

400-10

POLICY

All BIH Program sites will follow MCAH-BIH policy and procedure guidelines to ensure program fidelity as it relates to participant recruitment and outreach to the MCAH-BIH Program.

Recruitment and Outreach**PROGRAM STANDARD:**

All BIH sites will ensure that all staff have knowledge regarding BIH Program goals and services and the social determinants of health related to BIH. All sites will have a local recruitment plan that will be reviewed on an annual basis and updated as needed. The Community Outreach Liaison is responsible for the coordination of the BIH Recruitment Plan in conjunction with the other members of the team.

PROCEDURE:

1. The BIH Program serves pregnant and postpartum African American women 18 years of age or older, 26 weeks pregnant or less. The program has traditionally served primarily low-income women, and will continue to serve women covered by Medi-Cal, although income is not an eligibility requirement for participation in the program.
2. Each site must have a formal Recruitment Plan that provides a clear framework for strategic activities for recruiting eligible to into the local BIH Program. The recruitment plan will describe the outreach activities conducted with referral agencies, community partners and potential participants.
3. The Community Outreach Liaison (COL) role is a critical component to successful recruitment and outreach efforts for the BIH Program, therefore, the recruitment plan will also include a schedule utilized by the COL outlining the frequency of contacts with referral partners as well as a designated contact person at each location.
4. The recruitment strategies conducted by the COL will involve a combination of “active” and “passive” outreach activities , focused on (a) referrals from other providers/agencies, (b) direct BIH staff outreach (e.g., street outreach, participation at community health fairs and other events, etc.), and (c) media outreach; women may also ‘self-refer’ to BIH based on any of these outreach activities. The COL will also assist the BIH Coordinator with presentations to community partners during collaborative board meetings and other forums as necessary.

5. BIH staff must ensure that the following steps take place for every prospective participant, whether she is referred by another provider/agency or identified through direct BIH staff outreach, media outreach or self-referral:
 - Within 48 hours of referral/outreach, make an initial attempt to contact the woman to verify her interest in and eligibility for BIH participation. A minimum of three attempted contacts must be made. **BIH 400-10**
 - If the referred/outreached client is successfully contacted and she is eligible and interested in participating in BIH, schedule an intake appointment as soon as possible, within the next 14 days. All potential participants should be willing and able to participate in the full intervention, which includes group sessions and case management/life planning meetings. **Recruitment and Outreach**
 - If a referred woman is contacted and interested but not eligible for BIH services, she should be referred whenever possible, to other community services and also receive standardized health-related disparities information affecting African-American women and infants, including Hypertension, Obesity, Diabetes, Sexually Transmitted Infections (STI's), Sudden Infant Death Syndrome (SIDS), and Breastfeeding.
 - If the referred/outreached woman cannot be contacted, she should receive a letter outlining the value and importance of the BIH Program and requesting that she call if she would like to enroll; this letter should also include the standard health promotion information noted above.
6. Record all contacts and final disposition results for all referred/outreach women on the BIH *Recruitment* form, whether or not successful contact is made.
7. BIH Program staff will ensure that a mechanism is in place to provide referral partner agencies with disposition of all referrals to BIH Program.

Forms to complete:

Recruitment

Communication Log

Community Contacts Log

Service Provider Details