

Identifying and Recruiting Key Partners Instructions

Workplan Objective/Activity Description

Include within Progress Report 6 due August 31, 2025 (new deadline)

Activity 3.2, Key Partner Recruitment Plan

Develop and implement a plan to identify and recruit Key Partners that work with underserved populations.

(A) Recruitment Plan

Deliverable Instructions

Introduction

The CDC states that “Partnerships, coalitions, and collaborations are necessary for the success of any public health program. A partnership is composed of organizations that share a common focus and combine resources to implement joint activities.

Partnerships can avoid duplication of effort, ensure synergy of resources, and help develop effective strategies to address unmet oral health needs and eliminate oral health disparities.”

Purpose

Collaborating with many partners on oral health issues will help cultivate initiatives, secure resources, foster advocacy, and assist with quality improvement activities. But first, you must identify the public/private partners who can help your program influence and educate community members on oral health issues and solutions.

To set yourself up for success, use a well-thought-out plan instead of leaving things to chance. Evaluate your existing list of key partners and their contributions, determine any gaps related to specific oral health issues (pregnant people, tobacco cessation, medical/dental integration), then brainstorm suggestions on beneficial additions to expand your program.

Step one:

Developing a plan requires answering questions as building blocks for recruitment:

- What kind of partners would be most effective in promoting oral health and reaching underserved populations?
- How should you approach potential partners?
- What happens if you get a yes, a maybe, or a no?
- What are some obstacles you may encounter? And how do you get around them?

- How will partners help with promoting oral health and implementing strategies to improve oral health in your community?
- For smaller/rural counties having trouble establishing a standalone advisory committee: Can the LOHP join an existing advisory committee if time and resources are limited, and the committee is open to including oral health as a priority?

Suggested key partner organization that work with underserved population to promote oral health such as, but not limited to:

- County First 5 Commission
- County Office of Education
- Women, Infants, and Children (WIC)
- CalFresh Healthy Living
- Early Head Start/Head Start
- Maternal, Child, and Adolescent Health (MCAH)
- Tobacco Cessation/Prevention Programs
- Black Infant Health
- Schools
- Dental schools and Federally Qualified Health Centers (FQHCs)
- Local dental societies
- Community health workers (CHW)/Promotoras
- Community-based organizations (CBOs)
- Home Visiting (HV) Programs
- Media, local businesses, policy makers

Step two:

What activities do you want partners to help with and what are their areas of interest?

- Distribute outreach and educational materials?
- Help recruit other members for your Advisory Committee?
- General support and decision-making on oral health projects?
- Support on a specific workplan project or activity?
- Would they be a long-term partner or for a specified amount of time to initiate or complete a project?

Step three:

Keep new partners involved.

- Maintain partner's and partner's motivation by keeping them informed, and/or continuing to find meaningful work for them to do.
- Understanding and engaging partners can be tremendously helpful to your work. If your partnership results in them feeling a sense of ownership and inclusion, they will be more likely to make a long-term commitment. This will rely on your continuing education, support and attention.

A Template for Identifying and Recruiting Partners

Use this template to help you organize your process and work toward your goal of adding more partners to your advisory committee or champions for your oral health program.

Phase	Activities	Outcomes
Preparation	Identify and describe what role(s) need to be filled (e.g., skills, experiences for objectives and activities)	
	Determine how many people will be needed. Prepare a list of individuals and organizations to contact.	
	Create a one-page fact sheet on your local OH program (attach as an appendix). Include a list of current partner organizations.	
Invitation	How should you approach potential partners? (e.g., letter, email, phone call). What should be included in the request? What are your next steps if you get a maybe?	
	What benefits could you highlight to persuade them to become a partner (e.g., chance to improve oral health and overall wellness of community)?	
	Draft a schedule of Advisory Committee meetings. What topics or upcoming projects are planned for discussion at those meetings? Indicate which projects/activities the new partner could assist with.	
Meeting	Invite the new key partners to attend the next Advisory Committee or workgroup meeting. Ask existing partners to share their top reasons for joining the partnership. For new members joining the group, consider having a member orientation to introduce the new member(s).	
	Discuss any upcoming project(s) at the meeting. What are some potential successes that will come of it, as well as problems/issues that could be a barrier to success?	

Phase	Activities	Outcomes
	Determine which Advisory Committee members could serve as a peer resource for the new partner(s) on current activities and prior projects.	
Onboarding	What training would be helpful for new partners? For new champions?	
Evaluation	Develop an evaluation form to gather feedback from meeting participants. What recommendations do they have about future meetings and strategies for upcoming projects?	

Resources

1. [ASTDD Best Practices for Partnerships](#)
2. [ASTDD | Collaboration Improvement, Planning and Evaluation](#)
3. [Developing Effective Coalitions: An Eight Step Guide | Prevention Institute](#)
4. [Partnerships, Coalitions and Collaborations | State-Based Programs | Division of Oral Health | CDC](#)
5. [Creating and Maintaining Coalitions and Partnerships | Community Toolbox \(ku.edu\)](#)