

Planning and Delivering Outreach to Vulnerable Populations

Outreach Planning Guide
Fall Workshop #4

Calgary, Alberta
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Prepared by:
Innovative Solutions Health Plus



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Introduction

Five one-day workshops were planned for the fall of 2010 and one workshop was planned for February 2011. These workshops were designed to introduce the Outreach Planning Guide and implementation tools; obtain stories to draw upon some of the experiential knowledge and expertise within the group to strengthen the content of the Guide and to solicit input from workshop participants related to next steps with respect to the development of tools to support outreach activities.

The objectives of these workshops:

1. Introduce the Outreach Planning Model and Guide
2. Work through tools to facilitate use of the model
3. Provide a venue for the exchange of local and national expertise
4. Identify gaps and needs that have not yet been addressed

Workshop Agenda

Using the agenda outlined below, all six workshops were designed to follow a similar format that included highlighting each step of the Outreach Planning Guide via a mini-lecture and showcasing four separate tools to support implementation. After each mini-lecture, the participants were given the opportunity to apply the model by sharing real life experiences by working through table top exercises and guided questions. Participants were then asked to brainstorm and prioritize additional tools to support implementation of the guide.

Breakfast

Welcome and Housekeeping

The Outreach Planning Guide Project

Step 1: Know your population

Break

Step 2: Design your outreach program

Lunch

Step 3: Deliver services

Step 4: Measure the results

Break

Tools to support implementation

Next steps and feedback

The Calgary Workshop

In total, 13 people participated in the workshop that was held in Calgary, Alberta on November 23, 2010. The participants included individuals involved in planning and managing outreach programs in northern and remote communities; managers in local/regional public health units from Nunavut, Yukon and Northwest Territories as well as managers from community-based groups and frontline workers in the territories.

During the workshop, participants were encouraged to tell their “stories” to promote sharing of local and national expertise and to provide an opportunity to apply a systematic approach to planning and delivering outreach programs as outlined in the Guide.

Tools to Support Implementation

Participants were asked to individually and collectively brainstorm a list of tools to support implementation. These priorities were then sorted into themes using an affinity process and then rank ordered using a nominal group process. The results from these two exercises are summarized in the table below.

Topic	Prioritization Score
Program Profiles <ul style="list-style-type: none"> • Successful culturally relevant interventions (case studies) (95) • Ability to search case studies b stratification (method to choose correct one) (30) • Examples of other programs in small communities (15) • Sample case studies • Case studies by population size, geographic size, cultural • Van case studies • Fixed vs mobile programs (examples) 	140
Web / Online Resources <ul style="list-style-type: none"> • Website with resources (60) • List of where to find good templates (evaluation at any stages i.e. logic model (15) • Listserv • Hot line numbers – community specific • Web based tools small enough to be easily downloaded (re: bandwidth) 	75
Plain Language <ul style="list-style-type: none"> • Plain language tools (50) • Plain language version (10) • Public resources (translation) • Tools in different dialects • Plain language guide (Inuktuk) 	60

Topic	Prioritization Score
Tools <ul style="list-style-type: none"> • Tools from other programs (25) • Asset mapping tool (10) • Templates for logistics for inter-agency work (legal / ethical partnerships) (10) • Tools for communicating with the powers that be (10) • Networking analysis tool • How to use multimedia • Tools to use media & link with media (how to work with them) • How to develop a community resource list 	55
Evaluation <ul style="list-style-type: none"> • Research / evaluation primer (focus group evaluation (20) • How to use evaluation data (5) • “smallville” generic example evaluation framework • Examples of way to gather data • Logic model examples 	25
Skills and Abilities <ul style="list-style-type: none"> • Linking with students (who may need projects and could support outreach evaluation)(15) • Outreach worker competency list (10) • Suggested skill set 	25
Guide Format <ul style="list-style-type: none"> • Visual tool to describe the guide (15) • Quick reference checklist (5) • Summary section • Summary points for each section • How to use the guide 	20

Workshop Feedback

The following is a summary of the feedback that was received. Please note that comments are included in the language they were made.

