



# Changing the Way We Care: Innovation & Transformation Conference

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## Why Just Putting Up A Flyer Doesn't Work Recruitment Session Recap

*The points listed below have been transcribed from the Innovative Approaches to Recruitment notes. They have been transcribed in their entirety, with only small edits for clarity.*

Description: Sometimes when you ask someone to join the Family Council, they say 'no.' What can you say to address the common reasons family members turn down joining the Council?

### **No time**

- There are many ways to be engaged with the Council
- What time works best for you?
  - Determine the day/time that works for most family members (do a family interest survey)
- You don't have to attend all meetings; attend those that work for your schedule
- We ensure that meetings are a safe space and a good use of time
  - Emphasize the peer support aspect of meetings
  - Develop an effective complaints process
  - Use active listening at all meetings to ensure people feel heard
  - Practice good agenda management

### **It doesn't benefit me**

- We are stronger together
- Council meetings and activities are fun!
- We've accomplished so much as a Council that benefits everyone
  - Develop, maintain and use a 'brag list' that list the Council accomplishments
- As a Council we have a strong partnership with management and direct access to management

### **It's too much work**

- We divide the work to suit everyone's skills, interests and capacity

### **All they do is complain**

- We make time for people to share their experiences, challenges, and complaints but that's not all we do
- We focus on effective problem solving of complaints, not just complaining
- We've accomplished so much as a Council, beyond just resolving complaints
  - Share your Council accomplishments

### **I'm too stressed already**

- The Family Council can help reduce stress
- We have guest speakers and experts present on topics that can help reduce your stress
- We know that feeling- we have shared lived experiences
- We're a team and can help you through this

### **Nothing gets done**

- We've accomplished so much as a Council
  - Share your Council accomplishments and success stories

### **Everything is great, I'm happy with the Home**

- We work on more than just issues and complaints
- We also work on issues outside of the Home e.g. transportation out into the community, systemic issues facing LTC residents
- We help build community in the Home

### **Other recruitment ideas**

- Maintain and use email list to contact families of residents
- Develop a Facebook page or other social media profiles
- Include info on Council in welcome/admission package
- Have an 'Ask me about the Family Council' table or desk
- Share materials with other Family Councils
  - Find info from other Councils on the FCO Family Council Database on our website: [www.fco.ngo](http://www.fco.ngo)
- Leverage your partnerships and networks
  - Partnerships with Home staff
  - Other Family Councils and Family Council networks/clusters/groups