

# ***Planning and Delivering Outreach to Vulnerable Populations***

Outreach Planning Guide  
Fall Workshop #6

Toronto, Ontario  
February 16, 2011

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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 Toronto Workshop

In total, 17 people participated in the workshop that was held in Toronto, Ontario on February 16, 2011. The participants included individuals involved in planning and managing outreach programs in Ontario including community-based groups and frontline workers.

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. A summary of the “Stories” can be found in Appendix A.

## 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
<p><b>Program Building Tool Kit</b></p> <ul style="list-style-type: none"> <li>• Database (sharing center) of handouts, documents, pamphlets, templates) (75)</li> <li>• Outreach forum (to talk and share ideas) (60)               <ul style="list-style-type: none"> <li>○ Online</li> <li>○ In person</li> </ul> </li> <li>• Working with peer educators guide (45)</li> <li>• Examples of evaluation tools (30)</li> <li>• Online tools (20)</li> <li>• Workbook (series of questions) (15)</li> <li>• Manager guide to support outreach workers (10)</li> <li>• Hot links in PDF (5)</li> <li>• Checklist for mobile sites (what they must have</li> <li>• Tools for mobile outreach engagement</li> <li>• Education tools for the “detractors” (outreach principles, expected outcomes)</li> <li>• Comprehensive resource manual (for referrals to health services)</li> <li>• How to “tweak” your outreach program (continuous improvement)</li> <li>• Data collection tools</li> </ul>	260
<p><b>Virtual Resources</b></p> <ul style="list-style-type: none"> <li>• Web inventory of existing programs (and what they are doing) (70)</li> <li>• Examples of successful outreach programs (50)</li> <li>• Canadian DEBI (dissemination of effective behavioural interventions) (15)</li> <li>• Webinar (archived) (5)</li> <li>• Virtual site visits (street views)</li> <li>• Post online (online version)</li> <li>• Link with Existing Groups</li> <li>• Contact lists of other orgs. (doing similar work)</li> </ul>	140

Topic	Prioritization Score
<p><b>Frontline Staff Support</b></p> <ul style="list-style-type: none"> <li>• Virtual staff training opportunities (list) (35)</li> <li>• Self Help Tools for Staff (10)</li> <li>• Burnout (what it is, what to look for, key features, what to do) (10)</li> <li>• Outreach worker skill set (what qualifications?)</li> <li>• Interview tool for outreach workers</li> <li>• Online community for frontline workers (chat, discussion, message board etc.)</li> <li>• Forum to address ongoing staff training needs (online) engaging...not a list)</li> <li>• Policy – what to do if there is an issue with a worker in another organization</li> <li>• Definition of professional boundaries (how to navigate)</li> </ul>	55
<p><b>Skills Building</b></p> <ul style="list-style-type: none"> <li>• Examples of partnership agreements (20)</li> <li>• Developing a framework for working from an anti-racist/anti-oppressive (ARAO) philosophy</li> <li>• How to write a council report</li> <li>• How to write an abstract</li> <li>• Cultural competency tool</li> <li>• How to run a focus group</li> <li>• Identifying how to access existing data (e.g. census)</li> <li>• Negotiating tool for community based research</li> <li>• How to write a funding proposal</li> </ul>	20
<p><b>Research</b></p> <ul style="list-style-type: none"> <li>• Recognition for client (agency) participation in research</li> <li>• Evaluation glossary of terms</li> <li>• Tool to negotiate recognition in publications</li> </ul>	0

## 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	9
Agree	7
Neither agree nor disagree	0
Disagree	0
Strongly disagree	0

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

16 responses

Response option	# of responses
Strongly Agree	5
Agree	9
Neither agree nor disagree	2
Disagree	0
Strongly disagree	0

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

16 responses

Response option	# of responses
Strongly Agree	10
Agree	5
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**

Guide and other material distributed

- The guide itself- tools.
- Outreach guide
- Resource manual
- Materials (manuals/guides)

Content

- Discussions of specific situations/examples of outreach successes and challenges was particularly helpful
- I think that all of it was useful and helpful in being able to understand the GUIDE and sharing how to work from that perspective
- Breaking down outreach development into steps that can be used by any program.
- The brainstorming at the end.
- Going through the Guide and developing an understanding of how to use it/incorporate it into the way we work.
- Ideas for expansion of program and a realistic view on the value of outreach and its many forms

Facilitation and workshop structure

- It was useful to have guiding questions for small groups.
- Skilled facilitators at each table
- The group discussions were excellent.
- Presentations were well focused and led into discussions well

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

Networking

- Networking, learning about other programs, brainstorming on program development-tools really practical and it was great to explore more how to use them
- Networking, Idea exchange
- Connecting with other participants - "networking"
- Networking
- Meeting others.
- Networking
- Networking with folks advanced in this work. There were wonderful examples shared

Sharing with others

- The group session was the most useful for information sharing and also helped to work through the toolkit in an easy to understand way
- The participation of the other programs sharing their goals and strategies and challenges.
- The small group work - sharing of ideas etc.
- Hearing about other similar programs - what type of outreach is happening

Other

- Re-orienting self to existing resources, where to find more information.

