

Best Practices in Outreach

The webinar will begin shortly.

For Audio: 877-713-0446,
Conference Code: 101 725 8988

Please mute your computer speakers & phone line during this webinar.



Center for Parent
Information & Resources

Please use the Chat Box to tell us:

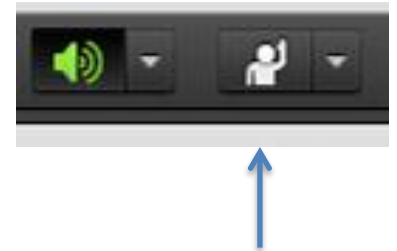
- The name of your Parent Center
- Your state
- Your email address

A Few Reminders on Webinar Etiquette

- ✓ Everyone will be muted.



- ✓ Please feel free to use the “**Chat**” box for your questions or comments.



- ✓ You can also “**Raise Your Hand**” using the icon at the top left.

Best Practices in Outreach

Our Presenters

- *Nelsinia Ramos, Wisconsin FACETS*
- *Esperanza Reyes, Utah Parent Center*
- *Judy Wiley, Native American PTAC (NAPTAC)*



Special needs,
extraordinary potential

Agenda for Today's Webinar



In today's webinar, we will:

- Discuss why best practices in outreach are important
- Introduce and familiarize the Parent Center network with the *Best Practices in Outreach* page on the Parent Center Hub
- Give you resources and examples about outreach

Current Cultural Landscape

Demographics (American Community Survey 2015)

Race	Number	% of Population
One Race	311,437,291	96.9%
Two or More Races	9,981,530	3.1%
		100%
White	234,940,100	73.1%
Black or African American	40,695,277	12.7%
American Indian or Alaska Native	2,597,249	0.8%
Asian	17,273,777	5.4%
Native Hawaiian & Other Pacific Islander	554,946	0.2%
Some Other Race	15,375,942	4.8%
Two or More Races	9,981,530	3.1%
		100%
*Hispanic or Latino of any Race	54,496,122	17.6%

Source: [Powerpoint Slide] Georgetown University National Center for Cultural Competence. Community of Practice on Cultural and Linguistic Competence in Developmental Disabilities. July 31, 2017. *Deep Dive: Exploring the Multiple Dimensions of Culture and their Impact for Developmental Disabilities Systems.*

Current Cultural Landscape

What are the TRENDS we see based on Census data?

U.S. Population 2014-2060

Minority-Majority

By 2020, the child population will cross over the threshold

By 2044, we will become a “Plurality Nation”


By 2060, close to 1 in 5 individuals will be foreign born




Why *These* Resources?

Process for review of products to determine their Usefulness, Relevant and High Quality


Gather Stakeholders/Parent Centers



Gather High Quality Resources on Outreach



The Team Reads and Rates Each Resource



Highly Rated Resources Are Posted to CPIR Website

Best Practices in Outreach page

[http://www.parentcenterhub.org/
best-practices-in-outreach/](http://www.parentcenterhub.org/best-practices-in-outreach/)



Culture Matters

Hispanic & African-American

Culture Counts: Engaging Black and Latino Parents of Young

An overview of family support programs, identifies effective features of families to support young children's development. Synthesizes research and recommendations for designing, adapting, and evaluating cultural

Reaching & Engaging with Hispanic Communities: A Research Report for Policymakers, and Funders (pdf, 3.2 mb)

Focusing on the Hispanic community and the socioeconomic struggles, how service providers and educators serve Latino children and their families

Sections You'll Find
on the Best
Practices in
Outreach Page

Native American

Cultural Awareness and Connecting with Native Communities (doc)

Written for Parent Centers and offering information on Tribal etiquette and how to connect with Native communities in ways that enhance communication and connect

Culture Card: A Guide to Build Cultural Awareness (pdf, 1 mb)

General briefing to enhance cultural competence while providing service. Thorough topic breakdowns ensure "Five Areas of Cultural Competence"

Introducing Your Parent Center to American Indian Communities (c

Written expressly for Parent Centers, suggests several "first steps" in approaching partnerships with Native American and Alaskan Native communities with

General Multicultural

Achieving Cultural and Linguistic Competence

Lays out a process for the development phase and representations. Guidelines are intended for producing information for any audience.

Building Partnerships: Key Considerations

Geared specifically toward guiding MHSAs on community engagement with underserved communities. Departments to nurture sustained partnerships.

Culture Brokering: Providing Culturally Competent Care (CIRRIE) (online monograph)

Assists users in understanding the culture-brokering process.

