

# DEVELOPING AN EFFECTIVE RECRUITMENT STRATEGY FOR HIV PREVENTION

This workbook was developed from a PowerPoint presentation and workshop conducted by Ted Duncan, Ph.D. in the spring of 2005. Dr. Duncan's expertise and experience with recruitment has enriched his current position in the Capacity Building Branch of the Division of HIV/AIDS Prevention at the Center for Disease Control in Atlanta, Georgia.

## Purpose

This training seeks to boost the quality and effectiveness of recruiting Latino population at highest risk for contracting or transmitting HIV into prevention programs.

## Learning Objectives

By the end of the training, participants will be able to:

- Utilize the 6 question approach to develop an effective recruitment strategy
- Differentiate among 4 basic recruitment methods and use these methods appropriately
- Apply evidence-based decision making in the creation of a recruitment strategy
- Identify at least 5 sources of information for developing a recruitment strategy
- Understand how to create a referral tracking system, or refine current methods

Note: This workbook is not intended as a comprehensive training of every procedure and issue in recruitment. Instead, it provides basic concepts and tools to help guide and inform community-based organizations.