New Stakeholder Recruitment and Orientation Materials Template

As Aligning Forces for Quality (AF4Q) enters its fourth year, it is not uncommon for Alliances to experience changes within their multi-stakeholder groups. Many Alliances are recruiting new members for their Leadership Team while others are adding new stakeholders to Alliance workgroups and committees. When recruiting new members it is important to offer materials that make the case for their involvement and gives them a sense of your Alliance's goals and accomplishments to date. Once new stakeholders are on-board, they need up-to-date materials and resources that help them understand how your Alliance operates and the ways they can engage, as well as content information that assists them in being effective Alliance members.

The AF4Q Communications firms and the National Partnership for Women & Families team worked with the South Central Pennsylvania (SCPA) Alliance to create a set of "on-boarding materials" to assist with the recruitment and orientation processes. The goals of these materials are three fold:

- Provide an overview of the SCPA Alliance initiative
- Share operational details about the SCPA Alliance
- Provide content background on health care quality, including: performance measurement, public reporting, quality improvement, disparities, health information technology, etc.

The materials include:

Alliance Overview—

South Central Pennsylvania Alliance's Highlights: this document outlines the SCPA Alliance's goals and mission and also details the Alliance's achievements and upcoming priorities.

SCPA Alliance Operations—

- *SCPA Principles*: this document outlines SCPA's guiding principles in the three AF4Q focus areas of consumer engagement, quality improvement, and performance measurement and public reporting. It also describes the Alliance's decision-making process.
- *AF4Q Stakeholders Working Together:* this document describes the ways in which SCPA ensures that each stakeholder in the Alliance has opportunities to make meaningful contributions.
- *Roles and Responsibilities:* this document outlines the various SCPA bodies and their role within the Alliance.

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Because actions speak louder than words.

The National Partnership for Women & Families provides technical assistance for *Aligning Forces for Quality*, a national initiative of the Robert Wood Johnson Foundation.

AF4Q Content—

- *Quality Health Care 101:* this document defines quality health care, describes the concepts of underuse, overuse, and misuse, explains how performance measurement and public reporting can improve health care quality, and suggests ways patients and consumers can improve their health care experiences.
- *Improving Health Care Quality: Why You Should Get Involved and How You Can Make a Difference:* this document describes the gaps in quality that exist in our health care system, explains the role the AF4Q initiative is playing in addressing those gaps, and provides the value proposition for getting involved with AF4Q.

The SCPA materials are attached as templates for other AF4Q Alliances that wish to create similar materials. The Communications and National Partnership teams are available to assist you in tailoring the materials to your specific Alliance.