

SO YOU WANT TO DO
OUTREACH?

Workshop Overview

- ▣ The overall purpose of this workshop is to provide participants with a practical understanding of the meaning and standards of outreach. We will also discuss how our personal beliefs influence the way we do outreach.

History of Outreach

- ▣ Started with IDU in San Francisco headed up by John Newmeyer
 - Funded by National Institute on Drug Abuse in 1985
 - Funded as a research project
 - Goal of the research was to develop a strategy to slow the spread of HIV among injection drug users and their sexual partners

Meaning of Outreach

▣ A Formal Definition of Outreach

- A brief intervention conducted one-on-one with individuals at increased risk for HIV/AIDS or other STDs, in settings where they socialize or congregate.

- ▣ exchange of information
- ▣ risk reduction strategies
- ▣ Information on medical issues
- ▣ prevention & supportive services



Outreach Defined

- ▣ Webster's Dictionary:

“the extending of services or activities beyond current or usual limits”

- ▣ Heritage Dictionary

“a systematic attempt to provide services (education) beyond conventional limits, as to particular segments of the community”

Outreach Process

- ▣ Outreach has been described as a process rather than an outcome (Erickson and Page, 1999)

Outreach Process

- ▣ The outreach process has **five key components** (USICH, 1991):
 - **Locating** those who would otherwise remain unserved
 - **Engaging** them into a trusting relationship
 - **Assessing** their needs
 - **Linking** them to support services
 - **Following** them into placement

Street Outreach vs. Other Interventions

- ▣ How is Outreach different from other interventions?
 - It's a brief intervention.
 - An individual risk reduction plan is not developed.



Mobile vs. Fixed



Target Populations

- addicted to: crack, alcohol, sex, dealing drugs, etc.
- unemployed
- homeless
- limited “text book education”
- intelligent
- sex workers
- mentally ill
- fearful / non-trusting / disconnected
- apathetic / pre-occupied

Outreach Worker Characteristics

- ▣ Non-judgmental
- ▣ Sensitive
- ▣ Exemplary
- ▣ Credible
- ▣ Safety-minded
- ▣ Flexible
- ▣ Genuineness
- ▣ Knowledgeable
- ▣ Sensitive
- ▣ Exemplary
- ▣ Credible
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Outreach Worker Roles

- ▣ **What are the roles an Outreach Worker can assume?**
 1. Counselor
 2. Educator or Teacher
 3. Translator
 4. Role model
 5. Client Advocate
 6. Agency Representative
 7. Health Service Provider

Outreach Worker Roles

▣ Today's Outreach Worker

- has specific characteristics
- performs multiple roles
- completes specific prevention tasks
- is often **indigenous to the community**

5 General Outreach Duties

- Cultural mediating between communities and the health care systems
- Assuring that people get the services they need
- Providing informal counseling and social support
- Advocating for individual and community needs
- Doing all of the above through *engaging* the client

The Meaning of Engagement

- ▣ Engagement is a crucial process for successful outreach. It is described as the process by which a trusting relationship between worker and client is established.



The Steps of Engagement as Outreach

Engagement and outreach involve:

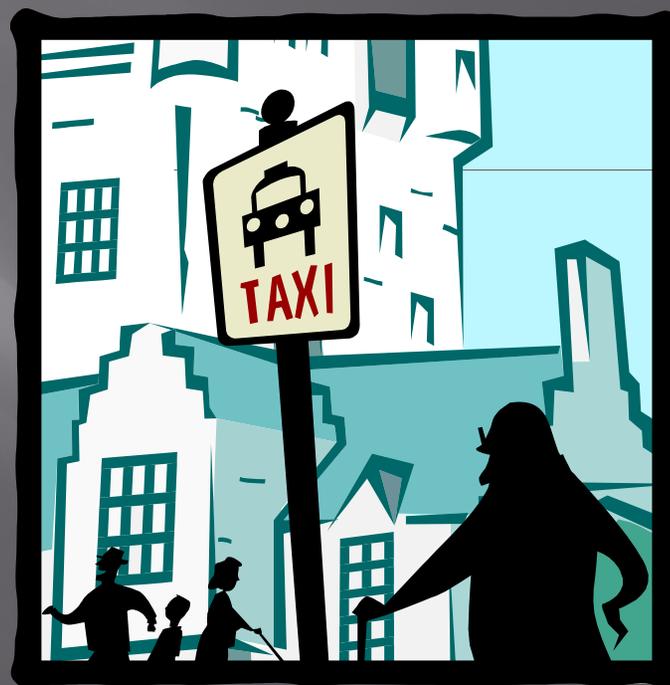
1. Becoming knowledgeable about your target population and the area where you will do outreach.
2. Going into the community.
3. Approaching the client.
4. Establishing an initial relationship.

