

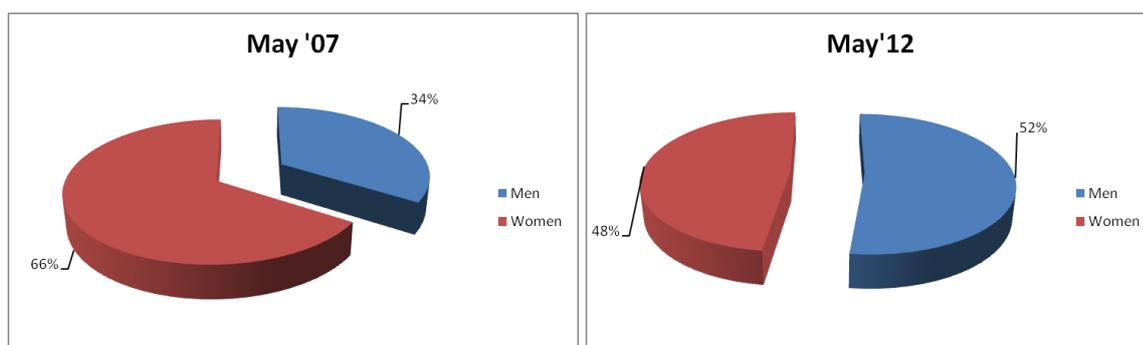
Recruitment Strategy in Arroyo de la Luz

Recruitment Area:

Arroyo de la Luz is a municipality in the province of Cáceres, in the region of Extremadura. With 6,392 inhabitants (3,227 women and 3,165 men) according to the census of 2011, Arroyo de la Luz is the most populous municipality in its surroundings and the tenth of the Cáceres province. The importance of this area is based on its proximity to the capital (20 kilometres).

The foreign population represents 1% of the population: 58 foreigners of which 33 are women and 25 are men, being the most representative country Morocco. Arroyo de la Luz is a municipality where 24% of the population is over 65 years old and 17% less than 19.

Since 2007 unemployment has risen over 200% in Arroyo de la Luz and only in the last six months it has increased as much as it did in the whole year of 2011. While in May 2007 the unemployment rate was 8.90% in May of this year, the unemployment rate is 28%.



Main Goals:

- To get a minimally sufficient number of volunteers ready to fill the positions needed.
- To ensure the continuity of the programme.
- To attract volunteers on an ongoing basis, to replace those who leave through natural causes.
- To increase the social visibility of the programme in the community and the public awareness on health promotion.

Recruitment Techniques:

We want to involve the right people and in sufficient number, since the ideal is to have enough volunteers to adequately carry out the programme. The volunteer recruitment process must be permanently open, if we want to make the Health Ambassador Figure sustainable. The entity responsible for the volunteers' recruitment, in our case the Town Council of Arroyo de la Luz, has to be open-minded, negotiator, entrepreneur, objective, honest and clear and needs to have an assertive communication style.

From its work will depend on number and type of volunteer organization, it will be the one who will detect the volunteers' skills, level of responsibility, commitment, etc. Therefore, the capture process must be carried out with particular care. The means through which you can get people to dedicate a

portion of their time and effort for a cause are diverse: from word to mouth, with advertising campaigns, through explicit requests to the organizations of certain groups (school teachers, students, coaches, associations' members, etc.)

First we will give the information to a limited group of people with certain skills and / or experiences: people involved in the school networks and trainers in sport clubs; looking always for a high level of future commitment.

In this sense following meetings will be held:

- a. Meetings with the members of the Municipal Health Network will be held:
 1. Parents Association of the Public School 'Ntra. Sra. de la Luz'.
 2. Parents Association of the Direct-Grant School 'Ntra. Sra. de los Dolores'.
 3. Parents Association of the Secondary School 'Luis de Morales'.
 4. Community Worker of the Secondary School 'Luis de Morales'.
 5. Headship of the Public School 'Ntra. Sra. de la Luz'.
 6. Headship of the Direct-Grant School 'Ntra. Sra. de los Dolores'.
 7. Headship of the Secondary School 'Luis de Morales'.
 8. Housewife's Association.
 9. Consumers' Association.
 10. Town Council of Arroyo de la Luz.
 11. Councillorship for Health and Consumption of Arroyo de la Luz.
 12. Adult Education Centre "Sansueña".
 13. Health and Sustainable Municipalities Programme
 14. Local Police Authority.
 15. Drug Prevention Area of the Community of Towns Tajo Salor.
 16. Cultural and Environmental Association Traspíes.
- b. Meetings with the Municipal Sport Clubs Trainers.
 1. Arroyo's Volleyball Club.
 2. Arroyo's Basketball Club.
- c. A deeper meeting with the Parents Association of the Public School 'Ntra. Sra. de la Luz'

In the future a wide recruitment strategy could be carried out, distributing brochures and leaflets or using local newspaper, radio or TV ads. So the message gets to as many people as possible.

Sustainability Strategy:

We must work, right from the recruitment, to ensure temporal stability, which means considering the needs in the short and medium term of the future volunteers. In this sense, to wake up realistic expectations of tasks to perform, to assume responsibility, time commitment, would avoid major disappointment of the volunteers. It is also useful to regard at this stage, the possible reasons why people may decide to be a volunteer. There is no reason to assume that everybody wants to be a volunteer to help others. It is feasible to imagine other reasons as, for example, the desire to socialize with other people, the desire to learn, to feel useful, to improve the curriculum... We offer following values: gaining knowledge, learning new skills, meeting new people, broadening their network, expanding their horizons.

People who are associated directly or indirectly to the Town Council are the best to recruit as volunteers. This strategy centres the recruiting efforts on those groups of people related to the entity

and, if necessary, the circle of people will gradually expand, but obviously the relationship with the organization will be weakened and its effectiveness will be progressively smaller.

Anyone who already has a favourable attitude towards the Town Council can be a good pickup.

Possible groups:

- Sport Club Coachers.
- Parents' Associations.
- Students in professions related to health and social inclusion.
- Current Volunteers.
- Friends and relatives of volunteers.
- People of the neighbourhood.
- People affected by the problem being addressed.
- Employees from the Town Council.

In general terms, implementing this strategy requires the recruitment campaign to start connecting in a real personal way with the people of the selected groups. They have to be told, they are the essential part of one of the most important phase of the management of the HCHF programme.

For example, the Director of the Adult Education Centre is working within the project and he, himself, is going to be a volunteer and the technician of the Health and Sustainable Municipalities Programme as well. Both of them, plus the sport clubs coachers (that work with ca. 100 children), are for us the key agents for a real sustainability of the project. Together with the Public School (that has ca. 400 children) we estimate the project is going to have more or less 500 young beneficiaries.

As the 'train the trainer' approach will be applied we hope this will be only the starting point to keep Health Ambassadors' in time.

As relevant aspects for the training we have to say that a specialized entity, with theoretic and practical experience in the field of Health, is going to be responsible for the training and, as we already said above, the train of trainers approach is going to be used. The timetable is going to be adapted to the volunteers needs and a contact network is going to be created.

To achieve sustainability in Public Administration is possible when the training is provided not only to an individual person but also to people pertaining to an association, being a key actor within the municipality / district and that continuously carry on activities in coordination with the Public Administration. If the training is also be given to permanent staff of a public administration that is always planning future activities linked to the training subject you have achieved a successful sustainability.