

Outreach Activities at Our Healthy Start Program

Discuss these questions with your supervisor or ask to schedule some time at a staff meeting to discuss as a team how your Healthy Start program does outreach both to potential participants and to other organizations, programs and providers in the community. Use this worksheet to keep a record of what you discussed.

Outreach to Individuals

1. Who is eligible to be a participant in our Healthy Start program? What zip codes do we serve?

2. What are some of the health, social, and economic issues that our participants/potential participants face?

3. Who on our team is responsible for doing outreach to bring new participants into our Healthy Start program?

4. What are some locations and events we have found to be most effective for doing outreach to individuals to bring new participants into the program?
 - a. For example, what are some good locations for doing outreach to individuals out in the community (including outreach to pregnant women, families with young children, preconception women)?



- b. What kinds of community groups or events does our Healthy Start program host that may help bring new participants into the program (for example, community baby showers)?

 - c. What kinds of other community events do we attend to raise awareness of our Healthy Start program and bring new participants into the program (for example, health fairs, family fun days)?
5. What are some quick, effective ways to talk about our Healthy Start program to get people interested in it?
- a. What are the most important points to get across when telling people about our program?

 - b. What are some reasons people might be interested in our Healthy Start program and want to become a participant?

 - c. What is unique about the services our Healthy Start program provides?



6. Do we have any materials that we hand out to people that give contact information for our program? Where do we keep them?

7. What are some of the challenges we face in doing outreach to individuals? What are some reasons potential participants may not be interested or not want to join our Healthy Start program (for example, some people in our community may mistrust service programs)?

8. Does our program have a log or other system we should use to document our outreach activities to potential participants?

Outreach to organizations

9. What are the main organizations in the community that refer new participants to our Healthy Start program (for example, hospitals, clinics, WIC, schools, or social service programs)?

10. What are some other organizations, providers or programs in the community that serve women and families and may be able to refer new participants to us (for example, churches, libraries, or housing programs.)?



11. Who on our team is responsible for doing outreach to other organizations, programs and providers in the community who might be good referral partners?

12. What are some quick, effective ways we've found to let other organizations know about our Healthy Start program, and get them interested in referring people to us?

a. What are the most important points to get across when telling other organizations about our program?

b. What are some reasons other organization might be interested in referring new participants to our Healthy Start program?

c. What is unique about the services our Healthy Start program provides?

13. Do we have any materials that we hand out to staff in other organizations that give contact information for our program? Where do we store it?



14. What are some of the challenges we face in doing outreach to organizations, programs or providers in the community? What are some reasons organizations might not be interested in our program, or might not want to refer people to our Healthy Start program? (For example, they are not aware of what services we offer to women and families).

15. Does our program have a log or other system we should use to document our outreach activities to organizations?