Sections You'll Find on the Best Practices in Outreach Page

Using Technology in Outreach

A Consumers Guide to Case Management Systems

Helps tech users decide which case management system is best for their organization and provides process and guidance through evaluation of listed systems.

Crash Course in Infographics (pdf, 2.4 mb)

Guide with information, best practices, and tips and tools on using infographics for organization communication and communicating with stakeholders. Includes learning opportunities.

Unleashing Innovation: Using Everyday Technology to

Discusses data revealing four core elements common to all successful outreach efforts and how to use technology to expand efforts.

Using Outreach to Increase Access

“Online toolkit demonstrates how to implement an outreach service to expand access to health services, practices, and products.

Examples answer the questions of what outreach is, when is it needed, and give suggestions of common methods of outreach and creative and nontraditional ideas for implementation. Also touches upon cultural awareness.”

Using Outreach to Increase Access

6. Using Outreach to Increase Access

Home Main Section

Checklist

Examples

PowerPoint

Learn how to implement an outreach service to expand access to health services, practices, or products.

- **WHAT IS OUTREACH?**
- **WHEN IS OUTREACH NEEDED?**
- **WHAT ARE SOME COMMON METHODS OF OUTREACH?**
- **HOW DO YOU IMPLEMENT OUTREACH?**

If you build it, they will come -- right?

It worked for Kevin Costner in the movie "Field of Dreams," but in the real world of creating healthier communities, the definitive answer is "Maybe." In one Midwestern town, for example, a nonprofit health care clinic that provides free services to the uninsured discovered it was reaching only 10 percent of the

Group Analysis

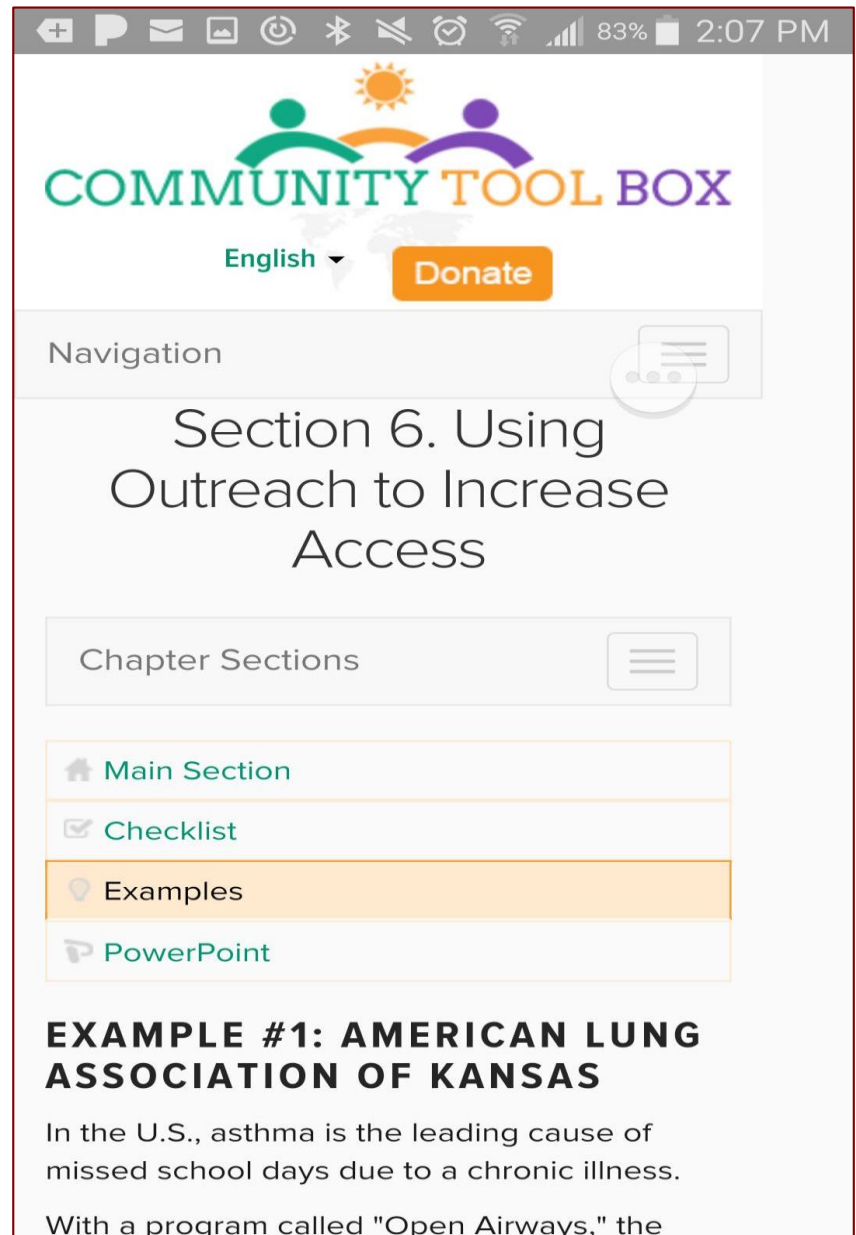
- Type of resource: [webpage](#)
- Is this a good resource to share?
 - Main page, checklists, examples, PowerPoint
- Topic (physical, multicultural, communication)
- Needs further review?

