



OUTREACH CHECKLIST:

- ◇ Magnets, kits, prescription pads that you can personalize
- ◇ Create an outreach strategy, such as attending a health fair
- ◇ When creating your outreach strategy, keep the following questions in mind:
 - What are the goals for each outreach strategy?
 - How will these activities be funded?
 - What is the purpose of doing this outreach activity with this partner?
 - What groups will you be targeting?
 - Are you reaching your target population?
 - How long do you plan on doing outreach with this partner?
 - What funding will be needed for staff, activities, and related documents?
 - Who will be involved in executing outreach activities with this partner?
 - How will success be measured?

Types of Outreach Activities:

- ◇ Written documents, including information sheets and fliers
- ◇ Social media and email campaigns
- ◇ Participation in community events such as health fairs
- ◇ Regular intake times with agencies
- ◇ Participation at community meetings
- ◇ Area clinics, local health units, and hospitals
- ◇ Social service agencies such as local WIC office
- ◇ Child care centers
- ◇ Local school system
- ◇ Non-profit agencies and faith based groups, Red Cross
- ◇ Boys and Girls Clubs
- ◇ Community Centers
- ◇ Libraries
- ◇ Hubs of community activity (will be different for each community)
- ◇ Workforce development groups
- ◇ Charitable organizations such as Goodwill, Salvation Army, services for homeless