

# Sustaining Community Engagement: Successful Strategies to Retain Planning Body Members

*Learning Series: Part Two*

Date: July 22, 2025

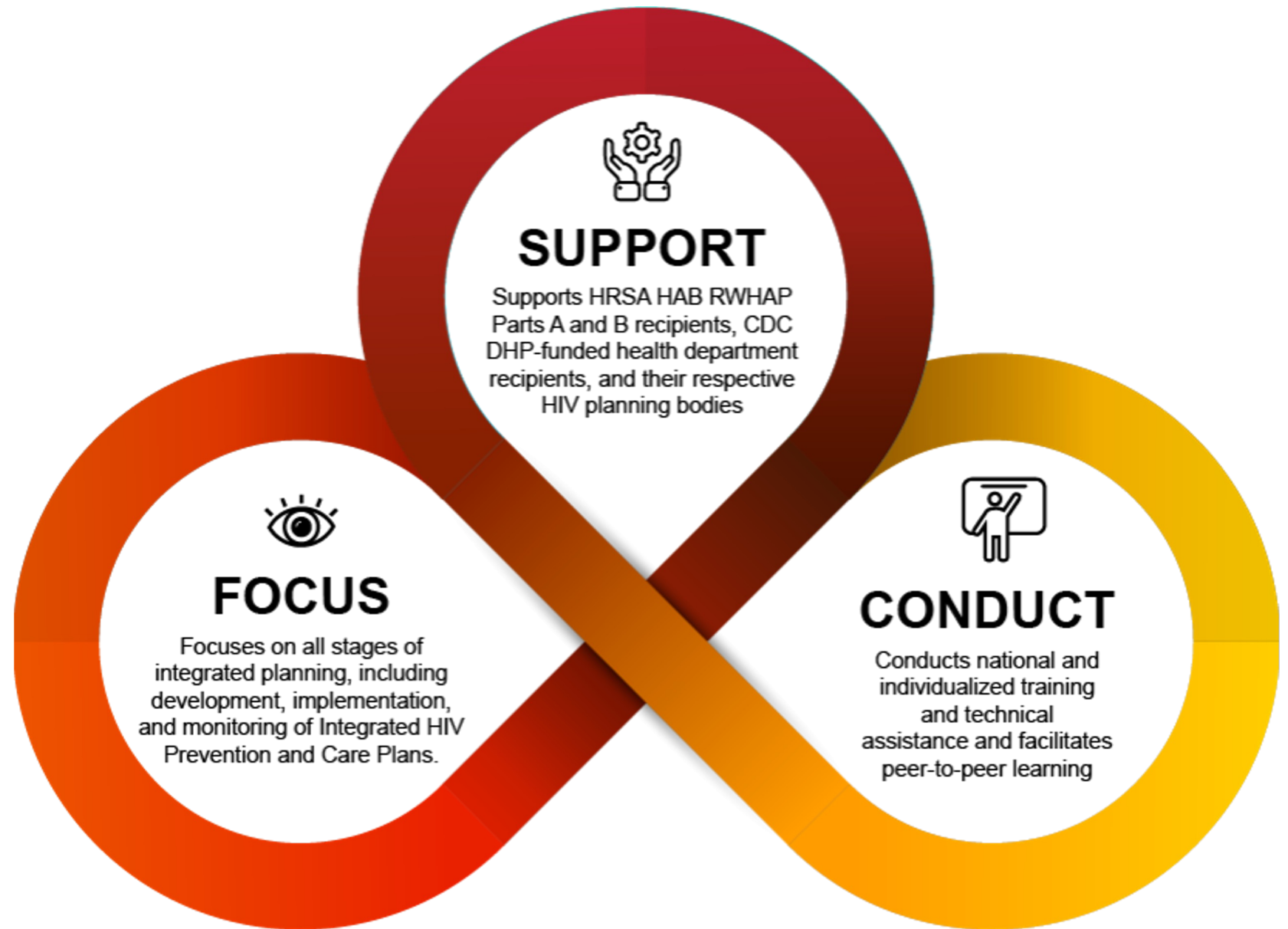
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**INTEGRATED HIV/AIDS PLANNING**  
TECHNICAL ASSISTANCE CENTER