Using Outreach to Increase Access

Practical step-by-step guidance in community-building skills

Toolkits include:

- Community assessments
- Communications
- Strategic planning
- Leadership management
- Community interventions
- Implementation

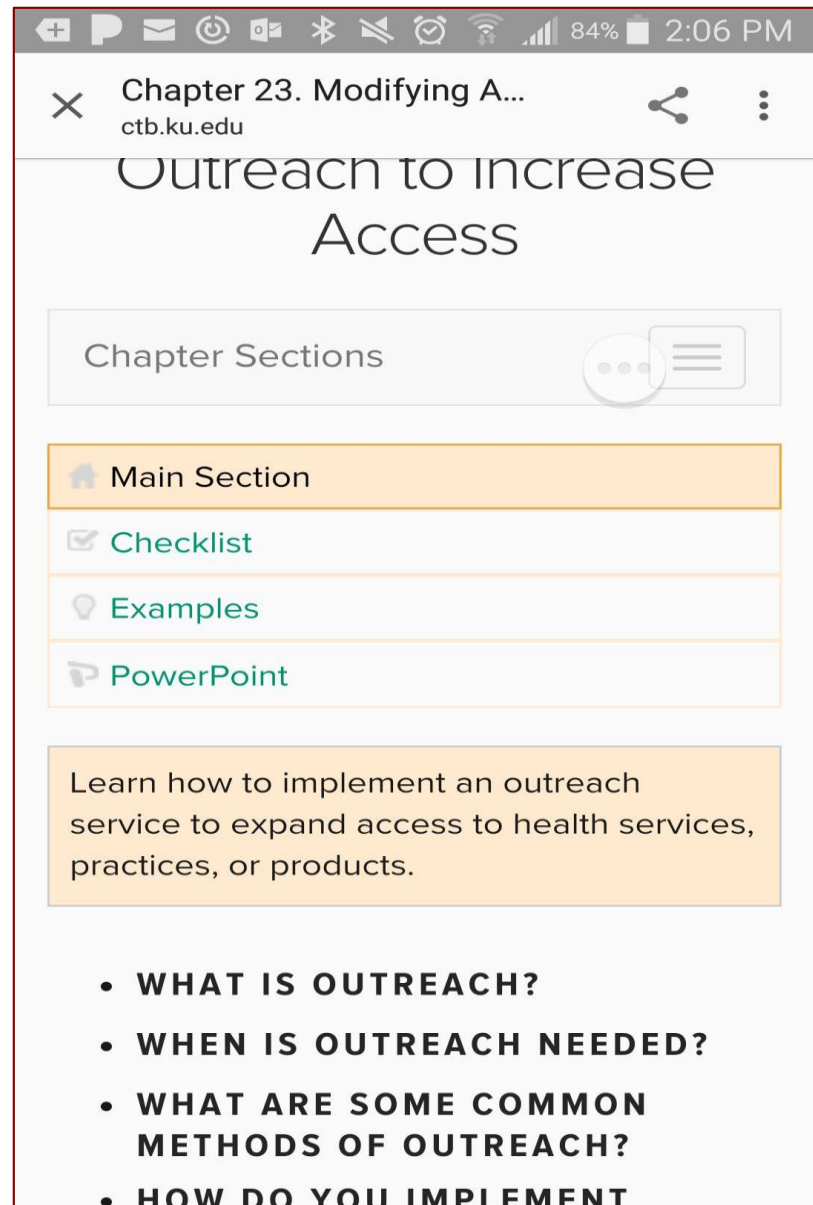


The screenshot shows the mobile interface of the Community Tool Box website. At the top, there is a navigation bar with the site logo, a language dropdown set to 'English', and a 'Donate' button. Below this is a 'Navigation' section with a hamburger menu icon. The main heading reads 'Section 6. Using Outreach to Increase Access'. Underneath, there is a 'Chapter Sections' section with a hamburger menu icon. The 'Examples' option is highlighted in orange. Below the menu, the text reads: **EXAMPLE #1: AMERICAN LUNG ASSOCIATION OF KANSAS**. The text continues: 'In the U.S., asthma is the leading cause of missed school days due to a chronic illness. With a program called "Open Airways," the

Section 1. Modifying Access, Barriers & Opportunities

Other sections:

- Extending Opportunities for the Poor
- Increasing Access for People with Physical Disabilities
- Using Outreach to Increase Access



Checklist

Chapter 23. Modifying A...
ctb.ku.edu

- Checklist
- Examples
- PowerPoint

___ You have analyzed your target population and initiative to determine what type and degree of outreach can help you achieve your objectives.

