff Skill Level and Training:	<p>The process of developing and implementing a multi-pronged recruitment approach requires staff to understand contextual factors, such as the target population, feasible strategies in the community, and community resources. Staff might benefit from training on the research and available practice-based evidence related to recruiting women into public health and other social service interventions.</p>
	Cultural Adaptability:	<p>By using multiple strategies, staff can include approaches that appropriately target specific ethnic groups in the area.</p>
<b>Contact Information</b>	<p>Women’s Health Network, Massachusetts WISEWOMAN Project Phone: 617-624-5434</p>	

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	4. Work with BCCEDP to recruit new WISEWOMAN participants (Local) 4A. Employ a joint WISEWOMAN and BCCEDP coordinator (Local)	
<b>Description</b>	According to legislation, all WISEWOMAN enrollees must participate in BCCEDP. It is therefore beneficial for local WISEWOMAN programs to develop relationships with BCCEDP for recruiting new enrollees to ensure that women participate in both programs. A specific recruitment strategy to employ when working with BCCEDP is to assign a joint program coordinator. This sets the stage for efficiently integrating the programs. In situations where the programs are quite large and it is too burdensome for a single staff member to coordinate both WISEWOMAN and BCCEDP, program coordinators can work together to ensure that recruitment occurs in an integrated manner. This could include presenting WISEWOMAN and BCCEDP as one program, discussing both programs with women during face-to-face outreach regardless of which program is conducting the outreach, or organizing joint marketing efforts for both programs.	
<b>Examples from the Field</b>	A joint coordinator can work in a variety of program arrangements. Programs that are integrated at the project level, such as in Massachusetts and Nebraska, naturally lend themselves to a joint BCCEDP-WISEWOMAN coordinator arrangement at the local level. Joint coordinators can also be used in projects that encourage WISEWOMAN and BCCEDP to operate more independently, such as the North Carolina and Michigan public health departments and SEARHC clinics.	
<b>Things to Consider</b>	Staff Level of Effort:	Staff will spend time ensuring that WISEWOMAN and BCCEDP work together when recruiting women. The required staff time depends on whether or not the local site employs one coordinator for both programs. When one coordinator is employed, the staff person is more familiar with the requirements and services of each program and can employ joint recruitment strategies from the start. When the programs have separate coordinators, each coordinator will invest time in joint recruitment efforts.
	Other Considerations:	Additional considerations are not anticipated.
	Staff Skill Level and Training:	Local sites might seek a joint coordinator with knowledge of cardiovascular disease and breast and cervical cancer. The coordinator might require training for both programs.
	Cultural Adaptability:	N/A
<b>Contact Information</b>	Every Woman Matters, Nebraska WISEWOMAN Project Phone: 1-800-532-2227  Women's Health Network, Massachusetts WISEWOMAN Project Phone: 617-624-5434	Michigan WISEWOMAN Project Phone: 517-335-1178  SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)  North Carolina WISEWOMAN Project Phone: 919-707-5301

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	5. Engage in active recruitment of new participants (Local)
<b>Description</b>	<p>Active recruitment of new WISEWOMAN participants entails targeted and purposeful efforts that are specifically aimed at engaging women in the program. Strategies are probably specific to a local community and depend on the available resources and potential partnerships. When engaging in active recruitment, local staff begin by identifying appropriate avenues for targeted efforts.</p> <p>Potential active strategies include direct involvement with women through face-to-face outreach activities and targeted efforts to solicit referrals from health providers or community organizations.</p> <p>High-performing sites used more than one active recruitment strategy, which increased the likelihood that a sufficient number of women were engaged. These sites also applied strategies consistently over time. Six specific strategies are described in the following tables to illustrate identified best practices in active recruitment:</p> <ul style="list-style-type: none"> <li>6. Conduct face-to-face recruitment with women <ul style="list-style-type: none"> <li>6A. Approach women waiting for other appointments in the same clinic or hospital and attempt to recruit them if they are eligible</li> <li>6B. Offer incentives to engage women in conversation about the program</li> </ul> </li> <li>7. Be an active member of the clinic or hospital in which your program operates to encourage other providers to refer women to WISEWOMAN</li> <li>8. Develop relationships with providers external to the clinic or hospital in which you operate; educate the provider and its staff about WISEWOMAN and encourage referrals</li> <li>9. Target appropriate community organizations, educate the organizations about WISEWOMAN, and encourage referrals</li> </ul>
<b>Examples from the Field</b>	Examples from the field of best practices in active recruitment are described in the tables for practices 6–9.
<b>Things to Consider</b>	Things to consider for best practices in active recruitment are described in the tables for practices 6–9.
<b>Contact Information</b>	Contact information for best practices in active recruitment is provided in the tables for practices 6–9.

