# Recruitment of Program Participants: Planning Questions

Did you involve members of the priority population and local community in program planning? This includes program selection, recruitment, implementation, and marketing.

Is the program linked to a trusted and respected organization or a person who is already known to potential participants?

Did you choose a site that is in a location frequently visited by potential participants?

Did you think about ways to involve additional family members or support networks that will encourage participants to attend the program?

Did you recruit and train culturally sensitive staff for the program?

Did you identify ways to maintain staff for the length of the program?

Are you planning to make frequent contacts with participants (in between program sessions)?

Are you prepared to provide refreshments? To assist with potential needs such as transportation?

Are you planning to offer the program at times convenient for participants? If necessary during non-traditional working hours?

Source: Cooney, S. M., et al. (2007). Strategies for recruiting and retaining participants in prevention programs. What Works Wisconsin. <http://whatworks.uwex.edu/attachment/whatworks_02.pdf>