___ You have determined staffing needs.

___ If you decide to use Community Health Advisors or Workers (some form of trained outreach educator), you look for workers who live in the community who understand the needs, concerns, and questions of the people they serve, and know the barriers they face.

___ You have developed training for staff.

___ You have chosen a physical space carefully if you need one

___ You have developed strategies and action plans for your effort using principles for effective program design.

Using Outreach to Increase Access



COMMUNITY TOOL BOX

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What is outreach?

It could include--

- Providing new needles and bleach in an area frequented by intravenous drug users.
- Bringing a mammography van into a rural area without a hospital.
- Demonstrating correct child car seat installation at a busy discount store on the weekend.
- Handing out coupons for condoms at a coffee shop that is popular with teens.
- Training individuals to provide health education in their own communities.



COMMUNITY TOOL BOX

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When is outreach needed?

- Outreach to increase access for users (enhance a person's ability to use, acquire or employ your healthy service, product, or practice).
- Outreach to expand peoples' willingness to use your service or product.
- Outreach to increase awareness of your service or product among potential users or those who will refer them.



COMMUNITY TOOL BOX

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What are some common methods of outreach?

- Outreach to deliver healthy services or products.
- Outreach to educate or inform the target population, or those who interact with the target population (often using community health advisors).
- Outreach to establish beneficial connections between people and organizations.
- A combination of outreach efforts to deliver services, enhance skills and knowledge, and raise awareness.



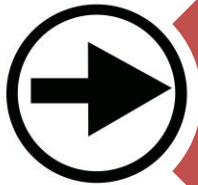
How do you implement effective outreach?

- Determine the purpose and methods of outreach for your initiative.
- Determine staffing needs.
- Choose physical space carefully.
- Plan your services or activities.
- Consider potential partners.
- Expand your outreach gradually.
- Make the most of your outreach.



Resources in Action- Example

[“Minority Parent & Community Engagement: Best Practices and Policy Recommendations for Closing the Gaps in Student Achievement”](#)



Ethnic minority organization’s best Practices
for Engaging Minority Parents

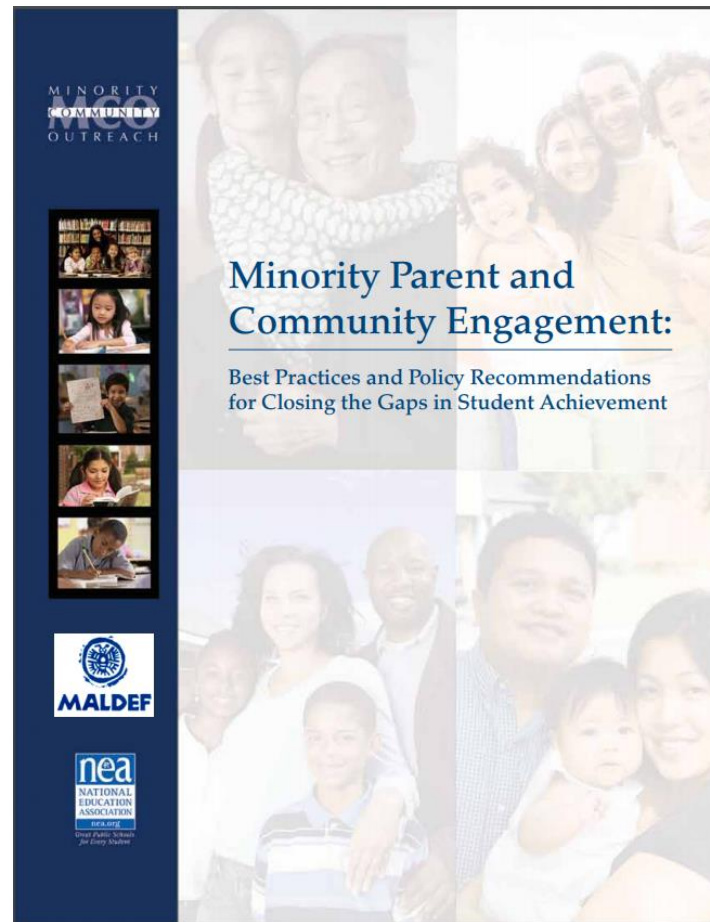


Common Barriers Hindering Parent
Engagement & Successful Strategies
to Overcome Them