## 2. What would you recommend be changed?

### Longer workshop

- Increase time for specific resource sharing between participants
- A little longer - more in-depth
- More time (or fewer questions) to work through table exercise or examples for all - only did 2 questions out of 8 (Step 1 - get to know your population)
- longer (2 days perhaps)
- I really enjoyed this and can't think of much that could be changed. Maybe just future opportunities to participate maybe 2 day workshops. Next steps?
- More time - maybe a 2 day workshop
- Longer or add more people and programmes

### Structure and content of the workshop

- Dot exercise: I'm not sure that some of the suggestions for tools were within your scope to create. Money of those suggested tools already exist - like how to run a focus group. Also too many people to complete this activity.
- I felt a bit lost/disconnection between the presentation (slides) and manual.
- More info about mobile services, non-traditional outreach , and how to guides about report writing and skills building info.
- Perhaps a bit more opportunity to share success stories, although this wasn't the intended focus of the event

### Provide group with a case study for small group work

- Work on a particular case study that has some predetermined "answers" so, after discussion, some concrete points that are applicable to the area, e.g. planning section, can be mentioned if it has already been said.
- More of a thorough walk through of the workbook utilizing an example- working through all the tools

### Inclusion of frontline outreach workers

- More frontline outreach workers, speaking to the group - perhaps an extra day for this.
- I wouldn't change anything, but maybe do a separate session for frontline staff

### Contact information for those present

- Getting people to sign a sheet with email so we could pass it around to further network with other outreach workers.

### Other

- Very little - well done

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

#### Provide networking/linking support

- Future connections.
- Linking opportunities.
- Online/virtual networking and follow-up opportunities (in person connecting followed by on-line follow-up is ideal).
- A participant list and their emails

#### Topic specific tools

- Management tools - from interviewing to hiring to what to look for in an outreach worker to evaluating their work.
- Risk management tools
- Understanding the outcome evaluation of "best practices
- The tools are practical - more in-depth discussion of outreach program development

#### Workbook or toolkit

- A workbook to accompany the manual would be excellent.
- A more comprehensive workbook to go along with the guide.
- Toolkits for using the guide for your program.

#### Implementation support

- The model is quite user friendly. I don't anticipate that it will be difficult to implement the toolkit or specific aspects of the toolkit. Reading the guide in detail is important. Would be useful to have access to "practice facilitators" to work through different aspects of the toolkits
- Online support - opportunity to be able to email/contact someone if I have questions about the Guide??

#### Online Access

- Creating something like this guide to be available on line.
- Having it available online

#### Easier access to references and supporting documents

- Online links to references, published research
- Hot links to make it easy to obtain, review reference materials.

#### Link to existing networks and groups

- Support a discussion of guide on various teleconferences to roll out, i.e. Urban public health network STI group, contact Roger Prasad, Ontario MOHL TC STI manager teleconference, Ontario MOHL TC harm reduction

#### Examples

- Examples of real life outreach programs summarized/shared, could be put onto website ? See CDC website of DEBI, dissemination of evidence-based interventions.
- Online forms or guides to partnership agreements etc.

#### Other

- Agency buy in and Management approval

- The workbook and toolkit are a fantastic start and I feel is an amazing support for outreach workers.
- The model seems very clear, not sure how unique it is. Principles of community development are evident - basic model reflects the "nursing process" - we are all fairly competent at reviewing theoretical frameworks from our backgrounds (s.w., nsg, etc)

#### 4. General comments

##### General

- Really enjoyable and informative day! Thanks!
- Thanks you. Very well done
- This is the best Harm reduction and outreach workshop I've taken. It has something useful for all programs.
- Excellent and very informative. Will definitely use the resources provided to enhance my existing outreach program
- Well done! Thanks for the opportunity

##### Participants and networking

- Awesome day! I loved getting to meet a variety of outreach workers to share info and ideas for successful outreach programs in Ontario. I am excited to see the final toolkit.
- Excellent networking opportunities, good ideas exchange
- Interesting mix of people - frontline an managers. Diverse and many years experience. Thank you for the invite.

##### More examples

- Would love to hear stories of outreach programs in other areas. How they began, challenges, "failures", and successes. Interesting to hear of new outreach programs as well as new projects

##### Facilitation

- Excellent job with facilitation. Easy to understand
- Thank you ladies. You are all fantastic facilitators and did an amazing job

##### Link with existing resources

- This is valuable work - it would be ideal to link it to materials and work of other organizations such as CATIE. Context is important so looking at Canadian programs and Ontario-specific programs is helpful.

##### Other

- Could offer webinar to roll out guide to users.
- I did not find toady's meeting was what I expected. Would have liked more details of guide instead of table exercises.

## Appendix A: Participant list

Name	Organization	City/Region
Jason Altenberg	South Riverdale Community Health Centre	Toronto
Denise Baldwin	Ontario Aboriginal HIV/AIDS Strategy.	Toronto
Linda Blake-Evans	Hamilton Public Health Services	Hamilton
Leah Boelhouwer	Toronto Public Health - The Works	Toronto
Alex Dunlop	Toronto Public Health - The Works	Toronto
Barbara Fowler	Region of Peel Public Health	Mississauga
Siva Gunaratnam	AIDS Committee of Toronto (ACT)	Toronto
Vicki Kett	Acces AIDS Network.	Sudbury
Keira Knowles	AIDS Niagara	Niagara
Peggy Millson	University of Toronto	Toronto
Marcia Nauta	Sexual Health Program, Hamilton Public Health	Hamilton
Eric Peters	African and Caribbean Council on HIV/AIDS in Ontario	Toronto
Cathi Savage	Somerset West Community Health Centre	Ottawa
Vanessa Secan	Region of Peel Public Health	Mississauga
Maureen Twigg	Sexual Health and Clinical Programs, Thunder Bay District Health Unit	Thunder Bay
Zhaida Uddin	Sexual Health Unit, Ottawa Public Health	Ottawa
Carol Woods	Algoma Public Health	Algoma