



Patient Family- Centered Care

Recruitment Table Training Manual for Parent Advisers

Recruitment Table

Role Description

- The Recruitment Table's main purpose is to invite parents to join our efforts in Patient-Family Centered Care (PFCC). With this platform, PFCC parent advisers interact with caregivers to provide them with a general understanding of what PFCC is and what specific volunteer opportunities we have available for them. The recruitment table volunteers serve as a resource for parents and provide information about their role as parent advisers.

Basics

- **How often are recruitment tables held?**

Recruitment tables are usually held 3-5 times per year in accordance with the PFCC calendar.

- **What is the time commitment?**

The expected time commitment for the recruitment table is approximately 2-3 hours per event.

- **How will patient families learn about this event?**

PFCC staff will also ensure that the event has been promoted throughout the hospital well in advance of the event date. Promotions will be done via posting flyers on the digital signage board and making overhead announcements.

- **How do we set up for a Recruitment Table event?**

All supplies necessary for the recruitment table will be gathered by staff and ready to be picked up by you from the Family, Guest, and Volunteer Services office on the plaza level of the PCC the morning of the event.

In the supply cart provided, you will find a variety of items necessary for setting up the recruitment table.

- Cover the provided tables with the 2 purple PFCC tablecloths.
- Place 4 candy dishes on the tables and fill them with candy.
- Place several PFCC pens, 50 black PFCC bags, and green St. Jude tattoos, etc. across both tables.
- On both tables, place a plastic stand with the recruitment table flyer.
- There are 75 packets of a brochure, E-Council Application, bookmark, and accomplishments summary.
- There are two different pins that will be provided, one that says "Am I Listening", which is for staff, and one that says "Ask Me About Me", which is for families.
- You will have 30 tumblers. Tumblers can be given to anyone you have a meaningful interaction with!
- There is a confidential folder provided for you to place all completed E-Council applications in.



- **What duties are expected on the day of the event?**
 - Read over the Recruitment Table script before the event so that you can adequately communicate the purpose of the recruitment table and the purpose of PFCC. *Don't hesitate to contact us with questions!*
 - Arrive at St. Jude at least 30 minutes before the event to pick up supplies from the Family, Guest, and Volunteer Services office. Then, go to the recruitment site to set up. Table and chairs should already be set-up for you at the site of the recruitment table.
 - When hosting, engage people before they ever reach the table with eye contact and a warm smile. People may not understand they are welcome at the table so don't hesitate to invite them over.
 - Be sure to introduce yourself and explain your role in Patient Family Centered Care (PFCC) initiatives.
 - Share why St. Jude needs parent involvement; encourage parents to join the E-Council and/or the PFCC efforts.
 - Try and make sure parents walk away with an info packet.
 - Invite caregivers to complete an E-Council application then place it in the confidential folder to give to the PFAC coordinator.
 - Hand out Give-Aways to anyone who wants them including staff, children, and parents. *PFCC tumblers can be given to anyone you who is interested, especially if they have taken the time to learn with you!*
 - Clean up the recruitment area and return supplies to the Family, Guest, and Volunteer Services workroom at the events conclusion. You do not need to break down the table(s) or chairs.

Hosting:

Be prepared to answer questions about the basics of PFCC like:

What is PFCC? PFCC stands for Patient Family-Centered Care. It is an approach to healthcare that focuses on the family as a child's primary source of strength, support and well-being. When we show our families dignity, respect, share information, involve them in care, and collaborate with them we are living out PFCC core values. The Family, Guest and Volunteer Services department leads PFCC initiatives and coordinates parent volunteers to improve the patient experience through parent mentorship, parent-lead councils, and by facilitating efforts to gather and report on parent feedback.

What are some ways I (parent) can get involved? There are many opportunities within PFCC in which patient families can serve as a parent volunteers. One of the easiest ways for caregivers to get involved is by becoming a virtual/online parent adviser on the E-Council. This online resource allows parents from all over the world a chance to share their perspectives as a St. Jude parent or caregiver. Be sure to tell the caregiver they will have an opportunity to participate in discussion forums, take surveys, and read important announcements. There are also many other ways a parent can serve. You can direct them to <https://www.stjude.org/PFCC> for more info.

