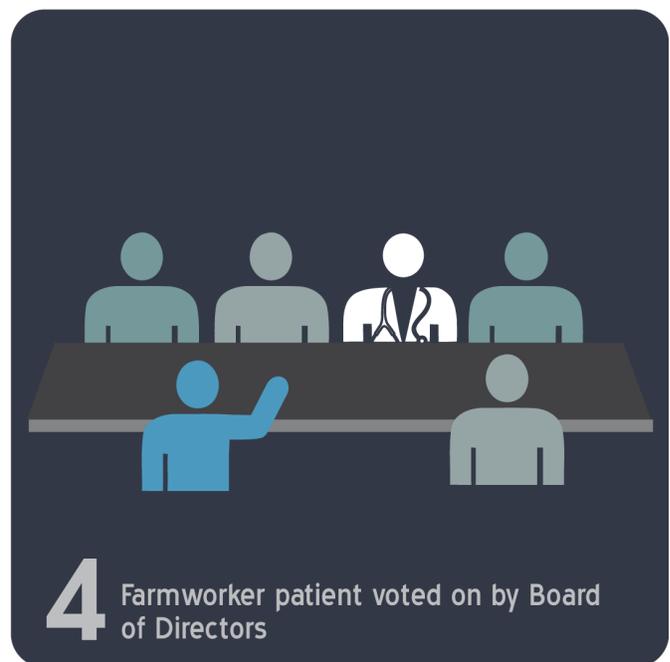


# WHAT IS YOUR ROLE IN RECRUITING CONSUMER BOARD MEMBERS?

Consumer representation is a program requirement for all Federally Qualified Health Centers and clinicians have an important role to play!



One of the hallmarks of the Federally Qualified Health Centers nationwide is the consumer board requirement which states that every health center must be governed by a community board composed of a majority (51% or more) of health center patients who represent the population served. The health and well-being of the migrant and community health center ultimately lies with the board of directors of the corporation. For health centers that receive migrant health funding, it is critical to have farmworker consumer representation on the board.

Clinicians, as the first line of contact with many patients, are excellent sources for identifying interested and competent consumers that would be good candidates for the board of directors.

The Migrant Clinicians Network and Migrant Health Promotions recommend the following strategies for increasing clinician involvement in consumer board member recruitment. Additionally, MCN and MHP have created a template for a recruitment poster to hang in your clinic. Feel free to take this tool and adapt it for the unique needs of your site.

## **Implementation Plan for Increasing Consumer Board Members at FQHCs (based on a Plan-Do-Study-Act model)**

### **Objective**

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Recruitment of Migrant and Seasonal Farmworker clinic users to consumer board member positions through clinician referral.

### **Plan**

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1. Identify when new board members are needed and if there are spots available for Migrant and Seasonal Farmworker clinic user representation.
2. Hold a recruitment month when Migrant and Seasonal Farmworker clinic users are in your area.
3. Determine strategy. Possible examples include:
  - a. Ask every patient at intake if they have done farmwork in past two years, using MCN tool on identifying migrant and seasonal farmworkers. If yes, assistant gives information on board for clinician to discuss with patient.
  - b. Clinicians identify at least 1 farmworker/week who they think would be a good board member, and refer that patient to administrator as "VIP" who will be given information on possible involvement.
  - c. Clinicians invite several farmworkers to be their guests at next board meeting to share story and to observe board.
  - d. Health Fair during season has an engaging option to let farmworkers know about board involvement and see if they qualify for service.

### **Do**

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Select a strategy and tests it out on a few patients

### **Study**

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Measure Effects of Strategy. Did Farmworker show interest? Were barriers to board involvement identified and addressed? Did Farmworker enjoy the opportunity?

### **Act**

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Redefine Strategy based on feedback and tested again. Or alternate strategy is tried and measured. Results are shared with Board and part of CQI record of the clinic. New tools for board recruitment are shared with wider Migrant Health Center community.