



TIPS FOR RECRUITING PATIENTS AND FAMILIES TO SERVE IN ADVISORY ROLES

- Ask other patients and families who are already serving as advisors 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 community organizations.
- Post notices/brochures/posters in appropriate languages on bulletin boards in public spaces or electronic versions in kiosks/internal television channels in clinics and hospitals.
- Include information about opportunities for patients and families to participate as advisors with the clinic's or hospital's patient experience surveys.
- Ask patients and families who participate in NICU or other reunion events.
- Create a web page for the Patient and Family Advisory Program to include recruitment information on the site.
- Develop a short video about advisory opportunities and add to the organization's website and social media platforms.
- 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 priorities and are a connection to other patient and family groups.
- Ask community and church leaders.
- Present at organization-sponsored and/or community-sponsored health fairs.
- Place posters in community locations— at large employers, churches, libraries, clinics, social service agencies, and schools.

Adapted from Minniti, M. M., & Abraham, M. R. (2013). *Essential Allies—Patient, Resident, and Family Advisors: A Guide for Staff Liaisons*. Available from the Institute for Patient- and Family-Centered Care. (www.ipfcc.org)