

Planning and Delivering Outreach to Vulnerable Populations

Outreach Planning Guide
Fall Workshop #1

Halifax, Nova Scotia
September 30, 2010

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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-lecturette and showcasing four separate tools to support implementation. After each mini-lecturette, 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 Workshop

In total, 17 people participated in the workshop that was held in Halifax, Nova Scotia on September 30, 2010. The participants included individuals involved in planning and managing outreach programs; managers in local/regional public health units as well as managers from community-based groups and frontline workers.

During the table top exercises 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
Web based Clearing House <ul style="list-style-type: none"> • Website Resources • Clearing house for innovative program • Warehouse of surveys / research (portal) (other countries) • Sample outreach programs: success stories; contacts • Clearing house – data sharing • Websites; logic models, policies; procedures 	185
Cost Benefit Analysis <ul style="list-style-type: none"> • Information on cost / benefit of prevention • Economic benefits • Cost analysis tool (↓ in ER visits, ↓ in YLL) • Business case • Tool to explain return on investment 	80
Supports for Evaluation <ul style="list-style-type: none"> • Websites on Evaluation • Program tracking sheets • Ontario PH program list • Evaluation template tool 	60
Workbook to Accompany the Guide <ul style="list-style-type: none"> • Accompanying workbook • Workbook to accompany outreach • SWOT • Information on comprehensive school health model 	75

Topic	Prioritization Score
Local / Frontline Support <ul style="list-style-type: none"> Local training Support to deliver guide to frontline workers Webinars re how to use the guide 	55
Social Media <ul style="list-style-type: none"> Tools for social media 	55
Draft Job Descriptions	
Data <ul style="list-style-type: none"> Data access Data gathering tools 	
Additional Information <ul style="list-style-type: none"> Websites Template to develop population demographics (sample questions) 	
Networks <ul style="list-style-type: none"> Networks of Outreach Workers i.e. CHICA listing Tool/template to list PH community based organizations 	
Add section -How to talk to / work with people who don't work in public health	
Capacity building with smaller partners	

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

16 responses

Response option	# of responses
Strongly Agree	6
Agree	10
Neither agree nor disagree	0
Disagree	0
Strongly disagree	0

1 comment

Really struggling with this. Do not do outreach so not relevant.

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

16 responses

Response option	# of responses
Strongly Agree	7
Agree	9
Neither agree nor disagree	0
Disagree	0
Strongly disagree	0

1 comment

Didn't really improve my knowledge about outreach programming

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

16 responses

Response option	# of responses
Strongly Agree	9
Agree	5
Neither agree nor disagree	1
Disagree	0
Strongly disagree	0

1 comment

Future workshops do not need to be about outreach

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

- Using model in application of a real program. Table top exercises: discussions were excellent
- Practical guidelines, external facilitators, variety of people and backgrounds
- Yes. Concrete examples. I liked that the facilitation was at each table and directed the conversation so we didn't get off topic
- Discussion related to the conceptual model for planning outreach programs provided a high level overview of this overall process and 'steps' (things to consider). It's broadly applicable to program planning in general
- As more of a grassroots organization, its nice to be assisted with the tools if development and evaluation of the outreach programs.

Facilitation and workshop structure

- Practical guidelines, external facilitators, variety of people and backgrounds
- Yes. Concrete examples. I liked that the facilitation was at each table and directed the conversation so we didn't get off topic
- Step by step - going through the guide- not too in depth but just enough with table top work in between - again done very well, not too much, just enough- debriefing after table tops was very well done- not long and drawn out but just enough. Great to have skilled facilitators at table so that participants could participate rather than losing a participant to the preceding task

Small group work

- I really enjoyed the small group work! I found the discussion around rural areas and the lack of research available a consistent message
- The table discussions
- Group discussion, learned a lot
- Using model in application of a real program. Table top exercises: discussions were excellent

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

Sharing with others

- Sharing with other participants
- Sharing stories on what is happening in other areas and challenges are a great way to learn and how you plan activities
- The discussions and learning about other areas challenges, populations, how to develop and enhance outreach programs in my area
- Networking with others, sharing stories

Networking

- Networking with others, sharing stories
- Networking and discussion
- Excellent opportunity to network with colleagues about programs currently being offered
- Networking with colleagues from across Atlantic Canada

Other

- Realizing that evaluating and using this for step approach isn't as scary or daunting as what I assume it will be

2. What would you recommend be changed?

Process/Structure

- Discussion pieces on flipchart for reference as discussions proceed
- Though the table discussions were good, I would like to have seen more instruction
- Would have been nice to have the tool a little earlier that just a few days before the workshop
- The facilitators need to introduce themselves and their background. What's on the stick?
- Less food

Examples to explain steps

- Use example with each stage of development
- Provide more concrete examples of outreach programs, planning, implementation, evaluation

Scenarios/case studies for small group work

- have targeted case studies to allow for focused discussion on the questions
- In the table exercise we did not determine one specific program and if scenarios were developed to work with the discussion could have been more focused with steps in the process
- I found it difficult to do the small group work around each step because it was challenging to identify specific populations, goals, etc on the spot. However, it once again illustrated and highlighted each phase in the planning model. Perhaps it would be better to present each table with a 'case study' or 'scenario' on which they then apply the model.
- I am really struggling with the workshop. I read the document and the workshop did not enhance my understanding - it is easy to read and understand. There needs to be more community based agencies at the table, not sure if Public Health should be/are the people to do outreach but we absolutely need to work with our communities to do outreach. This is a good document that I will use, but probably not as a PH practitioner but as a community partner. I will use this document for program planning not for ID outreach. Future workshops - may be helpful to have a couple of scenarios to pick from - our example was totally fabricated, Was interesting that this workshop was about ID and HIV yet our example was not about either.

