



2020 Team HBV Recruitment and Training Guide

Pandemic Adaption

National Recruitment and Training

Questions may be directed to recruitment.collegiate@teamhbv.org

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This guide has been modified to adapt to the current COVID-19 Pandemic. Adaptions are marked in red.

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I. Introduction:

Getting involved in the fight against HBV is a process that is entirely driven by you, your interests, and your commitment. Trying to launch a campaign against HBV in a new area can be challenging, especially without the support of other organizations or funding. **However, by leveraging community resources, forming partnerships, and remaining patient and dedicated, it's possible to build successful grassroots campaigns.** The following is a short guide with essential tips and anecdotal examples for anyone who wants to start or maintain a chapter. It also provides some insight into expanding into local communities.

II. Doing Your Homework:

1. **Read the Team HBV Manual.**
2. Find out what you can about HBV from the ALC website (<http://liver.stanford.edu/education/whatishepb.html>) it will give you **baseline information** for reference when speaking with potentially interested students, faculty, professionals, etc.
 - a. You can always learn more. Always know of a good source where you can direct people to learn more (liver.stanford.edu).
3. **Find out why HBV is important in YOUR community.** Does your community have a high proportion of Asian Americans? Immigrants? Do some research using local census information and your college's class profile (<http://quickfacts.census.gov/qfd/index.html>). What you find may be surprising!
4. Find out if there are already other organizations on campus or in the community that do anything HBV-related. They can be great partners and provide much of the resources you may need.



III. Planning a Strategy:

1. **Questions to ponder:** Given what you've found out about your community, what do you want to accomplish? Do you want to focus on education of college students? The community? Both? Do you want to focus on education, vaccination, or screening? Does your community have a local health clinic you can work with to facilitate medical procedures? Think about what is realistic for you to handle; you can always expand later.
2. **Consult the Team HBV National Advisory Board.** They are a good resource and always eager to help. By requirement they must all have had extensive experience managing HBV chapters. The starter package they send includes enough t-shirts, brochures and other resources to get you started. ([Click here to be taken to the Advisory Board webpage on TeamHBV.org](#)) Contact recruitment.collegiate@teamhbv.org with questions or comments!

IV: Establishing a Chapter:

1. **Recruit a Team/Executive Board.** To get anything done you need a reliable team. Recruiting members is probably one of the hardest things to do. Here are some tips:
 - a) **Clubs.** The following groups are often good places to start recruitment/collaborations: global health clubs, pre-med/pre-health clubs, culture organizations, health ed clubs, etc.
 - b) **Know Your Community.** What email lists do they check? Who sends the emails they actually read? Where do other clubs recruit? Do people respond better to e-flyers than real flyers around campus? There are plenty of ways to reach out to undergrads. Some departments on campus may even send out emails with a compiled list of resources/opportunities that Team HBV falls under.
 1. Advertise through email lists with e-flyers, use real flyers, or directly email presidents of clubs and ask to come to their meetings to give a recruiting talk.
 2. Some professors will allow you a few minutes before class begins to advertise. Verbally advertising/tabling at any event with many students also works well – use the starter package materials! Check with your university's policies about advertising before doing so, however.
 - c) **Patience and Persistence.**

Consider the following account from Phillip So:

When I was at Emory, I first spammed the school-wide announcement email lists, as well as some premed clubs' lists with an e-flyer and only got 1 email back. I met with the guy, and he is now on the executive board. I did, however, have much more success by going to club meetings. The current president was recruited from the Global Health club and all 6 other members were from culture club meetings.



Encourage people to bring friends. It seems natural to focus on recruiting Asian Americans, but don't limit yourself. Hep B affects all populations!

- d) **Partners/Cofounders.** This process can be tiring. Try and get one or two friends who are really in it with you. You can split up work and recruitment pitches better with two people!
- e) **Sales Pitches.** When advertising and recruiting, appeal to both passion and ambition. State some attention-grabbing facts like "1 in 12..." but also attract students by mentioning things that appeal to them.

