

Recruitment Lesson for Participants Outline

Designing a recruitment lesson: Together with your supervisor, you will put together a recruitment lesson to be shared with potential participants and/or agency partners as a means to recruit participants into a class series. While a recruitment lesson is considered a single event, the purpose of the recruitment lesson is to get people into a class series and/or promote the program to agencies.

Materials needed: recruitment basket, recruitment brochures, customized class flyers, sign-up sheet, display board, recruitment display visuals, Get Moving lesson visuals, lesson and activity materials, liquid measuring cups

- I. Introduction
 - a. Name and job title
- II. Discuss personal experience
 - a. Any personal experience with food assistance program
 - b. Any personal experience as a parent
 - c. Any personal experience with feeding family on a budget
 - d. Any personal experience being a pregnant/parenting teen
- III. About the program
 - a. Benefits of the program
 - i. Participants that have taken the classes report saving money at the grocery store, ability to read food labels to choose healthy foods, being more physically active with their children, etc.
 - b. 8 week series (typically meeting once a week for 60-90 minutes each week)
 - c. Lesson topics
 - i. As you discuss the things that participants will learn, point to the lesson titles on the Get Moving visuals. Share key messages from each lesson as you read the titles (these can be found in the ESBA Overview or in the beginning of each lesson). Using the recruitment basket, show the corresponding enhancement that goes with each lesson.
 - ii. You will learn how to make a grocery list, how to reduce fat, sugar and salt, how to get your children to eat more fruits and veggies and you'll learn how to cook lots of new recipes your family will love.
 - d. Every week
 - i. Food activity – we will prepare, healthy, low-cost, tasty recipes in each class
 - ii. Physical activity
 - iii. Enhancements (show some of these enhancements)
 - iv. Share other tangible benefits that the agency provides (i.e. grocery store gift cards, groceries, etc.)
- IV. Lesson topic content and supporting activity (tailor the message to the group).
 - a. SNAP/TANF – Plan, Shop, Save
 - b. WIC – Plan, Shop, Save or a supplemental lesson
 - c. Pregnant teens – pregnancy lesson
 - d. Head Start/INEP parents – Feeding children/feeding family on a budget
 - e. Information and activities from the Make a Change lesson are always a good choice
 - f. Additional activities from all the lessons are good activity choices based on the topics you will be sharing

- V. Recipe
 - a. Do a food activity that uses the liquid measuring cup
 - i. Good examples include apple salad, 3 bean salad, parfaits, energy snack, enchilada casserole
 - b. Other things to consider
 - i. Cost, # of people, time of day, facility, time
- VI. Physical Activity
 - a. Things to consider
 - i. Time, equipment, space, audience, lesson topic
 - ii. Walking DVD works well
- VII. Sign-up/paperwork
 - a. Pass out Single Event Form for each participant to fill out
 - b. Ask participants who is interested in signing up and get their name and contact information on a sign-up sheet
 - c. Distribute recruitment brochures
 - d. Bring a program eligible family member/friend/neighbor!
 - e. Can you think of anyone else/other agencies that might want to participate/partner
- VIII. Q&A