Best Practices in Outreach

The webinar will begin shortly.
For Audio: 877-713-0446,
Conference Code: 101 725 8988

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▪ Your state
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Center for Parent Information & Resources
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)
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)

<table>
<thead>
<tr>
<th>Race</th>
<th>Number</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Race</td>
<td>311,437,291</td>
<td>96.9%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>9,981,530</td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>234,940,100</td>
<td>73.1%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>40,695,277</td>
<td>12.7%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>2,597,249</td>
<td>0.8%</td>
</tr>
<tr>
<td>Asian</td>
<td>17,273,777</td>
<td>5.4%</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
<td>554,946</td>
<td>0.2%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>15,375,942</td>
<td>4.8%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>9,981,530</td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Hispanic or Latino of any Race     | 54,496,122    | 17.6%           |

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

1. Gather Stakeholders/Parent Centers
2. Gather High Quality Resources on Outreach
3. The Team Reads and Rates Each Resource
4. Highly Rated Resources Are Posted to CPIR Website
Best Practices in Outreach page

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

Culture Matters

Hispanic & African-American

Culture Counts: Engaging Black and Latino Parents of Young Children
An overview of family support programs, identifies effective features, and outlines strategies to support young children’s development. Synthesizes research findings and offers recommendations for designing, adapting, and evaluating cultural programs.

Reaching & Engaging with Hispanic Communities: A Research Brief for Policymakers, and Funders (pdf, 3.2 mb)
Focusing on the Hispanic community and the socioeconomic struggles of Latino service providers and educators serve Latino children and their families.

Native American

Cultural Awareness and Connecting with Native Communities (doc)
Written for Parent Centers and offering information on Tribal etiquette and cultural awareness, ways to work with Native communities in ways that enhance communication and connect with them.

Culture Card: A Guide to Build Cultural Awareness (pdf, 1 mb)
General briefing to enhance cultural competence while providing service providers with useful information. Thorough topic breakdowns ensure “Five Areas of Cultural Competence” are covered.

Introducing Your Parent Center to American Indian Communities (doc)
Written expressly for Parent Centers, suggests several “first steps” in approaching partnerships with Native American and Alaskan Native communities, sharing cultural competence.
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 MHSA outreach and 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-broking 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 needs. Guidance through evaluation of listed systems.

Crash Course in Infographics (pdf, 2.4 mb)
Guide with information, best practices, and tips and tools on creating effective visual communication and communicating with stakeholders.

Unleashing Innovation: Using Everyday Technology to
Discusses data revealing four core elements common to successful technology efforts and improve how constituents are served. Helpful for those looking to expand their technology 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

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

EXAMPLE #1: AMERICAN LUNG ASSOCIATION OF KANSAS

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

Outreach to Increase Access

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...
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

What is outreach?

- 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.

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.

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.

- 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

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/
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.
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.

http://naptac.org/resources/for-parent-centers/outreach-titlevi-webinar/
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.

Questions?
Concerns?
Comments?
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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!