

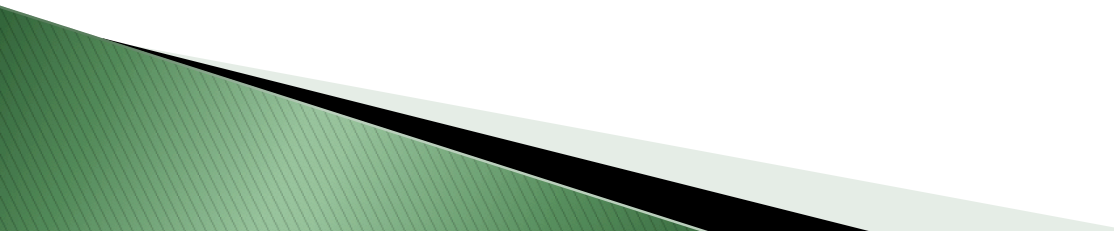
National Outreach Guidelines for Special Populations

Health Outreach Partners

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Deputy Director

Liberty Day, MS
Senior Project Manager

Welcome & Introductions

- ▶ HOP introduction
 - ▶ Participant Introduction
 - ▶ Overview of Session
 - Why Outreach
 - History & Background
 - Collaborative Partners
 - Process
 - Overview
 - Guidelines and Strategies
 - Discussion
- 

Why Outreach?

- ▶ What is outreach?

- HOP definition
- Outreach & “Enabling Services”

- ▶ Who does outreach?

- Outreach Workers, Community Health Workers, *Promotores/Promotoras de Salud*, Camp Health Aide, Health Navigator, Lay Health Advisory, Lay Health Promoter, Community Health Advocate, Community Health Representative, Eligibility and Enrollment Specialist, Doctor, Nurse, NP, PA...

History & Background

- ▶ 2000: Farmworker Outreach Program Guidelines
 - Direct service to capacity building
 - Experience as basis for guidelines
- ▶ 2012: National Outreach Guidelines for Special Populations
 - Increased national focus on outreach
 - Strategies needed for other populations
 - Experience as basis for guidelines

National Partners

- ▶ Capitalized on NCA structure
- ▶ Provided vision and contacts
- ▶ Partners
 - National Association for Community Health Centers
 - National Health Care for the Homeless Council
 - Association of Asian Pacific Community Health Organizations
 - Migrant Health Promotion

Advisory Panel

- ▶ 18 members in 14 states
- ▶ Community health centers & other support organizations
- ▶ Direct service; close ties to community
- ▶ Outreach experience, “On the ground” perspective
- ▶ Process
 - Orientation
 - Questionnaire
 - Phone interviews
 - Informal focus groups

