

OUTREACH

Outreach activities are vital to the success and implementation of the Adult Brain Injury Program. Providing information to the public regarding program services is an important part of service coordination. Much needed information will help communities respond to the special needs of brain injury survivors and assist their families to access needed resources. A very large service network is comprised of hospitals, clinics, public health organizations, rehabilitation centers, government agencies and community groups, all of which serve special needs populations in various ways. The opportunities are almost endless for engaging in outreach activities and making connections in Missouri communities.

What is outreach?

An organized effort to expand awareness of and participation in SHS programs throughout Missouri. In essence, outreach is the mission of SHS: "To develop, promote and support community-based systems that enable the best possible health and greatest degree of independence for Missourians with special health care needs."

How does it strengthen the program?

- Provides community/organizations with awareness of services that the Program offers.
- Provides an opportunity to learn how other agencies' services can benefit Program participants.
- Provides opportunities to work with stakeholders in an effort to promote positive outcomes, as well as advocate for brain injury survivors and their families.
- Provides opportunities for feedback to improve program and/or services.
- Builds collaboration with providers to assure participant's needs are met.

What are strategies for maintaining outreach?

Outreach is always a collaborative effort. Partnering agencies and organizations are often very interested in networking opportunities that will promote understanding and provide needed services to brain injury survivors and their families. Opportunities and strategies for conducting and maintaining outreach may be found in the following areas: medical and agency/community.

Medical

- Provide information to medical rehabilitation facilities, hospitals, doctors, nurses, therapists, and social workers.

Agency/Community

- Become involved with local community coalitions.
- Promote Support Group activities.
- Present at local meetings.
- Make it a part of your routine by researching and visiting various organizations that may benefit participants.
- Engage in conversations, such as phone referrals, explaining how to make referrals and share community resources.

Suggestions on how to conduct outreach

- Network with various organizations that have a similar mission and often provide services to the same population (health alliances, family coalitions, immigrant/refugee coalitions).
- Recognize the differences in providing outreach in urban vs. rural areas.
- Utilize outreach tools for identifying outreach sources and tracking activities.
- Adult Brain Injury Outreach Presentation located on the ABI Service Coordinator Secure Website.