Recruiting and Selecting:
Part 2

Society of Behavioral Medicine
April 27, 2011
Methods for identifying peer supporters

- Rosters
  - Clinics
  - Churches
- Referrals
  - Physician/health care provider
  - Community leaders
- Word of mouth
Methods for recruiting peer supporters

Passive
- Letters
  - Targeting motivations
- Flyers

Active
- Telephone calls
- Face-to-face
Methods for selecting peer supporters

- Application
- Resume
- Pre-screening
  - Availability at times anticipated

Interviews
- **Individual** interview: looking for ability to convey thoughts and ideas, be empathic, express ideas, and provide thoughtful responses
- **Group** interview: looking for communication “red flags”: being disrespectful, interrupting rudely, and passing judgment
Selecting peer supporters

• Personality characteristics
  – Leadership, well-respected, dependable

• Demographic characteristics
  – Gender
  – Age

• Health and Psychographic
  – With or without health condition?
  – Mastery versus coping?
Preparing for peer support training

- Obtaining informed consent
- Permissions to access sites, computers, equipment
- TB test
- Clearances
  - Fingerprinting
  - Drivers’ license and vehicle registration and insurance

Budget time accordingly!!
Puentes hacia una mejor vida/
Bridges to a better life
Puentes study

- Randomized controlled trial
  - 336 randomly sampled patients randomly assigned to *Puentes* vs. usual care
  - Evaluations conducted at baseline, and 6- and 12-mos post-baseline

- *Puentes* intervention
  - 12 months of peer support with at least 8 contacts during the first 6 months
  - Peer supporters are unpaid líderes
Puentes líder recruitment substudy

- Identified from graduates of a diabetes education program (i.e., a roster).
- Mailed a self- or community-oriented recruitment letter to see which would result in better recruitment rates (i.e., passive).

Hypotheses:

Volunteerism research would hypothesize that a self versus community-oriented letter would be associated with better recruitment rates.

Latino research would hypothesize that a community-oriented letter would appeal to the collectivistic orientation of Mexican immigrants/Mexican-Americans and thus result in better recruitment rates.
Self

As a member of our diabetes team, you will receive numerous benefits:
- A certificate in leadership
- Recognition from the chief executive officer of a clinic, a medical director, and the mayor of our community
- Letters of recommendation
- Training and a manual to become self-sufficient in managing your diabetes
- Praise and recognition for helping people with diabetes in your community

Community

As a member of our diabetes team, you will:
- Help individuals and their families manage their diabetes
- Create a network of support in your community for people with diabetes
- Be part of a team that is ready to tackle the barriers that people with diabetes face
- Advocate for attention and resources to control the negative effects of diabetes
- Have the satisfaction of doing good deeds
**Líder recruitment rates**

Few people responded to the letter: 728 sent were sent and 57 (8%) were screened. Even fewer enrolled 7 (1%).

Turned to active recruitment including telephone calls and face-to-face by promotor coordinator, plus referrals from providers.

<table>
<thead>
<tr>
<th></th>
<th>Brawley</th>
<th>Calexico</th>
<th>El Centro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter mailed</td>
<td>403</td>
<td>84</td>
<td>241</td>
</tr>
<tr>
<td>Screened</td>
<td>21</td>
<td>0</td>
<td>36</td>
</tr>
<tr>
<td>Interviewed</td>
<td>6</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Active</td>
<td>4</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Active recruitment</td>
<td>7</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Screened</td>
<td>7</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Interviewed</td>
<td>7</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Active</td>
<td>5</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Total to-date</td>
<td>9</td>
<td>10</td>
<td>7</td>
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Recruitment rates did not differ by message type.
Selecting líderes

1. Complete application and turn in with resume
2. Given a fact sheet with more information on program commitments
3. Participate in a face-to-face group interview with the field coordinator, project manager, and Director of Programs at the clinic.
Qualities of a líder

- Good communication skills
  - Empathetic
  - Non-judgmental
- Interest in serving the community
- Experience with diabetes

Possible red flags!
- Strong opinions about diabetes management
- Over-committed
Who we recruited

<table>
<thead>
<tr>
<th>Líderes</th>
<th>N=34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>44 (SD=9)</td>
</tr>
<tr>
<td>Foreign born (in Mexico)</td>
<td>82% (28)</td>
</tr>
<tr>
<td>Married or living as married</td>
<td>79% (27)</td>
</tr>
<tr>
<td>Employed full or part-time</td>
<td>53% (18)</td>
</tr>
<tr>
<td>High school educated</td>
<td>59% (20)</td>
</tr>
<tr>
<td>Good to excellent health</td>
<td>76% (26)</td>
</tr>
<tr>
<td>Other volunteer activities</td>
<td>38% (13)</td>
</tr>
</tbody>
</table>

• Motivations for volunteering…. 
<table>
<thead>
<tr>
<th><strong>N=34 to-date</strong></th>
<th><strong>Mean (SD)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering lets me learn things through direct, hands on experience.</td>
<td>6.44 (.61)</td>
</tr>
<tr>
<td>I feel it is important to help others.</td>
<td>6.50 (.56)</td>
</tr>
<tr>
<td>I can learn more about the cause for which I am working.</td>
<td>6.29 (.68)</td>
</tr>
<tr>
<td>I can do something for a cause that is important to me.</td>
<td>6.26 (.71)</td>
</tr>
<tr>
<td>I can explore my own strengths through volunteering.</td>
<td>6.00 (.82)</td>
</tr>
</tbody>
</table>

1=not at all important to 7=extremely important

<table>
<thead>
<tr>
<th><strong>Mean (SD)</strong></th>
</tr>
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<tbody>
<tr>
<td>My friends volunteer</td>
</tr>
<tr>
<td>Volunteering will helps me work through my own personal problems.</td>
</tr>
<tr>
<td>Doing volunteer work relieves me of some of the guilt over being more fortunate than others</td>
</tr>
<tr>
<td>By volunteering I feel less lonely.</td>
</tr>
<tr>
<td>Volunteering is a good escape from my own troubles.</td>
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</table>
What we still need to know

• Active recruitment more effective strategy. Should we ‘hand-pick’ individuals who might be good leaders?

• *Líder* roles may be central to their retention
  – Despite their being volunteers, should we equip them with more information? More skills?

• Volunteerism is alive and well in the U.S. Latino community despite what the evidence suggests.
  – How can we better capture their contributions?
Activity

• What methods have you used to identify peer supporters
  – Active?
  – Passive?

• Identify the most important quality you seek in a peer supporter.
  – What methods would you use to assess this quality?

• Identify at least one red flag you have observed in your work with peer supporters.
  • What methods would you use to assess this quality?