

Breakout Rooms CT & NY: Guiding Questions for Discussion:

- As a key member of recruitment, what approach or strategies would you use to recruit family, friends, or community members?*
- What are the top three things you would tell others about the project? * How would you describe this study to others?*
- What would you emphasize or highlight if recruiting folks? What about this study stands out to you? *
- What are some of the barriers to why people who qualify might not participate, and how can we address them with our recruitment style? *
- If we have time:
 - Where within CT should we focus our recruitment efforts/outreach on?
 - Where within NYC should we focus our recruitment efforts/outreach on?
 - What are some organizations that we can reach out to?
 - What are some social media platforms that people in your community use?

Meeting Notes:

Recruitment strategies:

- **Partner with Community Organizations:** Present at or attend their events. Suggestions for CT: CTVIP, urban community alliance, Street to straights, Community Action Agency, and for NY: TransEquity, Destination tomorrow
- **Build familiarity:** The CHR/research team needs to be a familiar face, and present within the community. Must be reliable and consistent, and take care of people's basic needs, like providing meals and covering transit fares.
- **Engage in honest dialogue:** Go where our people are at (parades, summer festivals, fairs, etc.) and initiate holistic conversations that may naturally lead up to discussing the importance of this project. A suggested conversation starter: "What do you think are some the challenges facing our communities?"
- **Social Media & Accessibility:** Use social media platforms like Twitter, Instagram, TikTok, and Facebook to reach more folks, including those with disabilities and LGBTQIA+ community. Create short reels that might interest people to learn more.
- **Reach Transgender and Gender Non-Conforming People (TGNC):** Connect with TGNC individuals involved in the queer club scene and ballroom community/ "houses" Collaborate with LGBTQIA+ centers across NYC/CT and TransEquity in NYC.

When describing this project to others, we should highlight:

- **Value-add of the study:**
 - People who use drugs have expertise that is valuable!
 - Participation offers structure, aiding in reducing harm in your life, potentially providing stability while also getting some cash and connecting to resources.
 - Community ownership: There's a broader impact on the lives of others in the future, and an opportunity to be active agents in driving long-term change AND healing in your own community.
- **Project Origin/Focus:**

- Came from People of Color, run by People Of Color, and for People Of Color.