# About the Integrated HIV/AIDS Planning Technical Assistance Center - IHAP TAC



# Meet Your Facilitators!

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**Eddie Wiley**  
IHAP TAC TA Coordinator



**Chanel Richmond**  
IHAP TAC TA Coordinator

# Overview of the Learning Series

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- Three-part learning series to facilitate peer-to-peer sharing on recruitment, retention, and sustained community engagement in jurisdictional HIV prevention and care planning bodies
- Each session will have a short presentation and then breakout groups for sharing challenges with recruitment and retention and solutions to address
- Participation in each session is recommended, but sessions will also stand alone

# Learning Series Sessions

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Part 1:  
Recruitment

Part 2:  
**Retention**

Part 3:  
Promotion

## Part 2 Objectives

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Following today's session, participants will be able to:

- Describe the importance of new member orientation for Ryan White HIV/AIDS Program (RWHAP) Planning Council/Planning Body (PC/PB) members
- Describe the difference between orientation and ongoing training
- Identify at least one key feature of a successful mentorship program

# Session 1 Recap



# Importance of Community Engagement in HIV Planning

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- Health Resources and Services Administration HIV/AIDS (HRSA HAB) RWHAP recipients and providers have been longtime leaders in implementing community engagement activities to meet the health and social service needs of people most affected by HIV
- Including people with lived experience in planning and coordinating HIV prevention and care results in:
  - Community-driven solutions for whole-person service delivery
  - Improved health outcomes
    - Sustained linkage to care
    - Increased viral suppression rates among RWHAP clients



# Recruitment Strategy

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## Components of a Recruitment Strategy

1. Clear recruitment **goals**
2. Defined **audience** and tailored objectives
3. Compelling **messaging**
4. Planned **promotion**

# Recruitment Strategy: Defining your Audience

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Clearly describe **who** you would like to recruit.

# Benefits, Barriers, and Competition

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Based on social marketing concepts, it is important to consider the benefits, barriers, and competition from the audience's perspective to develop compelling messaging

- **Barriers:** reasons your audience cannot (easily) or does not want to participate in your PC/PB
- **Benefits:** reasons your audience might be interested in your PC/PB or what might motivate them to participate
- **Competition:** activities your audience prefers to participate in

# Setting the Stage

Challenges for New Members



# Challenges for New Members

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- Feel like an outsider who is less knowledgeable than the rest of the group
- Lack of understanding of parliamentary procedure/Robert's Rules of Order
- Learning curve to understand a complex program and multiple initiatives
- Learning the planning body and RWHAP unique language
- Lack of understanding of content (e.g., steps in HIV community planning, epi data)

**Others?**



# New Member Orientation



# HRSA Requirements: Orientation and Training

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- RWHAP Part A PCs must provide orientation for new members, and all members should receive periodic training to help them carry out their roles
- HRSA requires PCs to confirm in the annual RWHAP Part A application that training for all members occurred at least once during the year
- While there are no similar HRSA requirements for RWHAP Part B, HRSA policy indicates that statewide PBs include a wide range of stakeholders and specifies people with HIV

# Orientation vs. Ongoing Training

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**Orientation** means providing new members with basic information about RWHAP and the PC/PB structure and what it does

**Ongoing training** throughout the year ensures that the new members and even existing members have the knowledge and skills to perform their PC/PB roles



# New Member Orientation Sound Practices

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- Frequency
  - If member terms end at the same time, provide orientation at least once a year
  - If member terms end at different times, or if there is high turnover, it may be necessary to provide individual or small group orientations a few times per year
- Structure
  - Plan for at least a half-day (full day if possible)
  - Be interactive
  - Cover both full PC/PB meetings and committee activities
  - Include a 90-day roadmap for an individual member

# Potential Orientation Topics

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- Overview of the RWHAP
- Overview of PC/PB roles, responsibilities and boundaries
- PC/PB operations
- Systems of care
- Understanding and using data
- How business is conducted (i.e., using parliamentary procedure or a less formal process)
- Robert's Rules of Order (if relevant)

# Ongoing Training: Sound Practices and Topics

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- Embrace adult learning principles
  - People learn best when
    - Exposed to the same information multiple times and via different modalities
    - They can apply the information immediately to their roles
- Adult learning strategies in PC/PB training
  - Create multiple versions of the training
    - 20-30 minute sessions to deliver during PC/PB meetings
    - 1-2 hour training sessions to deliver during committee meetings
  - Develop training topics for committee officers
    - Roles and responsibilities
    - Committee operations and how they relate to other committees
    - PC/PB work plan and tools