Other

- I am really struggling with the workshop. I read the document and the workshop did not enhance my understanding - it is easy to read and understand. There needs to be more community based agencies at the table, not sure if Public Health should be/are the people to do outreach but we absolutely need to work with our communities to do outreach. This is a good document that I will use, but probably not as a PH practitioner but as a community partner. I will use this document for program planning not for ID outreach. Future workshops - may be helpful to have a couple of scenarios to pick from - our example was totally fabricated, Was interesting that this workshop was about ID and HIV yet our example was not about either.
- Not a lot of outreach frontline staff present and so even when developing fictional scenarios there were limited ideas.
- Maybe involve some males. Not sure how you do this but today we were 100% female.
- This information is applicable to many program planning areas. Might be better to "sell" the document with a "broader" audience/application. The examples in small jurisdictions are difficult when "outreach" is newer. Need to use other examples and feel comfortable with this.

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

Regional support

- Train-trainer/local regional supports for implementation
- More resources at health authority!! Ha ha

Workbook

- Workbook with templates and examples
- Workbook/ guide to put into action

Broader availability and promotion

- Additional copies of the guide for partners
- Time which you can't provide. We need to adopt the program planning approach, this is why making it applicable for all program planning not just outreach gives better mileage for our time.

A clearinghouse for tools and information/portal to existing information, tools and programs

- More info on evaluation. A couple of tools and some more practical examples
- As discussed in brainstorming session, templates sample tools for evaluation (e.g. questionnaires, program tracking sheets), clearinghouse of successful programs etc.
- Website development-portal of tools-resources
- Websites to provide support info

Use of examples in guide

- Examples
- Examples given at each step of the guide

4. General comments

Relevance to work- ongoing or new directions

- Great workshop. Validated work direction already undertaken, offered clarity for additional steps
- I will be able to use this in my work. I look forward to the final version and any additional tools that are developed to support use of the guide.
- Thank you for including me. Excellent program planning guide and very helpful for me working with many partners laboring under the expectation that the Youth Health Centre will be the "umbrella" but now a tool to "focus", get started.
- We plan to implement a needle exchange in our area and I think the manual and this session will be helpful. Enjoyed workshop
- Great session. Excellent forum to develop partnerships with other people.

Broader applicability/ narrow focus of current guide and workshop

- An excellent workshop. I found the discussion really helpful and the guide is great for more than just outreach but program planning!!
- Great workshop. I don't do outreach programs but the information I have gained can be brought to my current practice.
- This focus was narrow for the broad scope of my work. And so was in danger of not coming. However, was a worthwhile day.

Language

- The evaluation component was more difficult. It would be nice to have more concrete examples. It would help to have a French session in New Brunswick as many people are francophone only. I liked the day and will share it. Good work

Appendix A: Participant list

Name	Organization	Province
Barb Angers	The Red Door: Youth Sexual Health	<i>Nova Scotia</i>
Julie Crouse	AIDS Committee of Newfoundland and Labrador	<i>Newfoundland/Labrador</i>
Valerie Davies	Health PEI	<i>Edward Island</i>
Pamela Dawe	Eastern Health	<i>Newfoundland</i>
Andrea Doyle	Eastern Health	<i>Newfoundland</i>
Penny Higdon	Horizon Health Network	<i>New Brunswick</i>
Megan Lindzon	The Red Door: Youth Sexual Health	<i>Nova Scotia</i>
Kim McGill	Annapolis Valley Health Authority	<i>Nova Scotia</i>
Nancy McKeil-Perkins	Horizon Health Network	<i>New Brunswick</i>
Mary Musgrave	Cape Breton District Health Authority	<i>Nova Scotia</i>
Charlene Palmer	Lennox Island Health Centre	<i>Prince Edward Island</i>
Ginette Pellerin	Horizon Health Network	<i>New Brunswick</i>
Michelle Proctor-Simms	Nova Scotia Advisory Committee on AIDS	<i>Nova Scotia</i>
Stacey Ramey	Labrador-Grenfell Health	<i>Newfoundland</i>
Arlene Rose	Health PEI	<i>Prince Edward Island</i>
Corinne Rowsell	Department of Health and Wellness	<i>Prince Edward Island</i>
Roxanne Rupps	AIDS Moncton	<i>New Brunswick</i>
Caryll Tawse	Capital District Health Authority	<i>Nova Scotia</i>