

Outreach



What Is Outreach?

**OUTREACH IS AN ORGANIZED
EFFORT TO EXPAND AWARENESS
AND PARTICIPATION IN SHS
PROGRAMS THROUGHOUT
MISSOURI**



HOW DOES OUTREACH STRENGTHEN SHS PROGRAMS?



- Provides community/organizations with awareness of SHS
- Provides opportunities to learn about other agencies and how they can benefit SHS participants
- Builds collaboration with providers to assure that participant's needs are met
- Provides opportunities for feedback to improve our programs and services

WHAT ARE THE CHALLENGES TO OUTREACH?



- Turn over in staff at referring agencies
- Time limitations, ours and theirs
- Cost of outreach activities-gas, postage, etc.
- Large geographic area to cover

SUGGESTIONS ON HOW TO CONDUCT OUTREACH

- Be well prepared! Practice what you are going to say and do, so it will be done professionally
- Always have outreach material in your car
- Schedule outreach visits for the same date/location as home visits to save on travel
- Network with organizations that have a similar mission as SHS



WHERE CAN I GO TO DO OUTREACH?



- Hospital social workers, case managers, discharge planners
- Therapy Providers
- Specialized Clinics
- Cleft Palate Teams
- Physician Offices
- School Staff, including Social Workers and Nurses
- Parents as Teachers, Head Start
- Health Fairs, Back to School Fairs
- Agencies providing services to special needs children
- Local Public Health Agencies

WHERE CAN I GO TO DO OUTREACH? (CONTINUED)

- Rehabilitation Facilities
- Department of Mental Health's Regional Centers
- Community Mental Health Centers
- Support Groups
- Community Action Agencies
- Independent Living Centers
- Department of Veterans Affairs
- Vocational Rehabilitation





- ✓ Visit other agency employees to learn their role in public health.
- ✓ Network to explain your role and responsibilities (i.e., agencies, private providers, parent organizations, etc.).
- ✓ Exchange information on services provided by each agency and how to facilitate referrals.
- ✓ Request suggestions of other agencies to visit.
- ✓ Take fact sheets that describe SHS programs.
- ✓ Take your business card.
- ✓ Be visible in the community by joining coalitions that have the same focus as SHS.
- ✓ Get on mailing lists for newsletters that might contain beneficial information.

- Questions?
- Comments?

Jennifer Braun, Training Coordinator
Missouri Department of Health and Senior Services
Division of Community and Public Health
Section for Special Health Services
920 Wildwood, Jefferson City, MO 65102
573/751-6246
jennifer.braun@health.mo.gov