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	<p>6. Conduct face-to-face recruitment with women (Local)</p> <p>6A. Approach women waiting for other appointments in the same clinic or hospital and attempt to recruit them if they are eligible (Local)</p> <p>6B. Offer incentives to engage women in conversation about the program (Local)</p>	
<b>Description</b>	<p>Using the active outreach strategy of targeted face-to-face recruitment allows staff to engage women and begin developing relationships with them. During these encounters, staff can provide brief or detailed program information, depending on the length of the encounter and each woman's interest.</p> <p>A local staff member stated, <i>"You must be everywhere ... helping people out."</i></p>	
<b>Examples from the Field</b>	<p>Two examples of local sites that used the face-to-face approach to recruit women are the WISEWOMAN programs at the SEARHC clinic in Juneau, Alaska, and the Cumberland County Health Department in Fayetteville, North Carolina.</p> <p>The Alaska site conducted monthly "lobby events" in the clinic in which it operates. These events provided women with the opportunity to participate in a heart-healthy activity, such as a tasting low-sugar food. The events encouraged women to sample activities related to program goals and were used to distribute program information and recruit new participants. They also increased clinic staff's awareness of the program, which aided in recruitment.</p> <p>The North Carolina site conducted face-to-face inreach by speaking with women while they were waiting for BCCEDP or other appointments at the health department. During these encounters, staff described the program and provided program brochures. In addition, staff distributed a small incentive, such as a heart-healthy snack, to encourage the women to engage in conversation. Interested women were able to enroll in WISEWOMAN and potentially complete the initial screening on the spot.</p>	
<b>Things to Consider</b>	Staff Level of Effort:	Completing face-to-face recruitment can be time consuming for staff but might be an efficient use of resources if the activity leads to the recruitment of a large number of eligible women.
	Other Considerations:	Materials and supplies, such as food and brochures, might be needed for lobby events.
	Staff Skill Level and Training:	Staff must have organizational skills to plan and manage events and be knowledgeable about the topics they discuss with women. They must also be familiar with WISEWOMAN services to provide a detailed description of the program and answer questions. Furthermore, staff must be approachable to be effective in face-to-face outreach.
	Cultural Adaptability:	Face-to-face contact affords staff the opportunity to conduct more tailored instruction that could be adapted in a culturally appropriate manner.
<b>Related Practices</b>	<p>Chapter III, Effectiveness, Practice #22</p> <p>Chapter VI, Maintenance, Practice #2</p> <p>Chapter VI, Maintenance, Practice #10</p>	
<b>Contact Information</b>	SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)	North Carolina WISEWOMAN Project Phone: 919-707-5301

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	7. Be an active member of the clinic or hospital in which your program operates to encourage other providers to refer women to WISEWOMAN (Local)	
<b>Description</b>	Serving as an active member of the clinic or hospital in which WISEWOMAN operates is a strategy to increase the visibility of WISEWOMAN within the clinic or hospital. It also helps to build relationships between the WISEWOMAN program and other programs and providers and encourages other providers to refer eligible women for services. When applying this strategy, high-performing sites attended clinician meetings to educate staff about the program and regularly participated in clinic activities.	
<b>Examples from the Field</b>	Two examples of local sites with staff who were active members of the hospital or clinic were Jordan Hospital in Plymouth, Massachusetts, and the SEARHC clinic in Haines, Alaska. At Jordan Hospital, both the program coordinator and risk reduction educator worked at the hospital for other providers prior to working for WISEWOMAN. They maintained their close relationships with providers at the hospital to encourage referrals to the WISEWOMAN program. In Haines, Alaska, the program coordinator participated in health fairs at the clinic and throughout the region, using these as opportunities to interact with other clinic staff and increase the visibility of WISEWOMAN.	
<b>Things to Consider</b>	Staff Level of Effort:	Staff will spend a considerable amount of time participating in activities in the clinic or hospital. These activities might appear to be outside of typical WISEWOMAN responsibilities, but they cultivate rich referral sources.
	Other Considerations:	Additional considerations are not anticipated.
	Staff Skill Level and Training:	The ability to quickly recognize opportunities to promote WISEWOMAN will be beneficial for staff. In addition, staff will benefit from the ability to develop and maintain collaborative relationships with colleagues.
	Cultural Adaptability:	N/A
<b>Related Practices</b>	Chapter II, Reach, Practice #8 Chapter II, Reach, Practice #9 Chapter V, Implementation, Practice #7 Chapter V, Implementation, Practice #8 Chapter VI, Maintenance, Practice #16A/B	
<b>Contact Information</b>	Women's Health Network, Massachusetts WISEWOMAN Project Phone: 617-624-5434  SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)	

