## DOCUMENTING YOUR ROADMAP TO SUCCESS:

Creating Your Outreach Plan

Your outreach plan should be a living, breathing document inclusive of strategies that will promote your program with the ultimate goal of enrolling and retaining participants and program staff. Engaging your front line staff – especially your outreach workers - in this kind of planning and management is a great way to ensure your plan has input directly from the field. Every time a new staff person joins your team, they should be able to look at this plan and be clear on where they fit into helping promote your Healthy Start program and support referrals and enrollment.

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| GOAL:  |
| Overview:  |
| Outreach Strategy/Tool | ResponsiblePerson(s) | Intended Audience | Dissemination Method | Frequency |
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