HCH Representatives

****Katy Valesky, MSSW**
Consumer Advocate
National Health Care for
the Homeless Council
www.nhchc.org

David S. Buck
President
Healthcare for the
Homeless–Houston
Houston, TX

Randle Loeb
Board Member
Metro Denver Homeless
Initiative
Denver, CO

Jim O'Connell
President
Boston Health Care for the
Homeless Program
Boston, MA

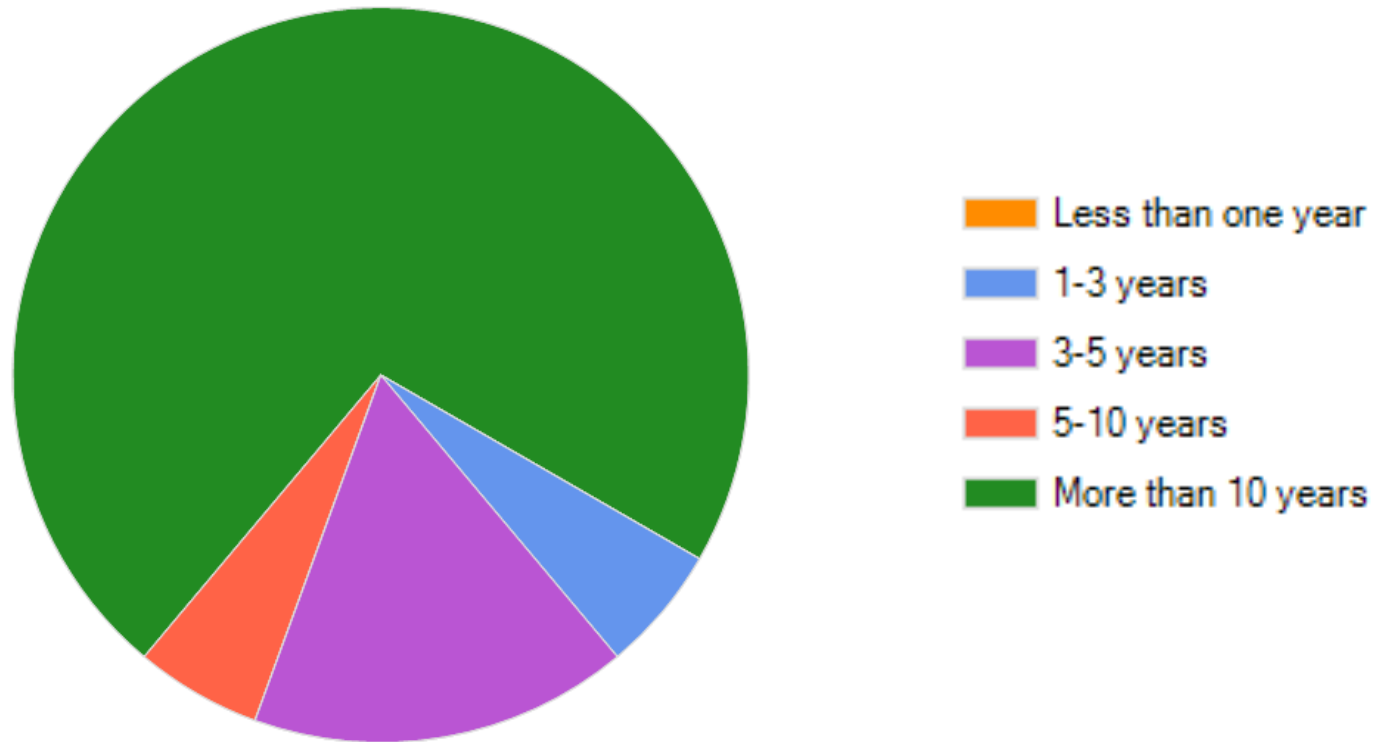
Mary Stewart
Community Health Outreach
Coordinator
Health Care for the Homeless, Inc.
Baltimore
Baltimore, MD

Julie Nelson
Associate Director of Outreach,
Benefits, and Entitlements
Heartland Health Outreach
Chicago, IL