# Successes and Examples from PCs/PBs



# Hudson County Planning Council and Metropolitan Atlanta HIV Health Services Planning Council

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- People with HIV Committee chose training topics
- Non-voting member training
- Multiple training opportunities
  - Orientation
  - Refreshers
  - One-on-one sessions
  - Expert presentations

# City of Houston HIV Prevention Community Planning Group Project L.E.A.P.

Houston offers Project LEAP (learning, empowerment, advocacy, education), a free, 17-week program to train people with HIV and others to become active participants in local planning bodies.

## Topics

- Parliamentary Procedure (Robert's Rule of Order)
- HIV 101
- The history of HIV in the Houston areas
- HIV trends in the Houston area
- HIV and Chronic diseases
- Designing HIV Services
- HIV Prevention in the Houston Area
- The RWHAP Prioritization and Funding Allocation Process

## Activities

- Attend a Ryan White Planning Council and Committee Meeting
- Attend an HIV Prevention and Community Planning Group Meeting
- Attend a community meeting of your choice
- Leadership skills and team building
- Introduction to National, State, and Local HIV Plans

# Mentorship Best Practices: Challenges & Successes

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**Dottie Rains-Dowdell, MHS**

**Program Director**

New Jersey HIV Planning Group

Jefferson Health New Jersey-Infectious  
Diseases

AIDS Education & Training Center

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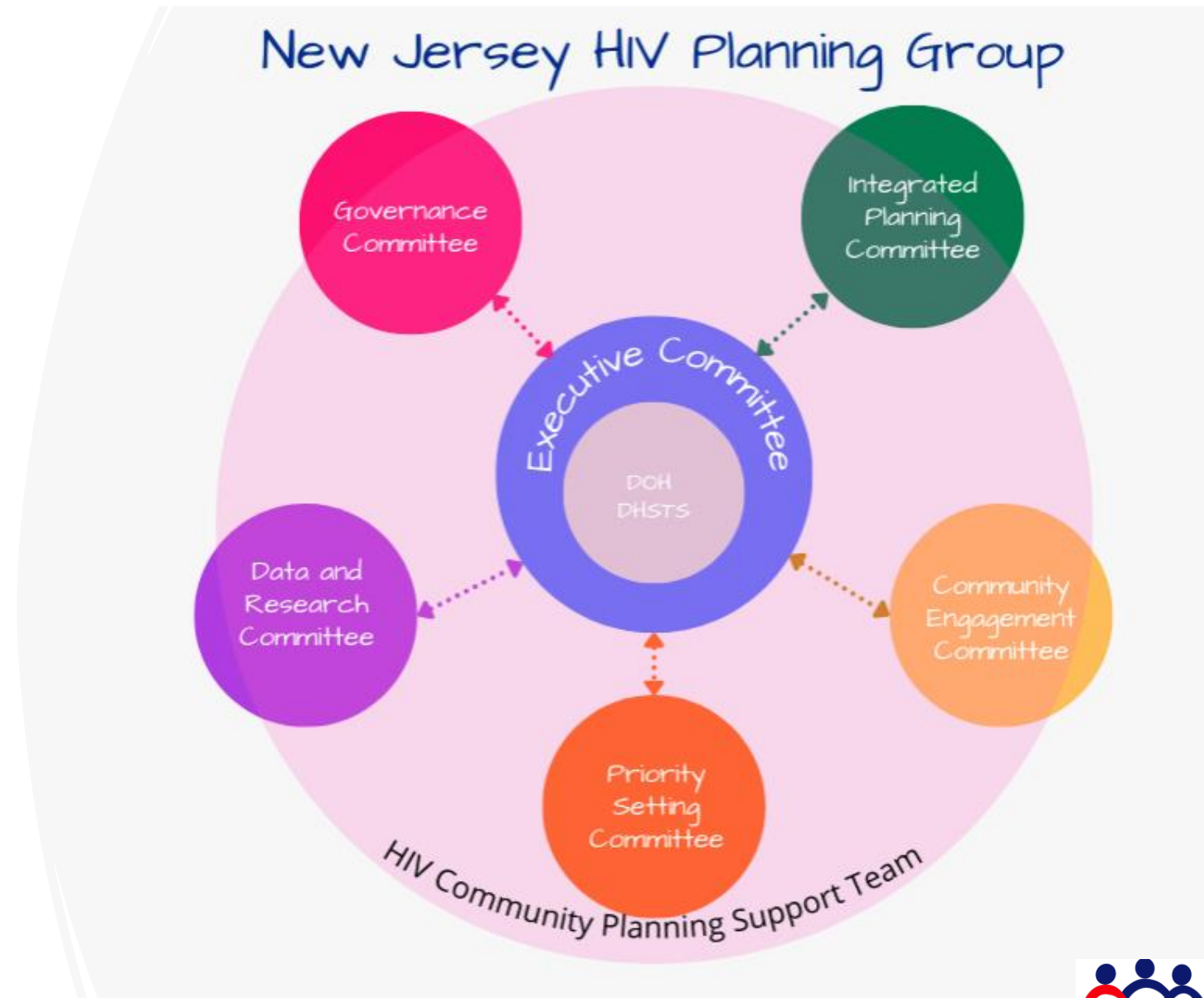


