



Handout

RETENTION BEST PRACTICES

The following list is for your reference.

- Ensure physical comfort
- Provide a sense of safety
- Be sure there is comfort with staff providing service or implementing intervention
- Ensure confidentiality of setting
- Plan retention during Recruitment
- Develop screening tools
- In screening, try to identify potential barriers and plan for addressing them
- Ensure client is appropriate for the intervention
- Assess client's ability to complete intervention
- Specific strategies to maintain participation depend on:
 - The nature of the intervention or service
 - The characteristics of the target population
 - Organizational needs, resources, and capacity
- Secure client contact information at enrollment
- Get contact information people who do not live with the client but would know whereabouts
- Obtain permission to make contact
- Be consistent in your approach and interactions
- Follow through with your commitments
- Connect with your clients
- Communication
- Have fun!!!

Recruitment and Retention Strategy Development • Virtual Workshop

- Identify characteristics of those who complete intervention as opposed to those who drop out.
 - Is there a pattern?
 - Once risk and eligibility is established, screen for appropriateness and characteristics associated with likelihood of completion.
- Use incentives that
 - appeals to target population
 - are culturally appropriate
 - funder approved
- Assessment of recruitment strategy is on-going; if things change, the strategy may have to.
- The success of a strategy can be measured by whether it is producing an adequate yield of high risk people who motivated to participate in the intervention.
- There is no magic or complex science to recruitment. Most of the “best practices” are fairly Obvious; Consistency is the key!
- Recruitment involves making evidence based decisions about what may work and then collecting the information to determine whether the strategy is working.
- Keep what works; replace what does not.
- Use evidence to make decisions about retention
- Plan for retention before starting the intervention
- Set retention objectives and retention rates
- Attempt to understand why people drop out of an intervention (and why they stay).
 - Find ways of addressing the causes
- Keep trying new approaches!
- Providers like to assume they know what their clients want.
- Still searching for that “one message fits all” is futile.
- Providers gravitate towards recruitment messages and methods that they personally enjoy.