The Consumer Trifecta: Recruitment, Engagement, Leadership

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What are we Talking About Here?

- The principles of recruitment, engagement, and leadership development are connected and build off one another.

- Without recruitment activities, we can’t bring consumer leaders into our programs

- Without meaningful roles in leadership, folks won’t engage
Key Principles of Recruitment

- Must focus on outreach

- Find out what people are interested in, what their goals and skills are, and how these opportunities could build on that

- Critical to build relationships
How do we recruit consumers?

- Use providers
- Use community partners
- Use ‘ladder of engagement’ opportunities like focus groups, surveys, or lobby in-reach
- Develop events/projects that people are passionate about
Challenges in Maintaining Engagement

- Coping with the stigma of homelessness
- Private vs Public Lives
- Disempowered or unenthusiastic board
- New environments or processes for staff and consumers
  - Get creative
  - Develop organizational buy-in and support
  - Creating appreciation for ‘chaordic environments’
  - Relational meetings
  - Processing personal story in social context
Ideas for events and projects
Ladder of Engagement

- Need to provide a number of different roles and means for consumers to engage in the work with various intensity, time commitment, or skill set

- Allows people to find their place in the work, deepen engagement, and provides for a greater diversity of people at the table
As any of us grow, it is important to sharpen our skills and expand our knowledge.

Ideas for building in trainings:
- Have providers/community partners share their knowledge and skills
- Bring in specific subject matter experts to train on relevant topics
- Deconstructed “trainings” – building learning into the work

Ideas for Relevant Topics:
- Trauma – Informed Approaches, Cultural Humility
- Group Facilitation, Conflict Resolution, De-Escalation, Advocacy Skills
Providing for Meaningful Leadership

- Build partnerships into the decision-making process
  - Provide transparency, accountability, and power

- Trust people to speak their truth and do not control their message
  - Developing leaders means giving people the power to use their voices

- Create opportunities for consumer-lead projects
  - Developing, planning, organizing and leading on their own
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