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## BACKGROUND

- Community Advisory Boards (CABs) are effective ways to improve health equity.
- Challenges in recruiting and retaining members of CABs are well documented. Less so are strategies that successfully minimize these barriers, particularly when CABs must operate virtually.
- The Family-Pediatrician Partnership Community Advisory Board (FPP-CAB) was established in 2018 to develop solutions for reducing obesity inequities in early childhood.

## AIMS

Review and analyze strategies used in two waves of recruitment and retention during the development and expansion of the FPP-CAB.

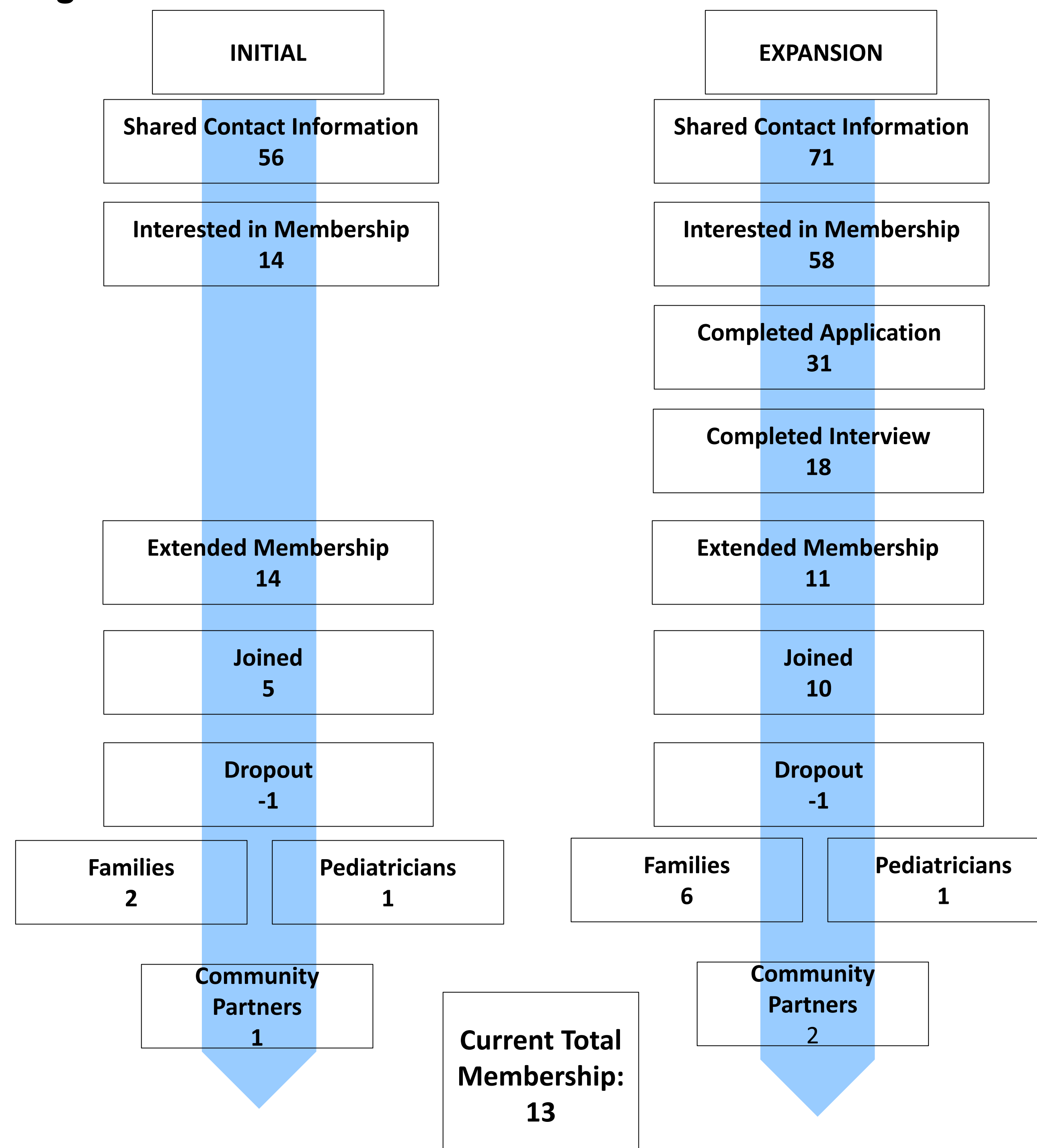
## RECRUITMENT METHODS

**Table 1. Retention Strategies by Wave**

	Initial	Expansion
<b>Length</b>	4.5 Months	5 Months
<b>Partnerships</b>	Greater Detroit Area Health Council (GDAHC)	GDAHC, Brilliant Detroit, Detroit Parent Network, WSU Office of Community Engaged Research
<b>Recruitment</b>	Contacted caregivers of eligible children (ages 2-5 & overweight or obese) in pediatrician's office	Contacted caregivers at Farmers Markets, Health Fairs, and local community organizations
<b>Membership</b>	Interest-based acceptance (all who were interested were given membership)	Completed application and interview, then selected top 11 for membership
<b>Established CAB</b>	Yes	No

## RECRUITMENT RESULTS

**Figure 1. Recruitment Flow Chart**



## RETENTION STRATEGIES

**Table 2. In-person and Virtual Retention Strategies**

Strategies	In-Person	Virtual
<b>Childcare</b>	X	
<b>Travel assistance or stipend</b>	X	
<b>Dinner</b>	X	
<b>Attendance Stipend</b>	X	X
<b>Frequent between-meeting contacts</b>	X	X
<b>Using first names in text messages</b>	X	X
<b>Feedback on CAB management</b>	X	X

## RETENTION RESULTS

**Table 3. Initial and Expansion Attendance and Retention**

	Initial	Expansion
<b>Attendance</b>	----*	75%
<b>Retention</b>	80%	87%

\*Data was not available electronically

Members anecdotally reported commitment did not change when meetings became virtual because the group “feels like family”, and they appreciate having stability and hope in an uncertain time.

## CONCLUSIONS

- Partnerships are imperative to successful recruitment of community members for advisory boards
- Minimizing barriers to participation is important for initial engagement and retention. Dedicating sufficient resources like childcare, transportation, and food, maximizes ongoing engagement.
- Expansion of CAB was more successful due to existence of board and mission whereas the board was formed as a result of the initial recruitment.

## PUBLIC HEALTH IMPLICATIONS

Community engagement in health initiatives is imperative to improving health equity. Time, thoughtfulness, and resources must be placed into recruiting and retaining community members for efforts to be successful.

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