1. This workshop was relevant to my needs

14 responses

Response option	# of responses
Strongly Agree	6
Agree	7
Neither agree nor disagree	1
Disagree	0
Strongly disagree	0

2. This workshop has improved my knowledge and understanding related to outreach programming

14 responses

Response option	# of responses
Strongly Agree	2
Agree	11
Neither agree nor disagree	1
Disagree	0
Strongly disagree	0

3. There should be more workshops related to improving outreach programming

14 responses

Response option	# of responses
Strongly Agree	12
Agree	1
Neither agree nor disagree	1
Disagree	0
Strongly disagree	0

The responses to the following 4 questions have been themed.

1. What was the most successful and/or useful aspect of the workshop?

Comments related to the content, structure and facilitation of the workshop

Content related

- Good presentations.
- Easy to follow guide and short presentations helped keep group engaged.
- Papers and resources are very valuable and can be shared with other organizations.
- Idea of partnership within community services and the power and use of those partnerships.
- Discussing building evaluation into all components of program development and roll-out.

Structure & Facilitation

- Working through the process steps.
- Smaller group - good dialogue.
- Splitting into 2 groups so everyone can participate.
- Great to see agenda time frames were respected.
- Listing all the suggestions on the wall.
- Great facilitation.
- Good facilitation.
- Great facilitation.

Comments related to the networking and sharing of stories in small group work

Networking

- Connecting in person with folks from other organizations and hearing their successes and challenges as they relate to the steps of the model.
- Very useful to hear from others about what they are doing in their region, what partnerships have been successful

Sharing with others

- Group discussion; knowledge exchange with people from different backgrounds.
- Very useful to hear from others about what they are doing in their region, what partnerships have been successful. Excellent opportunity to hear and learn from experiences.
- Listening to other groups about the outreach programs that are currently running and the approaches used. The process followed the frameworks, use of appropriate language and how to look beyond the picture of promoting an effective outreach program.
- Interaction with others.
- Information sharing - community to community.

2. What would you recommend be changed?

Longer workshop

- Make the workshop 1.5 or 2 days long, we didn't get through all of the questions in our work together therefore missed learning opportunities.
- In our group there was such a desire to learn of each other's programs and activities, it sometimes distracted us from the steps of the model. Having either more time or 2) have an evening before to actually briefly discuss the programs we are involved with would help. This just emphasizes the "double" nature of the workshop.
- To fly northern stakeholders for a one day workshop is sometimes difficult (i.e. may not get appropriate attendees). To maximize everyone's time, 2 days would be best.
- I would recommend having the workshop over 1.5 days or 2. Having only one day did not allow for enough sharing of what is happening in other areas, what's working well in other programs. Networking doesn't happen often for those of us in the North and I found today too rushed.
- More time for discussions.
- Perhaps 2 days would allow for more extensive/thorough discussion.
- To have the workshop for 2 days instead of one day - it felt very quick and jam packed. But overall, very good information and amazing questions throughout.

Workshop Content

- More comprehensive.
- Include more examples of real world programs when presenting (i.e. evaluation framework how to's).
- It would have been nice to have more of an introduction about background and role NCCID what projects you are working on etc. Helps to provide context on this resource.
- Glossary needed to ensure understanding of all language and terminology.
- Didn't find the "post-it-note" exercise as useful as information sharing within the groups could have been.

Participants

- More outreach workers should be invited from Inuit communities.

Contact information for participants

- Can you include a list and contact information on people attending who have/will attend this workshop.
- Please send participant contacts information to all participants for further communication!

Other

- Evaluate this again in 2 years! Impact.
- If the feedback/input provided at this session is integrated into the Outreach Planning Guide to make it more applicable to the North.
- More time - perhaps 2 days. Allow time to share what "outreach programs?" are existing in a more full way
- Nothing, everything was just great! Very modern hotel and fancy

3. What supports would help you to use the model and guide?

Web-based and internet

- Sounds like a lot of good data was cut out. Can it be included on-line, website? For future access and updating purposes (resources, agencies, assessment and evaluation tools).
- Having print/online versions.
- Updates sent to participants (i.e. listserve).