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	<p>8. Develop relationships with providers external to the clinic or hospital in which you operate, educate the providers and their staff about WISEWOMAN, and encourage referrals (Local)</p> <p>[Practice #8 also applies to the dimension of Adoption, Chapter IV.]</p> <p>9. Target appropriate community organizations, educate the organizations about WISEWOMAN, and encourage the organizations to refer women to the program (Local)</p>				
<b>Description</b>	<p>Identifying appropriate referral sources in the community assists the local site in recruiting new participants. Sources can include providers external to the clinic or hospital and community organizations that serve the eligible population. Regardless of the source, local WISEWOMAN staff in high-performing sites proactively cultivated relationships. They also educated the full staff (such as doctors, nurses, and receptionists) about the program, including eligibility requirements and services provided, and gave appropriate assistance to ensure that the referral process was as burden free for the woman as possible.</p> <p>One site developed a relationship with a provider who posted flyers about WISEWOMAN in the office. A woman described what happened when she saw the flyer: <i>“At the doctor’s office, I saw a flyer for WISEWOMAN. I asked the doctor about it; at that time I was paying for the exams but couldn’t really afford them. The doctor said that WISEWOMAN would help in paying for the exams.”</i></p>				
<b>Examples from the Field</b>	<p>The WISEWOMAN program at Mary Lane Hospital in Ware, Massachusetts, provides an example of how a local site might implement these practices. The program coordinator in Ware met with area doctors and their staff to educate them about WISEWOMAN and its services. Additionally, the program coordinator identified local organizations, such as the senior center, for referrals. Building relationships with local providers and organizations took time and required multiple face-to-face meetings to ensure staff understood the program and the desired referral process. To ensure that the referral process was simple, the program coordinator provided referral packets to providers and the organizations that described available services.</p>				
<b>Things to Consider</b>	<table border="0"> <tr> <td style="vertical-align: top;">Staff Level of Effort:</td> <td>Staff might spend a considerable amount of time developing relationships with providers or community organizations that are external to the local site. Staff time will be needed to (1) identify potential providers or organizations, (2) develop materials for distribution, (3) cultivate relationships, (4) educate providers and organization staff on WISEWOMAN and the requested referral procedures, and (5) follow up with providers and organizations to promote incoming referrals on an ongoing basis.</td> </tr> <tr> <td style="vertical-align: top;">Other Considerations:</td> <td>Depending on the requested referral approach, local sites might need to print materials, compile referral packets, or travel to providers or community organizations.</td> </tr> </table>	Staff Level of Effort:	Staff might spend a considerable amount of time developing relationships with providers or community organizations that are external to the local site. Staff time will be needed to (1) identify potential providers or organizations, (2) develop materials for distribution, (3) cultivate relationships, (4) educate providers and organization staff on WISEWOMAN and the requested referral procedures, and (5) follow up with providers and organizations to promote incoming referrals on an ongoing basis.	Other Considerations:	Depending on the requested referral approach, local sites might need to print materials, compile referral packets, or travel to providers or community organizations.
Staff Level of Effort:	Staff might spend a considerable amount of time developing relationships with providers or community organizations that are external to the local site. Staff time will be needed to (1) identify potential providers or organizations, (2) develop materials for distribution, (3) cultivate relationships, (4) educate providers and organization staff on WISEWOMAN and the requested referral procedures, and (5) follow up with providers and organizations to promote incoming referrals on an ongoing basis.				
Other Considerations:	Depending on the requested referral approach, local sites might need to print materials, compile referral packets, or travel to providers or community organizations.				

