

# CAC Member Recruitment Resource Guide

Compiled by the OHA Transformation Center

## Resource Documents & Tools

- *CAC Diversity Assessment Worksheet*
  - This Excel spreadsheet can be used to assess gaps in CAC membership. Tab 1 of the spreadsheet includes instructions on how to use the tool.
  - [Link](#)
- *CAC Handbook of Best Practices*
  - This handbook includes best practices for recruiting CAC members compiled from CCOs and CACs, including (but not limited to):
    - Use a role description that clearly defines the expectation of a CAC member.
    - Use a simple application that gathers the information you need but is not too long or difficult.
    - Give potential members an opportunity to learn more before they commit.
  - [Link](#)
- *CAC Member Recruitment Strategies – Google Doc*
  - [Click here](#) to view a “Google Doc” that captures a running list of CAC member recruitment strategies from the OHA Transformation Center, CCOs and CACs.
- [Tribal Service Area & CCO Service Area Crosswalk](#)

## Recruitment Templates (e.g., business cards, postcard, flyers)

Note: The templates listed below were created by OHA Publications with feedback from the CAC Learning Collaborative. To access the templates, click on the link and then download the document.

- |  |   |
|--|---|
| • <a href="#">CAC business cards</a>                       | • <a href="#">CAC postcard (coast)</a>            |
| • <a href="#">CAC full page outreach flyer (river)</a>     | • <a href="#">CAC postcard (fir)</a>              |
| • <a href="#">CAC full page outreach flyer (wind farm)</a> | • <a href="#">CAC postcard (Owyhee)</a>           |
| • <a href="#">CAC full page outreach flyer (coast)</a>     | • <a href="#">CAC postcard (river)</a>            |
| • <a href="#">CAC full page outreach flyer (Owyhee)</a>    | • <a href="#">CAC postcard (wind farm)</a>        |
| • <a href="#">CAC mini outreach flyer (wind farm)</a>      | • <a href="#">CAC tear away flyer (coast)</a>     |
| • <a href="#">CAC mini outreach flyer (coast)</a>          | • <a href="#">CAC tear away flyer (Owyhee)</a>    |
| • <a href="#">CAC mini outreach flyer (fir)</a>            | • <a href="#">CAC tear away flyer (wind farm)</a> |
| • <a href="#">CAC mini outreach flyer (Owyhee)</a>         | • <a href="#">CAC tear away flyer (river)</a>     |
| • <a href="#">CAC mini outreach flyer (river)</a>          |   |

## Webinars

- **Consumer Advisory Committees: Recruiting, Training and Retaining Members for Engagement (2016).**
  - This webinar is intended for health plan representatives, consumers, and advocates seeking to help the voices of older adults, persons with disabilities, and their caregivers be heard in the design, implementation, and oversight of health plans working to improve and integrate care for their enrollees. Recruitment is one of the first and most critical steps for a delivery system to take when creating a consumer advisory committee for its enrollees. Finding the right people to participate, and keeping them engaged for a year or more, can present significant challenges

and costs that must be anticipated. Additionally, training Medicare, Medicaid, or dually-eligible enrollees and their caregivers for engagement is vital to the success of the consumer advisory committee. This webinar also addresses enrollee education to develop an informed and strong consumer voice, enrollee understanding of the purpose and promise of meaningful engagement, and the available resources to assist enrollees in their new roles.

- Presenters: Rosa Palacios, Consumer Engagement Specialist, Community Catalyst; Jacqueline Dowdy, Member Advocate, Neighborhood Health Plan of Rhode Island; Serena Simeone, consumer member, NHP-RI Consumer Advisory Committee; Margo Michaels, Director of Consumer Engagement, Health Care for all
  - Hosted by Resources for Integrated Care
  - [Recording Link](#)
- **Working with Oregon’s Tribes (2020).**
    - Introduction to OHA’s government-to- government relationship with Oregon’s nine federally recognized tribes and tribal health systems. Includes an overview of cultural responsiveness when working with tribes and developments specific to CCO 2.0 like the tribal liaison requirement, the role of the Tribal Advisory Council and tribal representation on Community Advisory Councils.
    - Presenter: [Julie Johnson](#), Director, OHA Tribal Affairs.
    - Hosted by the OHA Transformation Center
    - [Recording Link](#)
- **Youth Voice on Committees and Councils Assessment (Y-VOC) (2020).**
    - The Y-VOC is an assessment developed in partnership by Portland State University and Youth MOVE National to help committees and councils (like CACs) meaningfully include youth consumer voice in decision-making. The assessment allows decision-making bodies to determine how well they are incorporating youth voice and offers recommendations on actions that can be taken in order to do such.
    - Presenter: [Caitlin Baird](#), Project Manager, Pathways to Positive Futures, Regional Research Institute, Portland State University School of Social Work.
    - Hosted by the OHA Transformation Center
    - [Recording Link](#)
    - Next steps for CACs (if you wish to participate in the Y-VOC assessment):
      1. If you weren’t able to attend the webinar, listen to the webinar recording when you have time
      2. Identify a “point person” for your CAC, who will be charged with sending PSU an updated list of committee/council members
      3. PSU will send a link for your committee/council to participate in the Y-VOC assessment
      4. PSU will provide a report on the ratings of your committee/council