Contact person at NCCID to offer support

- Contact person to connect to - to ask questions regarding this model and applicability.
- NCC to offer staff support to use the guide.
- Communication with NCCID

Training opportunities

- Development of methods to have others learn the process such as regular webinars on the process; so when a community/organization is "ready" to develop an outreach model, they can access not only the manual but some further supports (e.g. train the trainer).
- Sessions to apply it to "our" context.

Plain Language

- Language, plain language.
- Just to put in simpler language would help me to use it as well as others.
- Use of more plain language

Practical Tools

- Practical guide/resources/tools for community based workers.
- Resource document with TOOLS!!
- Templates when developing/evaluating programs (share info). Sample evaluation framework; surveys, focus group questions. Continue to keep it a small document.

Case Studies

- Case studies included.
- It would be interesting in the future to hear about practical examples of organizations that have implemented projects - how they planned, implemented evaluated, etc.
- Case study examples.
- The partnerships formed, the funding agencies and meeting goals/objectives/criteria, the community members with issues brought forth, community goals, how to incorporate language and culture in the model for its effectiveness and the outreach program

Other

- Links to resources that have been mentioned.
- Coming together again and sharing lessons learned etc.

4. General comments

Venue

- Great venue, accommodation and food was excellent. Thanks!
- The hotel was BEAUTIFUL! You all knew what you are doing!! Keep it up!! Invite us to the next one!!
- Maybe worth looking at NCC staff to travel to Northern Region (i.e. increase cost efficiency/understanding of the North)
- Would like to see future workshops etc. held in a less expensive venue/hotel, particularly given the population we are advocating for are generally living below the poverty line. Less spending in all areas leaves more dollars for actual programming.

Time

- Too rushed!
- The hotel was BEAUTIFUL! You all knew what you are doing!! Keep it up!! Invite us to the next one!!
- I've enjoyed the workshop and meeting everyone. Only wish it were longer.

Ongoing dissemination and capacity building

- Excellent - how to continue the dissemination is an important consideration. There needs to be an ongoing way to build capacity when a community is ready.

Other

- Good idea to have pre-reading so we launch on same foot. Supportive atmosphere to share/storm - great facilitators all of you. Thank you very much for this opportunity.
- Excellent workshop; engaging and educational. The North is not always considered when developing planning tools. Thank you for including us!
- Well done!
- Enjoyable, worthwhile day. Thank you for the invitation.
- Thank you very much for the invitation. This was a good learning experience which increases likelihood of use of this guide and dissemination amongst colleagues.
- Great, useful session. Thank you.
- I really enjoyed the group discussions as it was a learning session about areas we may have seen as barriers, but finding alternative solutions most suitable/appropriate will benefit programs/projects in our community.

Appendix A: Participant list

Name	Organization	Province/Territory
Marc Arseneau	Government of Nunavut /PHAC	Nunavut
Kim Bulger	Board member National Collaborating Centre for Aboriginal Health (NCCAH)	Ontario
Mary Carothers	Fort Smith Health and Social Services Authority	Northwest Territories
Anita Daniels	Tlicho Community Services Agency	Northwest Territories
Kate Darling	HSS- Government of Nunavut	Nunavut
James Irvine	Medical Officer of Health	Saskatchewan
Leona Lafferty	Tlicho Community Services Agency	Northwest Territories
Amy Lea	Government of NWT/PHAC	Northwest Territories
Pitsulala Lyta		Ontario
Lauren Passmore	Blood Ties Four Directions Centre	Yukon
Joanna Russell	Yellowknife Health & Social Services	Northwest Territories
Tracy Scott	Saint Elizabeth Health Care	Manitoba
Christina Sim	Kwanlin Dun First Nations Health Centre	Yukon