

## Extending Our Reach- Strategies for Successfully Engaging Consumers into Perinatal Systems of Care



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## What is "Outreach"?



**Outreach** is simply taking steps to make your organization or program more visible in the community where services are delivered. It is reaching **OUT** into the community to find prospective consumers (i.e. pregnant and parenting women, children, fathers, and families) who are outside the system of care and then connecting them to it.

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## Why Is Outreach Necessary?

- To promote the organization and the services offered
- To aid in recruitment of prospective consumers for a specific program or purpose
- To aid in completion of a needs assessment
- To evaluate the impact of program services

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## NC Baby Love Plus: Outreach and Consumer Involvement

- At the heart of the NC BLP Program is the belief that the community can best design and implement services that reflect the needs, priorities and values of the community.
- Outreach is essential to identifying, recruiting and enrolling consumers in program services.
- Consumer involvement is vital to the NC BLP Program's success!

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## Building Blocks to Outreach Success



- Develop an outreach plan/strategy and include the community before you begin!
- Be clear about who your audience is before you begin your outreach efforts
- Ask: what do we want the community to know/learn about us?



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## Building Blocks to Outreach Success

- Ask: what will we (organization) gain as a result of outreach efforts (more patients, increased visibility in community, etc.)?
- Be prepared to answer the question-“WIIFM”: What’s In It For Me”? Keep the community/prospective consumer’s perspective in mind as outreach efforts are implemented.
- Be prepared to provide incentives to build trust and encourage participation

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## Building Blocks to Outreach Success

- Build in documentation protocols (logs, monthly reporting, etc.) from the beginning
- Identify and train staff early and provide them ongoing support and skill building opportunities
- Utilize para professionals from the community when possible
- Ask: how we will evaluate success? Build into planning.
- Most importantly- credibility [i.e., if you say you are going to do something, follow thru!]

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## Outreach Types

- Community Level-neighborhoods or sections of city/town
- County Level-entire county
- Regional Level-several counties or geographic areas of the state



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## Examples of Community Outreach

- Housing Communities
- Hair, Barber and Nail Salons/Spas
- Laundromats
- Block Parties
- House Parties (i.e., Mary Kay, etc.)
- Baby Showers
- Churches/Synagogues



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## Examples of County Level Outreach

- Malls and Shopping Plazas
- Grocery Stores
- Community/County Fairs
- Schools, Colleges, Universities
- Parades
- Events Sponsored by County Governmental Entities



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## Examples of Regional Level Outreach



- Events Sponsored by Collaborating Organizations that share borders or are in close proximity
- Conferences/Conventions
- Division of Public Health or other NC State Governmental Entity in partnership with other organizations

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## Do Give Special Consideration to Faith-Based Organizations

Because....



- They are doing wonderful work in local communities!
- They are committed to sowing resources into the communities and congregants they serve.
- They are interested in partnering with you!

**But!**

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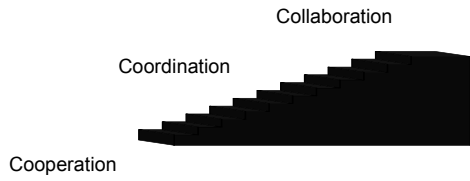
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## Give Special Consideration to Faith-Based Organizations

Developing relationships takes time....Remember:



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## Questions?

For More Information about the NC Healthy Start Baby Love Plus Program, contact:

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## Thanks!

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