Appeals include:

- Available leadership positions
- (Virtual) Physician/PA/NP/RN/etc. shadowing opportunities
- (Virtual) Health fairs and other outreach events
- Community service and volunteer experience
 - o This can be done in the local communities that members are a part of. An example of service is sending care packages for healthcare professionals/essential workers, those in need, and Hep B communities.
- Health education and advocacy
 - o Guest speakers and other engaging educational activities are good options.

NOTE: Some appeals may be limited due to the pandemic! Feel free to be creative in your appeals while respecting pandemic precautions. You want to keep your club members engaged with Team HBV.

The trick is to get a diverse group that include people who get things done quickly and efficiently, who you can rely on, and whose passion will motivate other members and your audience.

2. Use Existing Venues

Most schools have activity fairs, culture events, and other sorts of activities that allow student organizations to participate. Take advantage of these! Show up and tell people what you're all about. **Fall recruitment tends to get the most traffic!**

- a) **Preparation.** When you do this, make sure you are ready to tell people about your topic by knowing the major facts. ~~Bring brochures to hand-out. (you can order them free of charge at:~~
http://med.stanford.edu/liver/resources/brochure_orders.html)

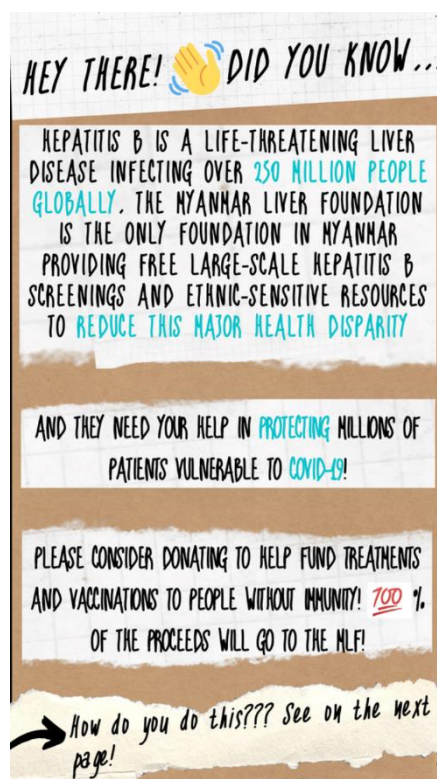
~~You can also make your own low budget banner or poster.~~

Using email lists and social media to share infographics/educational posts are powerful ways to spread awareness.

- b) **Confidence.** Being confident will inspire others to join the cause. Approaching people to talk about HBV can be intimidating, but it will get easier with practice. It is important that you appear confident in your purpose - remember that by reaching out to people who may not seem interested at first could potentially save their life. Tagging onto other events with other organizations nearby can give you access to more people.
- c) **Take Advantage of Teams.** Try to get as many of your team to show up as possible: more people mean more presence, and thus easier advertising. While reaching out to the student body, each member also gets practice that will help later on in public health outreach.

V. Campus Outreach:

1. **Recognition.** After recruiting a solid team, what should your next steps be? As soon as you have a group of reliable workers, it's important to seek recognition from the school. This is important because:
 - a) Funding is key! Recognized organizations can apply for money which you can use for HBV promotional materials, giveaways (food/drink), event supplies, speaker honoraria, etc. Look into university sources that provide funding as well.
 - b) Legitimacy at events. Some school events will only allow registered organizations to participate.
 - c) Get the application in early and let the student government sit on it while you get other things rolling. The sooner you can get recognized, the sooner you can stop paying out of pocket for things you need.
2. **Outreach Events.** Start small. Plan one or two events per semester/quarter. Pick an event that has a large student traffic and give your pitch. Share Team HBV's cause, infographics, etc. and tell people to tell friends.
 - a) **Giveaway.** Although it costs a little cash, you can draw a lot of people in by offering giveaways and turning it into a game.
(See our HBAW guide for more small-scale outreach event ideas)
 - b) **Be Unusual.** You can also draw people just by standing out! **For example, try info graphics with the headline "Are you 1 in 12?" and provide statistics with your pitch about Team HBV.** They will draw a lot of attention, generating interest!
Here is an example of an infographic:



- c) **Be Persistent.** Even if you just talk to a handful of people. You want to make your presence known on campus. Be consistent about it. People need repetition to remember a brand/name.



