

SUPPLEMENTARY MATERIAL

Effective recruitment and retention strategies in community health programs

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Interview Questions for Key Informants - Identifying effective strategies to increase community engagement in health promotion activities

Details of interview

Organisation:

Contact:

Date & Time:

Location of interview:

Person interviewing:

General

Just want to thank you for agreeing to talk to me today

1. Can you give me a brief overview of your role within the organisation

2. What programs does your organisation run and what focus do they have (PA or HE)?

Program development

To the best of your knowledge, In terms of XX:

3. Who developed the program(s)?

4. Were stakeholders involved and were the community's needs taken into account (high obesity rates in LGA)?
 - a. Was a community consultation undertaken prior?

 - b. Were focus groups conducted prior?
 - i. If yes, how were these helpful?

- c. Any other relevant information regarding program development?
5. How were factors such as the times of day, location, number in group decided?
 6. Are there any partnerships to the program? (Heart Foundation, Vic Health etc)...
 7. Has the program been evaluated?
 - a. If yes, do you know what the consequence of the evaluation was?
 8. Throughout the program do you collect any feedback from members/participants?

Recruitment

I am now going to ask you some questions about recruitment of participants into your program(s)

In terms of recruitment I am referring to bringing in/reaching members of the community/participants to be involved in the program(s)

9. Mail/postal drops have been proven to be effective in recruiting participants; what strategies does your organization use to get people involved in your program(s)?
10. In your experience and to the best of your knowledge, which recruitment strategy is the most successful? Why? And the least successful? Why?
11. What types of media does your organization use to recruit members into community program(s)? (e.g.– newspaper, TV, Radio, Billboards)
12. What other recruitment methods does your organization use? (E.g. newsletters, presentations, notice boards, advertisements at GP clinics, hospitals or chemists, word of mouth, flyer distribution, email, telephone, SMS, stalls at key community festivals, social marketing or through existing programs).
13. Does your organisation employ different recruitment methods for different target groups?
 - i. Children:
 - ii. Adults:
 - iii. Elderly:
14. What are the key features of your recruitment method(s)?

15. Are there any other factors you can think of which are key in recruiting participants into your programs?

Engagement

Now I would like to ask you about engagement, which may also be referred to as adherence, retention, or maintenance of participants in programs

“Think of a program which your organization has or is running which has shown to be quite successful in retaining participants....the following questions will relate to that.”

16. Incentives and social support have been proven to be effective at engaging participants; what methods does your organization use to engage participants in your community program? (E.g. incentives, compensations, reduced cost, mentoring program).

a. If incentives are provided do you feel it increases retention of members?

b. What form of incentive is offered?

17. What method(s) of engagement do you find work best for:

a. Children:

b. Adults:

c. Elderly:

18. What are your thoughts on incentives/compensation as a strategy to continue participation in the program?

Still in reference to program X:

Leader/Facilitator

19. Do you think the facilitator/leader of the program enhances engagement in your program? How?
 - a. What role does the facilitator or leader of program X have? (a community member, volunteer, health professional)

20. What strategies have you seen facilitators or leaders employ to engage participants? (e.g. goal setting)

Still referring to program X:

Time when program is offered

21. Do you feel the time the program is offered affects attendance?
 - a. Why/How?

In terms of program X...

22. What time(s) of the day is your program offered?

23. What is the length of program

24. And the frequency

25. What time of year is it offered?
 - a. Do you think these factors affect attendance rates?

 - b. Does your organisation employ any strategies to overcome these?

Costs

26. Do your participants pay for programs run by your organization?
 - a. Yes_____ No_____

 - b. If yes, what factors influence decisions concerning fees? How are the fees set?

 - c. Are there refunds or discounts available for any costs which are involved?

 - d. Do you think this makes a difference in how many participants join the group?
 - i. Why/Why not?

 - e. Do you think this makes a difference in people attending each week?
 - i. Why/Why not?

Other

27. How does your organisation aim to overcome the following barriers to participation?

- a. Location- distance to travel to the program
- b. Transport to the program location
- c. Sustainability (affected by budget, feasibility)
- d. Attendance
- e. Program staffing
- f. Care of young children (if applicable)
- g. Safety concerns

Is there anything else you would like to add regarding the project – development, engagement or recruitment?

If you could make one recommendation, what would it be?

Thank you for your time today.