What are the requirements for joining/staying involved? All PFCC volunteers must be either current or former St. Jude patients, patient guardians, or patient family members. All PFCC volunteers must be 18 years or older and should have experience as a patient or have directly cared for a current or former St. Jude patient.

How does this affect my ability to be involved in my child's care? Joining PFCC will help empower you to be involved within your child's health care journey by helping you understand St. Jude at many new levels.

How do you use your experience to be a part of PFCC? Think back on your own personal experience and what drew you to join PFCC. Use these thoughts to help inform and persuade other patient families on the importance of joining PFCC.

Key Talking Points

- **Explain your Role/How a parent can be involved:** Perhaps you are a member of the PFAC? If so, take the time to explain that the PFAC is a council made up of St. Jude parents and patients who guide Patient Family Centered Care (PFCC) programming and related adviser roles. Parents can also be involved in many ways by serving on councils, committees, mentoring, or joining our online advisory council.

- **Discuss why the PFCC is important:** Patient Family-Centered Care (PFCC) is meant to facilitate connections between patients, families, and health care staff to they can join together to best meet the needs of the patient.
- **Joining the E-Council:** Parents of children on active treatment can join the E-Council if they want to be involved during their child’s treatment. The E-Council is a private website just for the families of St. Jude patients. On the E-Council, they will have a chance to complete surveys, join discussions, receive newsletters, and get St. Jude updates. Input from the E-Council can impact many different areas of the hospital and patient care.
- **Nominate Staff for Breakfast of Champions (BOC):** Inform parents about Breakfast of Champions and ask if they would like to nominate any staff member that has made an impact while on their journey at St. Jude. *This could be a great opening line to invite someone over to the table.*
- **Share your experience and story as appropriate:** Parents who are coming up to the recruitment table may have been at St. Jude for years or they might have just arrived and are adjusting to everything going around them. Please be mindful of this as you share details of your story. It is better to ask questions and understand what stage of the journey they are on, rather than sharing too much information at first.
- **Share the message of the PFCC with Staff:** Although this event is geared towards parents and caregivers, staff members may come to the recruitment table and express curiosity about PFCC. Take this as an opportunity to promote PFCC’s mission and the purpose of the recruitment table in encouraging more parents to get involved in family-centered care. You can also use this opportunity to share more about the programs that PFCC has such as St. Jude 101 and Family Talk.

Resources:

Advisers are there to encourage staff to remember the resources available from the PFCC and the institution.

PFCC Resources:

- *Patient Family Advisory Council (PFAC):* You or the HAC team can reach out to the PFAC for additional input. HAC teams are welcome to attend PFAC meetings on Thursday for small group or Friday for PFAC.
- *Virtual Advisory Council (VAC):* The online advisory council is another resource to quickly accumulate caregiver feedback through surveys, discussions, and informational postings.
- *PFAC events:* Family Talk, St. Jude 101, and Recruitment tables are all events where parent advisers interact with current St. Jude patients and families. These events are great places to share information or distribute flyers.
- *Surveys:* the PFCC can send out surveys to any of our vetted parent advisers to get targeted feedback.
- *Quarterly call with all HAC team parent advisers:* We will discuss topics that have come up during your respective HAC team meetings. Information sharing with other HAC team advisers will help everyone improve on their participation experience.

Other St. Jude Resources:

- *Patient Education Department:* Patient Education puts out “Do you knows” to families. They also have the monthly “Parents” newsletter for sharing information.
- *Digital Signage:* This is a great way to spread the word about an event or new information relevant to staff or families.

Should a subject or topic come up during HAC team meeting that may have need additional opinions, remember to suggest these resources as a means to get feedback from a broader audience.

Questions? Please contact us:

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Table 1 Set-up

Table 2 Set-up

Suggested Script: The following are some themes and phrases to keep in mind while operating the recruitment table. Please note, the personal examples are written from an experienced parent adviser's perspective, please feel free to adapt them to your own tone and conversational manor.