National Outreach Guidelines

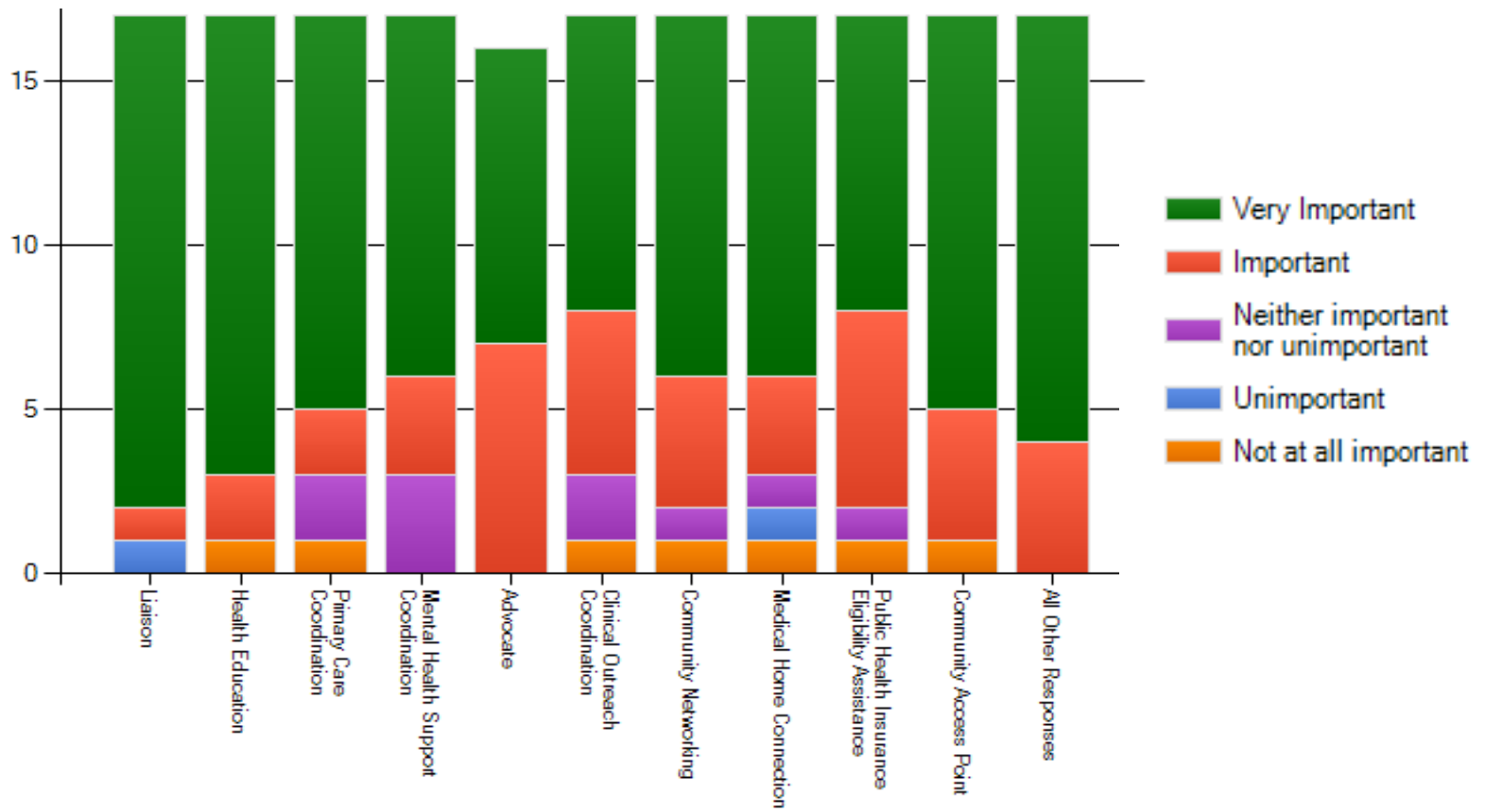
Advisory Panel Feedback: Panelist Description

Indicate how many years you have been involved with outreach
(either directly or indirectly):