The Steps of Engagement as Outreach

5. Building trust.
6. Conducting your planned Health Education & Risk Reduction (HERR) activities.
7. Motivating/ mobilizing him/her to use the services that you provide, or those to which you have access.
8. Seeking further commitment.

Step 1: Becoming Knowledgeable about Your Target Population & Outreach Area

- ▣ Some things to learn ahead of time about your target population and outreach area:
 - Resources
 - Norms and values
 - Street activity
 - ▣ History
 - ▣ Previous agency experience there



Step 2: Going into the Community

- ▣ Recognize and respect community diversity
- ▣ Use strategies designed to respect & compliment neighborhood traditions, values, and norms
- ▣ Begin to assess what risky behaviors may be the norm in the community (street activity)
- ▣ Assess level of safety at different times of day

Step 3: Approaching the Client

- ▣ Be mindful of your body language,
- ▣ Use an open, non-intimidating tone of voice
- ▣ Watch for and heed the client's unspoken messages
 - eye contact
 - body language

Step 4: Establishing an Initial Relationship

- ▣ Introduce yourself and the agency
- ▣ Be clear about the purposes of outreach
- ▣ Be confident but not overbearing
- ▣ Be sensitive to & respond to, the client's cues
- ▣ Acknowledge the client's views and contributions

Step 5: Building Trust

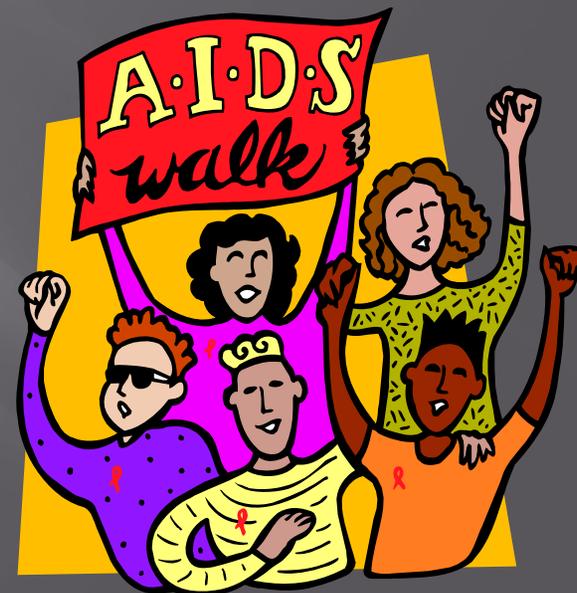
- ▣ Be mindful of your body language, eye contact and tone of voice
- ▣ Be clear about your purposes or goals
- ▣ Use a non-judgmental approach
- ▣ Don't assume you can make a client act in their own self-interest
- ▣ Partnering with the client is necessary to create change and improve health

Step 6: Health Education & Risk Reduction (HERR) Activities

- Asking clients to specify their health concerns
 - Disseminating Knowledge
 - Distributing Materials
 - Teaching Skills
 - Discussing Social Norms
 - Counseling and Testing
 - Assess risk

Step 7: Motivating/Mobilizing him/her to use Services

- Finding resources for healthy decisions and actions (referrals)
- Reflecting the benefits/costs of making or not making behavior changes
- Focusing on the client's hopes, *not your hopes for the client*
- Helping the client define goals that are an improvement in health



Step 8: Seeking Further Commitment

- ▣ Allowing time for informed decisions
- ▣ Providing a learning component that helps build awareness and knowledge around specific subject matter.



Advantages of Outreach

- ▣ **Outreach provides:**
 - A slower and more cautious approach to services
 - Opportunities for cooperative, co-learning experiences, and critical reflection
 - Access to information and resources
 - Personal recognition, developing new peer leaders
 - Skill enhancement
 - A sense of contribution and helpfulness

The Relationship of Community Engagement to Outreach

- ▣ “The process of outreach and engagement is an art, best described as a dance. Outreach workers take one step toward a potential client, not knowing what their response will be – will the client join in or walk away? Do they like to lead or follow? Every outreach worker has a different style and is better at some steps than others. To dance with grace when the stakes are high, is the challenge for all of us.”

Role Play

- ▣ Toni is a African-American female whom you encountered outside a soup kitchen.
- ▣ Jeff is a Caucasian male whom you encountered in the park.
- ▣ Sarah is a Caucasian female whom you encountered standing in front of a party store.