#1: Engagement of Individual - Greeting and Personal Introduction

- Whether we are at the recruitment table or out encouraging families and SJ staff to stop and visit, we must respectfully ask for their time and permission to interact with them.
- At the point of engagement of a parent, caregiver, patient or SJ Staff, introduce yourself and let them know your reason for the recruitment table.
- Give people a chance to invite you into their space. If they are not interested, be sure and say **"Thank You."**
- Make a personal connection to patients and families by including in your introduction the fact that you are a **"St Jude Parent."**

My Personal Example:

- Good Morning. Will you stop a minute and let me talk to you about what we are doing here today?
- Hi. my name is [NAME]. Are you a parent of caregiver? Given either response I state **"I am a parent too! I am a parent serving as a volunteer in PFCC initiatives."**
- Have you heard of the Patient Family-Centered Care Program (PFCC), or the Patient Family Advisory Council (PFAC)? (y/n)
- Are you aware that St. Jude is recognized as a leader in Patient Family Centered Care? (y/n)
This hospital is so concerned about improving their practices and service to families that they want to know from parents, like you, just what the hospital can do to improve upon their best practices and the many services they provide to patients and families. **"I think that is absolutely Awesome!"**
- **Note:** To spark conversation and involvement from the parent, engage the child/patient and relate to what area of the country they live? And how old they are? Etc.
- Parents who serve in PFCC initiatives return to St. Jude for meetings and activities as representatives of the voices for other parents. We return here from all over the United States as volunteers to give back to St. Jude.

#2: State the Purpose of Patient Family Centered Care (PFCC) and Recruitment of parents to volunteer for the E-Council and Patient Family Advisory Council

My Personal Example:

- St. Jude Children Research Hospital has been a Patient Family-Centered Care Facility since 2008 and is recognized as a World Leader in this field. The concept of a Patient Family-Centered Care (PFCC) Hospital is when the patient, family and health care staff join together to best meet the needs of the patient.
- We are parents who volunteer at St. Jude to serve in a variety of ways. We partner with the hospital staff and administrators to ensure that excellent health care is always the first priority for every patient and that the needs and choices of each family are always considered.
- When engaging with SJ Staff, ask them what is their knowledge of PFCC initiatives or the PFAC.
- Remind SJ Staff that they are a part of this PFCC process every day when they are completing their tasks and responsibilities, in addition to engaging with patients and families.
- We always need to emphasize to patients, caregivers and SJ Staff that patients and families are always at the center of Patient Family-Centered Care.

#3: Share some of the Accomplishments of the PFCC and the PFAC

My Personal Example:

- Did you know that parents have served and helped St. Jude Hospital develop better programs that span from A-Z?
- Parents have been involved in small and great partnerships that have resulted in some positive changes from having purse hooks on the bathroom doors to the Parking Valet Service.
- Parents, as volunteers, serve on St. Jude Hospital committees, councils and workgroups. Parents engage other parents in educational and mentoring programs like St. Jude 101, Family Talks and Parent Mentoring.
- Parents review Patient Education documents and provide their perspective.
- Parents provide input to development of educational resources, such as central line care and Welcome videos.
- Parents also suggested the Directional Signage throughout the hospital that help the new families navigate the Hospital Campus.
- We also organize and lead the Breakfast of Champion Events held bi-annually to recognize distinguished St. Jude Staff who embody the principles of PFCC.

#4: Invitation to the FAC and E-Council

- Invite the person you are talking with to become a part of our winning team and explain ways they can contribute.
- Give a clear explanation of the E-Council, our virtual advisory council, and invite them to complete an E-Council Application.
- Give them a **How to Connect Card** with the online information.

My Personal Example:

- As a parent, we want to give you an opportunity to share your experiences with the hospital. You may not be able to sit on the Advisory Council at monthly meetings, but you can still share and let your voice be heard by getting involved with the E-council. All you need is an email account. On the E-Council, you can give input by completing surveys and questionnaires when the hospital needs specific information.
- Are you willing to share your experience by joining the E-Council?
- Offer an E-Council application and encourage them to review all brochures and materials placed in their Gift Bag about PFCC.

#5: Appreciation for Stopping By

- Thank them stopping by and listening!
- Allow them time to complete an E-Council Application or, if they can't spare the time, they can take the application with them and turn it in at the Information Desk in the Patient Care Center or the Chili's Care Center.
- Share the giveaway items with more information on PFCC involvement.