



# National AHEC Organization Health Information Literacy Project

## TWENTY YEAR 1 LESSONS LEARNED

1. Capacity building comes first.
2. Err on the side of liberal planning, marketing and recruiting time.
3. Recruit carefully, liberally, enthusiastically, and in person whenever possible.
4. Maintain a recruitment waiting list.
5. Know your target audience.
6. Cultural humility is essential.
7. Ensure your primary purpose and ultimate goals are clearly understood by all participants.
8. Planned, consistent, and open communication with partners is essential.
9. Structures, tools and resources will dictate outputs.
10. Working within a school setting can be restrictive for an external entity.
11. Stipends and incentives incentivize, but can confuse participant priorities; use with caution.
12. Use code names that don't have to be tracked, like the first two letters of a first and last name.
13. Twenty minutes talk time – tops.
14. Older teens have time demands that are difficult to compete with; make engagement easy.
15. Proper evaluation takes administrative time AND program time.
16. Community partnerships add depth and stability to a program.
17. Building towards a programmatic goal provides focus and rewards.
18. Numbers (data) AND stories (narratives) are important.
19. Flexibility is a great asset; it's okay to sacrifice some things and add others.
20. Proactive data and information sharing puts you in the lead.

### AND BONUS TIP

**#21...** Provide participant feedback opportunities at every opportunity!