# **Building a Sustainable Planning Group: Strategies to Retain NJHPG Members**



# NJHPG Structure

- Funders – CDC & HRSA
- Health Department - DHSTS
- HIV Community Planning Support Team
- NJ HIV Planning Group
- Committees:
  - Executive
  - Governance
  - Integrated Planning
  - Community Engagement
  - Data and Research
  - Priority Setting



**Retention  
starts from  
the  
beginning!**

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# Two ways to become a member of NJHPG



## Committee Member

- Attend three committee meetings
- Complete a committee member application

## NJHPG Member

- Complete an application
- Complete the interview process
- Nominated to become a member
- Voted in as a member



# Orientation for New Members

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- National HIV Goals
- Integrated HIV Prevention and Care Plan
- The New Jersey HIV Planning Group (NJHPG)
  - Purpose, Mission and Values of NJHPG
  - Structure
  - HIV Community Support Team (HCPST)
  - Committees
  - Roles and Responsibilities of Members, Co-chairs and Health Department
  - Roberts Rules of Order, Bylaws, Attendance Policy
- HIV Community Planning
- Mentorship Program



# More Retention Strategies!



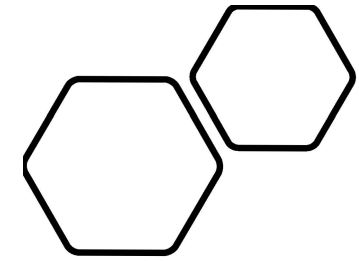
- Relationship Building
  - Support Team is easily accessible
  - Mentorship Program
  - Committee Selection
    - Personality Quiz
  - Flexible meeting hours, Hybrid Meeting for General Assembly
  - Attendance Warning Letters, Appeals & LOA
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- Action items are completed by members and guess
  - Collaborative online workspaces
  - Training Opportunities
  - Leadership Retreats
  - Member Recognition (*in process*)
  - Member Survey
  - Meeting Evaluation

## Membership Coin



## Challenge Coin





# HCPST Contact Information

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- Taylor Lightner– Program Coordinator  
[Taylor.Lighner@jefferson.edu](mailto:Taylor.Lighner@jefferson.edu)



# Thank You!

# Breakout Sessions!



## Breakout/Group Discussion

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1. What were some things you found helpful in your PC/PB orientation [or that you heard were helpful from your members]?
2. What do you wish you had learned in your PC/PB orientation [or that you heard from your members]?
3. What challenges does your RWHAP program face in providing orientation and training to your PC/PB?
4. What is your biggest challenge with retaining members?
5. What strategies have you used to successfully retain members to join your PC/PB? (e.g., trainings, incentives, other things?)

# Debrief and Next Steps



# Join Us for Part Three!

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**Part 3: Successful Strategies for Promotion** will  
take place on August 19<sup>th</sup> at 3pm ET.



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# Thank you!

**Contact us at [ihaptac@jsi.com](mailto:ihaptac@jsi.com)!**

Obtain more information, join our mailing list, request TA, or share your experiences or resources.

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