- d) **Tie Education to Fundraising.** Even when fundraising, don't lose sight of your educational goal. Strategize about how you want to promote. Pick things that you can easily share or send out. **For example, you can try bingo cards on social media, with different donations on each square. These donations can be paired with challenges in each square to further encourage people who know your members to donate.**
Consider the example below from our Team HBV chapter at UCLA:



- e) **Pace Yourself.** There's no need to plan giant events focusing on just HBV, especially early on, as you may have problems attracting large amounts of people. Only after your team has held a handful of good events and people know you should you plan a larger event such as a national Hep B Awareness Week in the spring. Another good idea is to tag on to some larger event or health seminar. Staff and students in charge will be more receptive to your cause and may allow you to speak to attendees.
- f) **Preparation.** Always get together with your team the night before or preferably earlier to think carefully about what you will need for the event and to ensure your team will be there when they said they would. Collect/borrow/buy whatever you need and have everything ready to go.
- g) **Debrief.** After events, get together and discuss what went wrong/right. Figure out what needs to be done to improve the next one. Write down the steps to replicate events that went well for future reference.
3. **Leveraging Staff and Professionals.**
- a) Working with staff at school can be surprisingly helpful and productive. You will probably need a staff advisor for recognition by the school so start looking for people that could be good candidates. Professors or staff in any department related to medicine or Asian American issues could be a good start. If your school had a medical school or a school of public health those are also very good sources for professionals who can not only support your group, but help draw in other **community members, potential speakers, and supporters. You want as many allies**



as possible to give you credibility and access to resources.

- b) **Take as many opportunities to recruit people to our cause as you can!**
- c) **Student clinics.** One big goal can be to get a student health center on your side. **Changing policy can leave a lasting impact that will affect future generations of students.** This requires preparation and persistence, and the center may hesitate to cut costs without a strong impetus. The more prepared you are, the less likely they are to blow you off. Arrange a meeting with a high up administrator such as the director, although you can certainly gather allies first such as a health educator.

A sample of what Phillip So brought to his meeting with the director at Emory:

1. Statistics to show the large proportion of Asian students at Emory.
2. The number of lives that could be saved.
3. A reminder that the CDC recommended the screening of persons born to Asian families and suggested the Emory become a model school for this initiative.
4. A practiced speech and a leave-behind document.
5. I spoke to the Stanford clinic, got their contact information and left that as well so Emory could contact Stanford for any more questions on implementation.



VI. Managing Your Team:

Knowing how to communicate and work together with your team is essential. This may well be one of the hardest, but most important things in maintaining your chapter.

