

# Outreach and Recruitment for GBDV Programs

Being sensitive during participant recruitment for GBDV programs is crucial to ensure trust, safety, and comfort. Survivors may have experienced trauma, so respectful communication helps prevent re-traumatization and supports informed, voluntary participation. Thoughtful recruitment fosters a welcoming environment.

## Purpose of Outreach

- Identify participants who may benefit from GBDV programs
- Understand participants' needs and readiness for support
- Connect participants to program resources safely and respectfully
- Ensure ethical and trauma-informed practices during outreach

## How to Build Trust with Participants

- Collaborate with local agencies and community leaders
- Be transparent about program goals, methods, and data use
- Respect participants' autonomy and decisions
- Prioritize safety, cultural sensitivity, and trauma-informed care

## Effective Communication with Participants

- Maintain a warm, respectful tone and professional communication
- Use clear, concise language; offer interpretation if needed
- Allow participants to answer briefly or in detail, respecting comfort
- Demonstrate active listening and respond to participant questions
- Follow program protocols while incorporating community-based participatory research principles

## Key Principles for Safe Engagement

- **Safety:** Ensure physical, emotional, and psychological security
- **Trust & Transparency:** Be clear about goals, methods, and data use
- **Collaboration & Mutuality:** Engage participants as partners; share power
- **Empowerment & Choice:** Let participants control their level of participation
- **Cultural Responsiveness:** Respect historical, gender, and cultural contexts
- **Avoid Re-Traumatization:** Use sensitive language; provide breaks etc.

**Screening Steps for GBDV Programs** Conducting a screening semi-structured survey ensures safety, respect participant comfort, and to gather essential information for support, risk assessment, and referrals in GBDV programs. Readiness assessment may include:

- **Introduction:** Introduce yourself and the program, explain its purpose, duration, and confidentiality, and confirm the participant's interest before proceeding.
- **Safety at Home:** Ask about household safety and experiences of violence, using simple scaling or yes/no questions when appropriate, and refer participants to support services as needed.
- **Mental Readiness and Trauma Screening:** Use hybrid of PTSD, mental health, and self efficacy scales
- **Accommodations and resources:** Including childminding, language, transportation, schedule conflicts etc.
- **Next Steps:** Questions or comments, other tasks needed to prepare participant for first session.

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Tips & Tricks Sheet for Engaging Participants Safely and Effectively

Step	Tips
<b>Introduction</b>	<ul style="list-style-type: none"> <li>• Introduce yourself and the program</li> <li>• Explain purpose, duration, and confidentiality</li> <li>• Ask if participant is interested in participating</li> </ul>
<b>Safety at Home</b>	<ul style="list-style-type: none"> <li>• Ask about household safety and experiences of violence</li> <li>• Use simple scaling or yes/no questions if appropriate</li> <li>• Refer participants to support services as needed</li> </ul>
<b>Mental Readiness / Trauma Screening</b>	<ul style="list-style-type: none"> <li>• Use brief yes/no or structured questions to assess trauma symptoms</li> <li>• Refer to crisis support services if high distress is indicated</li> </ul>
<b>Accommodations &amp; Resources</b>	<ul style="list-style-type: none"> <li>• Ask about participant needs: childcare, language interpretation, transportation, housing, employment, food security</li> <li>• Document for referrals</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>• Review program participation details</li> <li>• Answer participant questions</li> <li>• Connect them with program resources or follow-up support</li> </ul>



**Using a trauma-informed screening process ensures participants are engaged safely, their needs are understood, risks are addressed, and connections to resources are supported.**