Staff Skill Level and Training:	Staff will need to feel comfortable contacting providers and organizations with which they might not have established relationships. In addition, staff will need communication skills to be able to succinctly describe WISEWOMAN and its services as well as to explain why referring eligible women to WISEWOMAN is beneficial to both providers and patients.
Cultural Adaptability:	Sites can seek out community organizations that serve targeted cultural and ethnic groups in the local area. When developing the referral process, sites might consider the cultural appropriateness of the strategy for reaching targeted women.
<b>Related Practices</b>	Chapter II, Reach, Practice #7 Chapter V, Implementation, Practice #7 Chapter V, Implementation, Practice #8 Chapter VI, Maintenance, Practice #16A/B
<b>Contact Information</b>	Women's Health Network, Massachusetts WISEWOMAN Project Phone: 617-624-5434

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	10. Engage in informal recruitment of new participants (Local) 10A. Use word of mouth as a recruitment strategy by encouraging participants to discuss WISEWOMAN with other women (Local)	
<b>Description</b>	<p>Informal recruitment of new WISEWOMAN participants entails encouraging the use of strategies that do not require extensive staff time or resources. Ideally, the strategies are simple and straightforward, such as using word of mouth. Employed strategies will likely be specific to a local community and the interests of the local staff. For example, informal strategies might work better in smaller, close-knit communities than in large, urban areas. Informal strategies have the potential to be fruitful referral sources when used in conjunction with other strategies.</p> <p>One participant shared that she heard of the program through a woman at church. The participant stated, <i>“She told me about it and encouraged me to go and it’s the best thing I did.”</i></p>	
<b>Examples from the Field</b>	<p>Staff at the Goldenrod Hills Community Action in Wisner, Nebraska, conducted outreach activities in a 14-county area for both WISEWOMAN and BCCEDP. Most of the areas were small rural farming communities. The site encouraged current participants to describe WISEWOMAN to other women who were potentially eligible for the program as a means of informal recruitment. The SEARHC programs in Alaska also used informal recruitment strategies by encouraging women to inform others about the program. In addition, the program distributed incentives to women to celebrate accomplished goals. The incentives included tote bags, towels, and jackets with the program name and logo. When women use these incentives in public, other women might be encouraged to inquire and learn about the program.</p>	
<b>Things to Consider</b>	Staff Level of Effort:	Limited staff time is anticipated to use informal strategies to recruit women. If informal strategies are selected by a local site, staff need to implement this practice consistently. For example, local sites might designate a particular encounter, such as the screening or lifestyle intervention, to encourage current participants to spread the word about WISEWOMAN.
	Other Considerations:	Local sites might provide program materials, such as brochures and incentives, with the name and logo to encourage women to promote WISEWOMAN through word of mouth.
	Staff Skill Level and Training:	Staff should feel comfortable encouraging women to engage in word-of-mouth recruitment for WISEWOMAN.
	Cultural Adaptability:	Understanding the cultural backgrounds of women will help staff tailor informal recruitment messages appropriately.
<b>Related Practices</b>	Chapter III, Effectiveness, Practice #22E	
<b>Contact Information</b>	Every Woman Matters, Nebraska WISEWOMAN Project Phone: 1-800-532-2227	SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)

## RECRUITING AND ENGAGING WOMEN

<b>Practice(s)</b>	11. Invite families to selected WISEWOMAN activities (Local) [Practice #11 also applies to the dimensions of Effectiveness, Chapter III, and Maintenance, Chapter VI.]	
<b>Description</b>	The support that family members offer can encourage otherwise hesitant women to attend WISEWOMAN activities and adopt a more heart-healthy lifestyle. Opening activities to family members and encouraging participants to attend events with family members might increase the program's reach, especially among culturally targeted groups that value a family approach to participation. In addition, it might be easier for women to attend events if their children can also attend. Emphasizing the family at program activities recognizes the possibility that the changes a woman adopts have an impact not only on the woman but also on her family.	
<b>Examples from the Field</b>	The WISEWOMAN program at the SEARHC clinic in Sitka, Alaska, encouraged women to attend activities with a family member. The program sponsored an open-swim session one evening a week, and the women were permitted to bring female children of any age and male children under the age of 12. The program also organized frequent educational opportunities focused on heart-healthy topics and encouraged women to bring their family members to these events.	
<b>Things to Consider</b>	Staff Level of Effort:	Opening activities to family members will not require significant staff time. Staff will already be spending time to prepare for the activity whether or not the women invite family members.
	Other Considerations:	The number of attendees participating in the activities will determine the types and quantity of resources needed to host the event. CDC WISEWOMAN funding cannot be used for family members, but projects or local sites may use funding from other sources.
	Staff Skill Level and Training:	Specific skills and training are not anticipated to use this practice.
	Cultural Adaptability:	The impetus of this practice is to recognize the importance of family in many cultures.
<b>Contact Information</b>	SEARHC WISEWOMAN Project Phone: 907-966-8710 (ask for WISEWOMAN Project Director)	