Policy Recommendations to Improve Ethnic
Minority Parent and Community Engagement

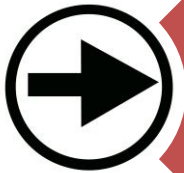
Resources in Action- Example



http://www.parentcenterhub.org/wp-content/uploads/2016/09/Minority-Parent-and-Community-Engagement_maldef-report_final.pdf

Resources in Action- Example

[Georgetown University National Center for Cultural Competence](#)



An entire website full of resources



Self-Assessments and Tools



Community of Practice on Cultural and Linguistic Competence in Developmental Disabilities

<https://nccc.georgetown.edu/>

Resources in Action- Example

GEORGETOWN UNIVERSITY
National Center
for Cultural Competence

Georgetown University Center for Child & Human Development

Home About Foundations Resources Self-Assessments Leadership Institute Community of Practice

The mission of the **NCCC** is to increase the capacity of health care and mental health care programs to design, implement, and evaluate culturally and linguistically competent service delivery systems to address growing diversity, persistent disparities, and to promote health and mental health equity.

Basics of cultural & linguistic competence ...

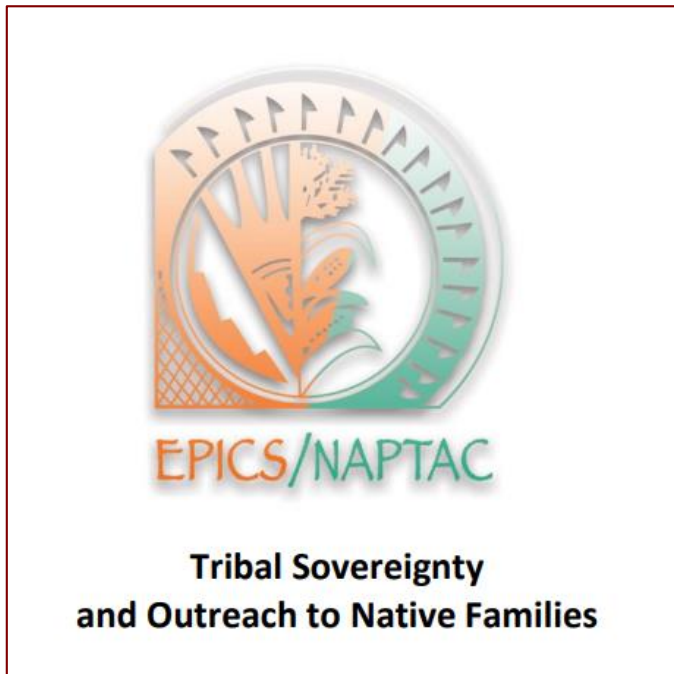
FOUNDATIONS SELF-ASSESSMENT DISTANCE LEARNING RESOURCES

LEADERSHIP INSTITUTE
for Cultural Diversity & Cultural Linguistic Competence
Supporting Individuals with Intellectual & Developmental Disabilities
> [Enter the Leadership Institute | Save the Date! 2018 Leadership Academy](#)

Community of Practice
on Cultural & Linguistic Competence in Developmental Disabilities
Georgetown University National Center for Cultural Competence
> [Enter the Community of Practice](#)

<https://nccc.georgetown.edu/>

Outreach to Native Americans



In this brief, NAPTAC explores how Parent Centers might plan and conduct outreach to Native families within the reality of tribal sovereignty and the governing policies of individual tribal communities.

Outreach to Native Americans



Outreach to Native Parents Through Title VI

This document is written expressly for Parent Centers and offers many suggestions for how to use Title VI to reach out to Native parents of children with disabilities in your communities.

Outreach to Native Americans

How Values Impact Communication with American Indians and Alaska Natives



In this brief, NAPTAC explores the importance of cultural values in relationship building. As Parent Centers reach out to, and work with, American Indian and Alaska Native (AI/AN) communities, they may find it helpful to know more about Native values that can influence communication. Several Native values and behaviors of note are described.

<http://naptac.org/wp-content/uploads/2017/04/native-values-communication-final.pdf>

Questions?

Concerns?

Comments?



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*Thank you very much for
attending this webinar.*

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Parent Information
and Resources



Your feedback helps CPIR improve.

Please take a moment
to complete a very brief survey
about the usefulness of this webinar to you.

We've posted the link in the "Chat" box.

<http://survey.constantcontact.com/survey/a07eenrzy4sj857c24h/start>

Again, thank you!