



# 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



**Vote**

# 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

# Use of Trainings and Support

- ▶ 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 – led projects
  - ▶ Developing, planning, organizing and leading on their own



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