## IDENTIFYING APPROPRIATE STAFF

<b>Practice(s)</b>	<p>12. Identify staff who are an appropriate fit to conduct outreach and recruitment activities (Local)</p> <p>12A. Use outreach staff with strong interpersonal skills (Local)</p> <p>12B. Use the same WISEWOMAN staff to recruit women and provide the lifestyle intervention so that the women recognize familiar faces (Local)</p> <p>[Practice #12B also applies to the dimensions of Effectiveness, Chapter III, and Implementation, Chapter V.]</p>	
<b>Description</b>	<p>The staff conducting outreach activities are as important as the types of activities a local site offers. Staff who are outgoing and approachable will encourage a high level of comfort among the women being recruited. Ensuring staff continuity during the course of program services (recruitment, screening, and lifestyle intervention) provides women with familiar faces when receiving WISEWOMAN services.</p> <p>Women shared their experiences with staff working on WISEWOMAN: <i>“The program coordinator is a doll! She is concerned about you and shows she cares.” “She treats you like a human being!”</i></p>	
<b>Examples from the Field</b>	<p>The WISEWOMAN program at the Cumberland County Health Department in Fayetteville, North Carolina, provides an example of appropriate staff for outreach and recruitment activities. This site employed a part-time staff member who was primarily responsible for completing outreach activities. This staff member was a “people person” and much of her job entailed interacting with women. This staff member offered a consistent presence to women; she completed much of the initial engagement of women, was present at the lifestyle intervention session, and encouraged women to return for their evaluation screening 1 year after the initial screening through mail and telephone contact.</p>	
<b>Things to Consider</b>	Staff Level of Effort:	Staff responsible for hiring will prioritize candidates based on relevant personality traits for outreach, such as approachability. This might prolong the recruitment process.
	Other Considerations:	Additional considerations are not anticipated.
	Staff Skill Level and Training:	Staff will benefit from communication and interviewing skills when implementing these practices.
	Cultural Adaptability:	During staff recruitment, it is beneficial to consider candidates who are familiar with the cultural values of the women served.
<b>Related Practices</b>	<p>Chapter IV, Adoption, Practice #6</p> <p>Chapter V, Implementation, Practice #4</p>	
<b>Contact Information</b>	<p>North Carolina WISEWOMAN Project</p> <p>Phone: 919-707-5301</p>	

**ACTION CHECKLIST:  
REACH - Participating in WISEWOMAN**



	Is the Project or Site Interested in Adopting this Strategy?
<b>IDENTIFYING THE WISEWOMAN PROGRAM IN A CONSISTENT MANNER</b>	
1. Develop standardized materials for local sites to use	
2. Brand the program with a logo or name	
<b>RECRUITING AND ENGAGING WOMEN</b>	
3. Use multiple recruitment strategies to engage women	
4. Work with BCCEDP to recruit new WISEWOMAN participants	
4A. Employ a joint WISEWOMAN and BCCEDP coordinator	
5. Engage in active recruitment of new participants	
6. Conduct face-to-face recruitment with women	
6A. Approach women waiting for other appointments in the same clinic or hospital and attempt to recruit them if they are eligible	
6B. Offer incentives to engage women in conversation about the program	
7. Be an active member of the clinic or hospital in which your program operates to encourage other providers to refer women to WISEWOMAN	
8. Develop relationships with providers external to the clinic or hospital in which you operate, educate the providers and their staff about WISEWOMAN, and encourage referrals	
9. Target appropriate community organizations, educate the organizations about WISEWOMAN, and encourage the organizations to refer women to the program	
10. Engage in informal recruitment of new participants	
10A. Use word of mouth as a recruitment strategy by encouraging participants to discuss WISEWOMAN with other women	
11. Invite families to selected WISEWOMAN activities	
<b>IDENTIFYING APPROPRIATE STAFF</b>	
12. Identify staff who are an appropriate fit to conduct outreach and recruitment activities	

	Is the Project or Site Interested in Adopting this Strategy?
12A. Use outreach staff with strong interpersonal skills	
12B Use the same WISEWOMAN staff to recruit women and provide the lifestyle intervention so that the women recognize familiar faces	

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