

Recruiting and Selecting: Part 2

Society of Behavioral Medicine

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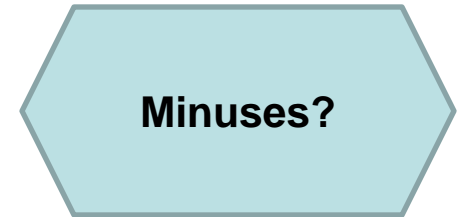


Peers for Progress

Peer Support Around the World | DIABETES

Methods for **identifying** peer supporters

- Rosters
 - Clinics
 - Churches
- Referrals
 - Physician/health care provider
 - Community leaders
- Word of mouth



Methods for **recruiting** peer supporters

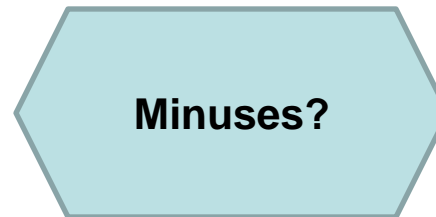
Passive

- 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



www.peersforprogress.org

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

As a member of our diabetes team, you will:

Community

- ❖ 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.

	Brawley	Calexico	El Centro
Letter mailed	403	84	241
Screened	21	0	36
Interviewed	6	0	9
Active	4 1%	0 0%	3 1%
Active recruitment	7	15	11
Screened	7	15	6
Interviewed	7	15	6
Active	5 71%	10 67%	4 36%
Total to-date	9	10	7

Calls worked

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

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

- Motivations for volunteering....

N=34 to-date	Mean (SD)
Volunteering lets me learn things through direct, hands on experience.	6.44 (.61)
I feel it is important to help others.	6.50 (.56)
I can learn more about the cause for which I am working.	6.29 (.68)
I can do something for a cause that is important to me.	6.26 (.71)
I can explore my own strengths through volunteering.	6.00 (.82)
1=not at all important to 7=extremely important	
My friends volunteer	4.53 (1.6)
Volunteering will helps me work through my own personal problems.	4.18 (1.8)
Doing volunteer work relieves me of some of the guilt over being more fortunate than others	4.00 (2.1)
By volunteering I feel less lonely.	4.59 (2.2)
Volunteering is a good escape from my own troubles.	3.41 (2.0)

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?