1. **Teamwork.** From the beginning, delegate responsibility and play by your team's strengths. Pair shy and outgoing people to do outreach. **Take advantage of tech-savvy members.** Most of all, your team should synergize; do whatever you can to diffuse tense situations. Be aware of the strengths and weaknesses of your team and how they interact. You can also improve team relations by getting together outside of Team HBV. Perhaps you meet **virtually or socially distanced** to discuss whatever it is you need for your upcoming event. Need to have a meeting? Do social things together. Eat together online, watch a movie over Zoom, etc... **You want to build a team that can rely on each other, enjoys working together and doesn't want to disappoint/ bail on each other.**
2. **Maintaining interest.** The biggest challenge with any start up is to keep the initial passion flowing. If you're lucky, you'll have a friend or recruit who is diehard for your cause. There are several things you can do to help people stay interested.
 - a) Give people jobs. **If people feel useless, they are likely to quit.** You also need to build sustainability so people get things done without you breathing down their back. The sooner they start working, the sooner they feel invested and are proud of their work.
 - b) Keep things flowing. Don't let the enthusiasm die out. Continue to plan events, and use your success to build to better things. Be productive during meetings and stay in communication. Show what other chapters are doing and work together build on their successes.
 - c) Once you have an executive board, make sure you have things to do for general members before you recruit them. If you have a ton of people sign up, then never send them email, you lose credibility and potential members. Create committees; tell your VP's to also delegate responsibility, multi-task.
3. **Accountability.** In a volunteer organization it's hard to keep people accountable. Unfortunately, some people are more reliable than others. It's important to allow all members to participate. Those that are less reliable will need extra follow-up effort by the core members to ensure that tasks are completed. Sometimes it's smart to assign a few people to one task if it's very important to ensure that the entire task doesn't fall through.
4. **Leadership.** Find good leaders to take your place when you're gone. They need to be able to do what no one else wants to do, delegate tasks, hold people accountable and most of all inspire the others. Give them opportunities to lead early on, so they know what to expect. With this in mind, try to recruit members with various ages so that you're not all graduating!
5. **Meetings.** Balance commitment with productivity. Decide how frequently to hold meetings based on the needs and number of activities of your chapter.



A Note on Community Outreach

Community centers are a great way to reach into the community in an environment where the community comes to you. Other possible collaborations include local public health departments and interested physicians. **It is extremely important to stay in close and good relations with partner organizations. Prioritizing an organization's events can lead to prioritization of your events in return.**

VII. Event Planning:

The following planning was used for nearly all of our events. Stay organized ahead of schedule and make sure your team can be relied on. Have a backup plan if someone is unable to perform their task.

1 month prior to event:

1. Decide what you are going to do:
 - a) Are you going to educate, fundraise, give things away? All of the above?
2. Pick a good day to have your event.
 - a) Coordinate with already existing on-campus events, pick a time that suits your volunteers. Avoid exam times, avoid times dominated by other school wide events unless you can be a part of that event!
3. Create a list of tasks that need to be completed.
 - a) Does time need to be reserved? Who should you talk to about getting access to this event? Does anything need to be bought? Who is paying for it? Can it be borrowed?
4. Design a sign-up sheet so that shifts can be taken by volunteers to ensure people are at the event at all times.
5. Decide on future meeting dates for the event:
 - a) Do you need to meet a week before to check in? The night before to prepare?

Week of the event:

6. Check in either via emails or a short meeting to clarify tasks that still need to be done and resend out the shifts list and tasks list.

Days before the event:

7. Delegate final preparation tasks, considering calling members to ensure they are aware of their shifts.

Appendix: Examples from other Chapters

An example of a Team HBV chapter timeline at Emory:

2009-2010 Academic Year

Fall

- Emails sent to general listserves, recruitment begins with e-flyering
- Advisory board provides advice and introductory package, recognizes potential new chapter at Emory



- Met with local Asian American community center to discuss potential partnerships

Spring

- Recruited 1 member. Continued attempts to recruit a team by going to club meetings, by spring, future executive board (7) showing up to meetings.
- An application for recognition of the student group by the university was submitted but rejected due to a lack of strong undergraduate leadership.
- Community center arranged a meeting time to train the emerging core group of Team HBV in order prepare them to teach community members through existing venues such as English classes.
- Informed Dean and staff of School of Public Health of initiative and sought advice.

Summer

- Executive board and specific positions created.
- Met with local Georgia Department of Public Health staff to discuss potential partnerships.

