**Cancer Control Implementation Science Base Camp**

**Recruitment Worksheet**

**Step 1: Define the Audience**

By exploring how the Cancer Control Implementation Science Base Camp (CCISBC) training fits into the Comprehensive Cancer Control (CCC) program’s current work plan and coalition’s cancer plan implementation efforts, the audience for the training has likely been loosely defined. To be successful in recruiting participants, be specific when defining the audience. Potential participants could include:

* CCC coalition members:
	+ Clinical providers and/ or subject matter experts on the Evidence Based Intervention (EBI)
	+ Executive leadership at organizations considering implementation
	+ Champions of the EBI in the local region/ site of the implementation
	+ Patients, community-representatives and/ or patient advocates involved in the EBI
	+ Implementation researchers
	+ Quality improvement/ evaluation coaches
	+ Other
* Anyone else critical to EBI implementation efforts such as:
	+ CCC program staff coaching coalition members on EBI implementation
	+ National Breast and Cervical Cancer Early Detection Program staff
	+ National Colorectal Cancer Control Program staff
	+ Other

The list above is not exhaustive. Work with CCC coalition leadership to determine which participants make sense to engage. Are there people who may have workplans that include attending trainings like this? Consider all your options and be creative!

**Step 2: Recruit the Intended Audience**

Create a simple recruitment plan to organize and coordinate recruitment efforts.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Who?** | **By When?** | **Resources Needed** |
| Content of recruitment materials |  |  |  |
| Decide mediums of recruitment (emails, social media, etc.) and create a schedule  |  |  |  |
| Application/ registration system |  |  |  |

**Recruitment Templates**

Use the following recruitment templates (videos, newsletter articles and flyers) to help you with your recruitment plan design.

**Videos:**

Consider using videos in your recruitment plan, such as the GW Cancer Center’s [Cancer Control Implementation Science Base Camp videos](https://www.youtube.com/watch?v=-EK5KXKW_Qg&list=PLRIKI4g49d07r8kwJ7f6Y-GEgcL2Cw-vl) on YouTube.

**Newsletters and Email:**

Use the following template for recruitment via newsletters/ emails.

*Cancer Control Implementation Science Base Camp*

*START DATE – END DATE*

*ORGANIZATION NAME is excited to share the launch of the Cancer Control Implementation Science Base Camp (CCISBC). ORG. NAME* invites *LIST OF AUDIENCE, to apply for a new and free training on implementation science specifically designed for cancer control professionals.*

* *Applications are due DATE and can be accessed on website URL*
* *The training includes brief sessions spaced across DATE SPAN LISTED HERE*
* *The George Washington University (GW) Cancer Center’s Cancer Control Technical Assistance Portal (TAP) website also features*[*a one-pager*](https://www.canva.com/design/DAFj2-hHaxM/3DIOPWTusOf-wUKmPBoTvA/edit?utm_content=DAFj2-hHaxM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)*to share and three videos: 1)*[*An overview of the training*](https://r20.rs6.net/tn.jsp?f=0014QjCwewhzEeyqBg-uMR157uvqvIa8QICySECje8ilJmoEQXiVHOAPPilCqDmIDCQO9AWcWW-CLNE0BMDDkqPDnB7_isCmZYA0C25IiW8bYJVtOqkVdvZ3Q9jMOjMkPGuTR7Zgs8NpWzNyl2hU0Iyzp6fYqPCx2zpPml_EG9fLwDisOJLmc9ItHjllt8T3c_85CbLQ-Zxyngo0JpvIAiaySPhul2sIAXccsC15QkFrN9HDFtkEqClxLPIDb4WwvEJ&c=h7ji1PvJsAtX_OvbfhuCEFjdvJAier3TlZtTX1YgJkLR4Iux1203sQ==&ch=6UvKEgkJXEZkUVjMNrGas74rBc6b8K9HDtouOK4QEDRsReBvOsD9XQ==)*, 2)*[*Tips for assembling your team*](https://r20.rs6.net/tn.jsp?f=0014QjCwewhzEeyqBg-uMR157uvqvIa8QICySECje8ilJmoEQXiVHOAPPilCqDmIDCQdEwgOJxJbWDu0CuYsLKzx_LmROGuMWxHR67dcQI1g61xuiintEo9LT3mJY8HiJjWUF-d-KijwpObz5tcvlgi5mmq8anP_SSdID7xRguFvAys7diQfioc6biA_OvuGKDAyMi1ezmI0pOubFvYvVfRapcFDt-jUoRPxXV-l2j6tdXg8QGmg0uuKo2ZPId0N_ls&c=h7ji1PvJsAtX_OvbfhuCEFjdvJAier3TlZtTX1YgJkLR4Iux1203sQ==&ch=6UvKEgkJXEZkUVjMNrGas74rBc6b8K9HDtouOK4QEDRsReBvOsD9XQ==)*, and 3)*[*An overview of the training for your community partners*](https://r20.rs6.net/tn.jsp?f=0014QjCwewhzEeyqBg-uMR157uvqvIa8QICySECje8ilJmoEQXiVHOAPPilCqDmIDCQlvnK_PMAolR0jZPxnU2OMBcFZ-B9eKsKV1LuYr8f0dx1skSgg0pjPW6bicRromW4hi5GEG60P_EFNr4trc7cvcq9bRUbM5LYs41TtF3WY80c48GM39R1qRKvxLvAKHQp8cmpABEuqcrrdN676tZ9o_FuIlBkyZADG0qUOFC-V87wEIbfajQt4vzVFajH0Zpt&c=h7ji1PvJsAtX_OvbfhuCEFjdvJAier3TlZtTX1YgJkLR4Iux1203sQ==&ch=6UvKEgkJXEZkUVjMNrGas74rBc6b8K9HDtouOK4QEDRsReBvOsD9XQ==)

*Questions? Contact NAME at email address.*

*The CCISBC training aims to advance health equity by improving cancer control plan implementation. The training will provide sequential content covering the major phases of implementation including assessing context, using evidence and theories to plan implementation strategies, evaluating, facilitating change and planning for sustainability.*

*Benefits of participation include:*

* *Access to a facilitated, interactive virtual training and related resources developed by experts in implementation science and cancer control*
* *Skills application through asynchronous and live sessions*
* *Team huddles to support the creation and implementation of project plans, with guidance from facilitators to help map context, choose interventions, plan for adaptations, select strategies, evaluate, and sustain your project*
* *A network of colleagues sharing current challenges and lessons learned in striving to meet their cancer control goals*

*Each team’s intervention should be focused on one aspect of the cancer control continuum (risk reduction, screening, treatment or supportive care).*

**Online Flyers:**

* Develop visual flyers to share online and by email
* Adapt GW Cancer Center’s [flyer](https://www.canva.com/design/DAFj2-hHaxM/3DIOPWTusOf-wUKmPBoTvA/edit?utm_content=DAFj2-hHaxM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) developed in Canva for your own purposes