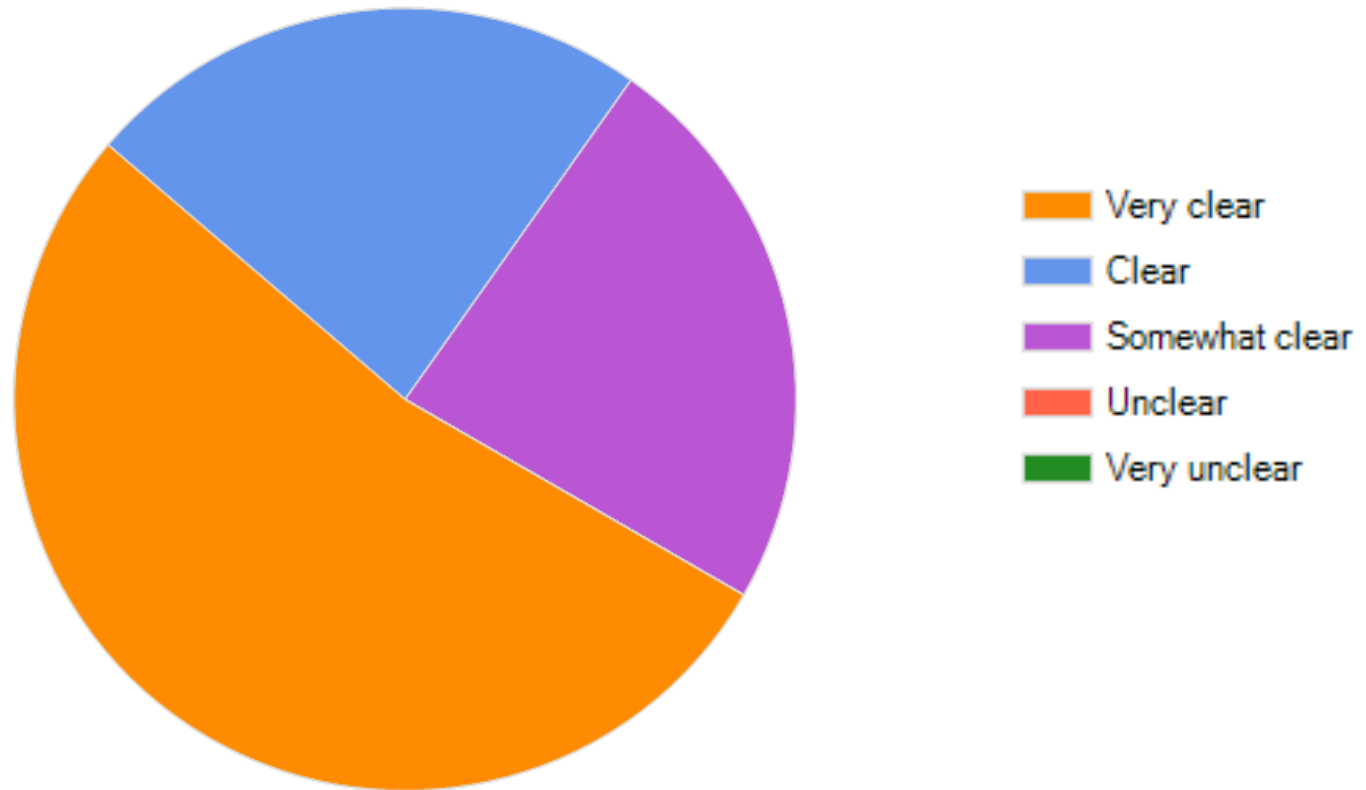
Guidelines Overview

Please indicate how important you think each guideline is to ensuring meaningful access to care for your priority population(s).