2010-2011 Academic Year

Fall

- *August:* Team HBV at Emory established its presence on campus by participating in the Student Activities Fair. Short and informal surveys were designed and carried out to get a baseline level of knowledge of students and ice cream was used as a cheap incentive to get students to participate. Following the survey, students were educated and brochures were given out to encourage further reading.
- *August:* Members approached the Emory student health clinic to advocate for the reduction of HBV screening costs for high-risk students. Clinic staff considered the proposal, but asked for additional information due to financial concerns.
- *October:* Team HBV participated in its first event with local community center, the Together Empowering Asian Americans (TEA) Walk. The event had over 1,500 participants. After the walk, Team HBV had a booth where members educated participants and distributed baked goods and educational materials.
- *November:* Team HBV sent its president to the second National Team HBV Conference.
- *November:* Team HBV had its second major educational event during a small night market. Members sold hot chocolate and educated students while playing HBV-related media on a projector nearby.

Spring

- *March:* Major victory. After consulting with Vaden, the student clinic at Stanford that pioneered reduced cost screenings, Team HBV members met with Emory Student Health and Counseling Services Executive Director Dr. Michael Huey to request reduction of costs again. An agreement was made to reduce the fee for HBV screening and support provider education at the beginning of the 2011-2012 academic year.
- *April:* Team HBV holds three very successful events over the course of the



week as part of National Hepatitis B Awareness Week, educating hundreds of students and raising money for future education efforts.

An example of a Team HBV chapter timeline from UC Berkeley:

Schools with a more established Team HBV chapters follow a different timeline for recruiting members. Here's a timeline of what Team HBV officers aim to accomplish during the start of the new school year:

2013-2014 Academic Year

Fall:

- *August:* The executive board meets to plan a social to kick off the new school year. We planned a skydiving trip, which was an extraordinary experience that bonded our officers. We organized tabling at the university's largest start-of-semester student organization exposition, Calapalooza. Gather email and contact info here to recruit new members in a general meeting newsletter.
- *September:* Organize chalking schedule 1 week before the first general meeting. Board of 6 officers went to lecture halls and classrooms before the school day started to write out Team HBV 1st Gen. Meeting in chalk with date and room number. Keep it short, interesting and informative. Have tech-saavy member create a flyer for your organization. Switch profile pictures on Facebook or whatever will generate the most Internet traffic. Facebook events work great as well.
- *October:* First gen was a great turnout. Members were rewarded with food and learned about the chapter and its great cause. Sign-ups were passed around for volunteering and outreach events such as the Annual Dragon Boat Race in San Francisco as well as the Liver Life Walk in Golden Gate Park.
- *November:* Taught kids at local elementary through OASES a student tutoring organization in Oakland. Activities were based on age level of kids, such as coloring sheets or Q&A. Invited Genevieve from SF Hep B Free to speak at a general meeting. Separated members into 3 different teams: H, B, and V. To make sure that members got to know each other in a big club, we had them compete against each other for a prize for showing up to events and meetings to earn points for their team. Team HBV National Conference!
- *December:* Finals season dawning, stayed away from big events and kept mainly to club socials. Christmas themed socials such as White Elephant or gift giving keep everyone entertained before finals! We also had an end of year celebration before everyone left for break.

Spring:

- *January:* Similar to the fall recruitment schedule. Although many members recruited from fall had stayed, we decided to recruit more in the spring as well through setting a chalking schedule and establishing a presence on social media.
- *February:* Mainly volunteer events such as in the SF Chinese New Year Festival.
- *March:* Partnered up with the Volunteers in Medical Outreach Club on



campus and began planning for a HBV Benefit concert where we would invite a famous Youtuber to perform. This plan fell through however, when we could not find anyone within our fundraising budget and school grant. Our members and officers learned a lot in the process, however, such as drafting grants and how to work with other student organizations.

- *April:* April mainly included planning for Hepatitis B Awareness Week (HBAW). We had a week filled with different giveaways, such as flowers, pinwheels, as well as HBV plushies, giving students an option to learn how to sew or buy an already sewn plushie. Work parties were organized with the members to set up all the materials needed for the events.
- *May:* As finals week approached, we ended the year with team socials and the end of year Team HBV banquet, where we congratulated the incoming officers and bid farewell to our graduating seniors.