



# Youth to Text and Telehealth for Engagement in Care

## RECRUITMENT

### Develop an Outreach and Recruitment Plan

Strategies for identifying potential Y2TEC clients include:

#### **In-reach**

- Ask for referrals of potential clients from medical providers and case managers.
- Generate a list from organizational databases of clients who may meet your enrollment criteria. Develop a process to recruit these clients.

#### **Outreach**

Develop printed and electronic recruitment materials to increase awareness of Y2TEC. Recruitment materials should summarize the intervention, specify eligibility, provide contact information, and mention incentives, if any.

- Enlist the help of peer staff to develop recruitment messaging and strategies:
  - What social media platforms does the priority population use?
  - What kinds of messages and images appeal to the priority population?
  - What are strategic places to post flyers and hand out brochures?
- Distribute and post recruitment materials in waiting rooms, exam rooms, and pharmacies.
- Post about Y2TEC on websites and social media.

#### **Community partners**

It is important to develop strong partnerships with community organizations to create bidirectional referral systems. Partners may include housing agencies, food assistance programs, health departments and HIV testing sites, criminal justice partners, mental health and substance use treatment/counseling agencies, and other community-based organizations.

#### **Incentives**

- Consider offering incentives, such as cash via digital wallets or non-cash gift cards to local stores, national chains, or online stores, for enrolling, taking the biopsychosocial assessment, and attending counseling sessions.
- Gradually increasing incentives from the first session to the last may help with retention.
- Cash incentives are not allowable under Ryan White HIV/AIDS Program funding; however, if organizations obtain additional funding for cash incentives, then it is recommended to use payments using reloadable debit cards or digital wallets.