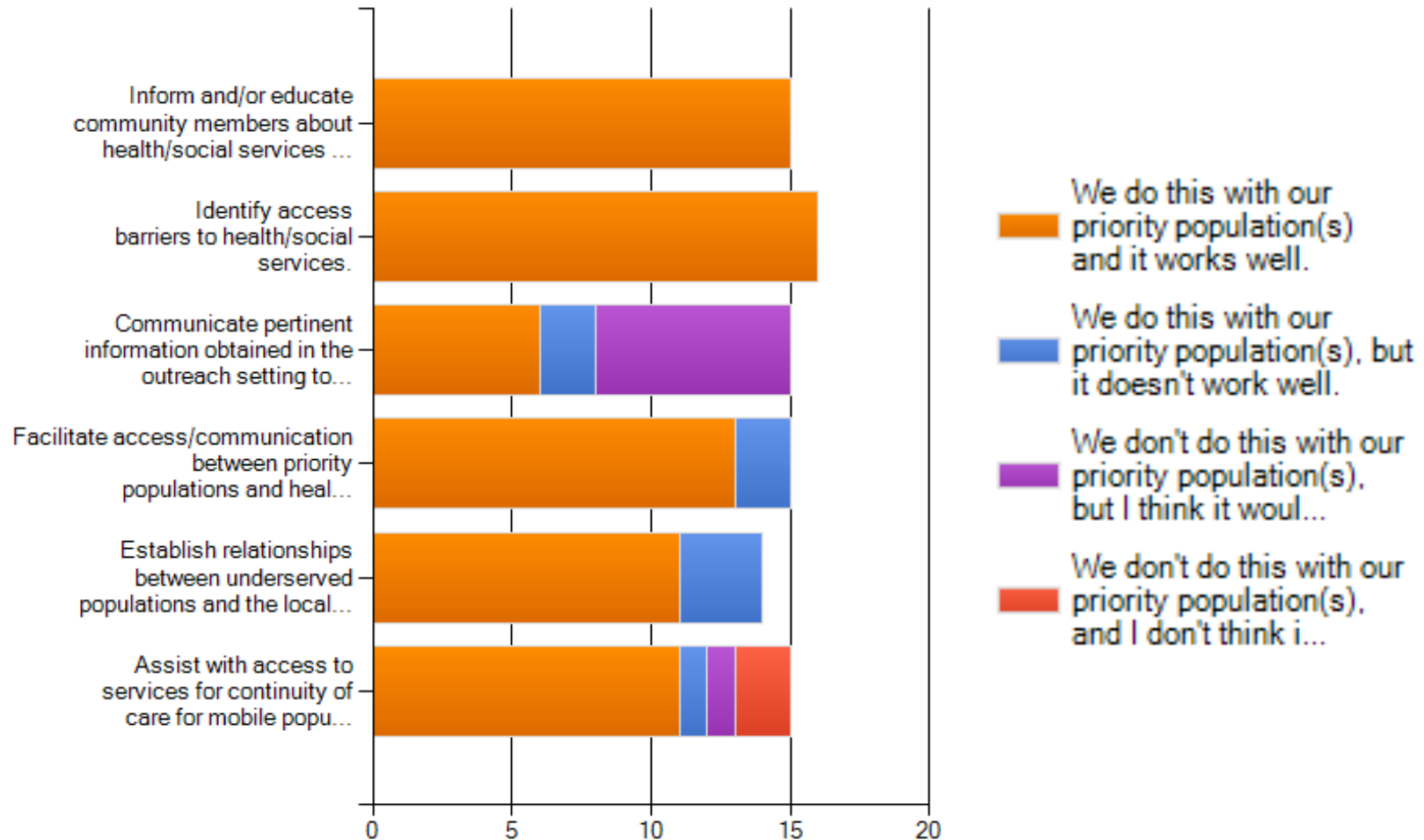


Guideline 1. Liaison: Clarity

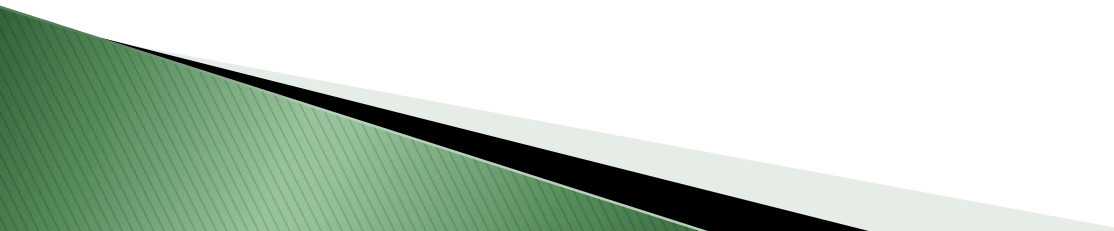
In your opinion, how clear is meaning of this guideline to you?

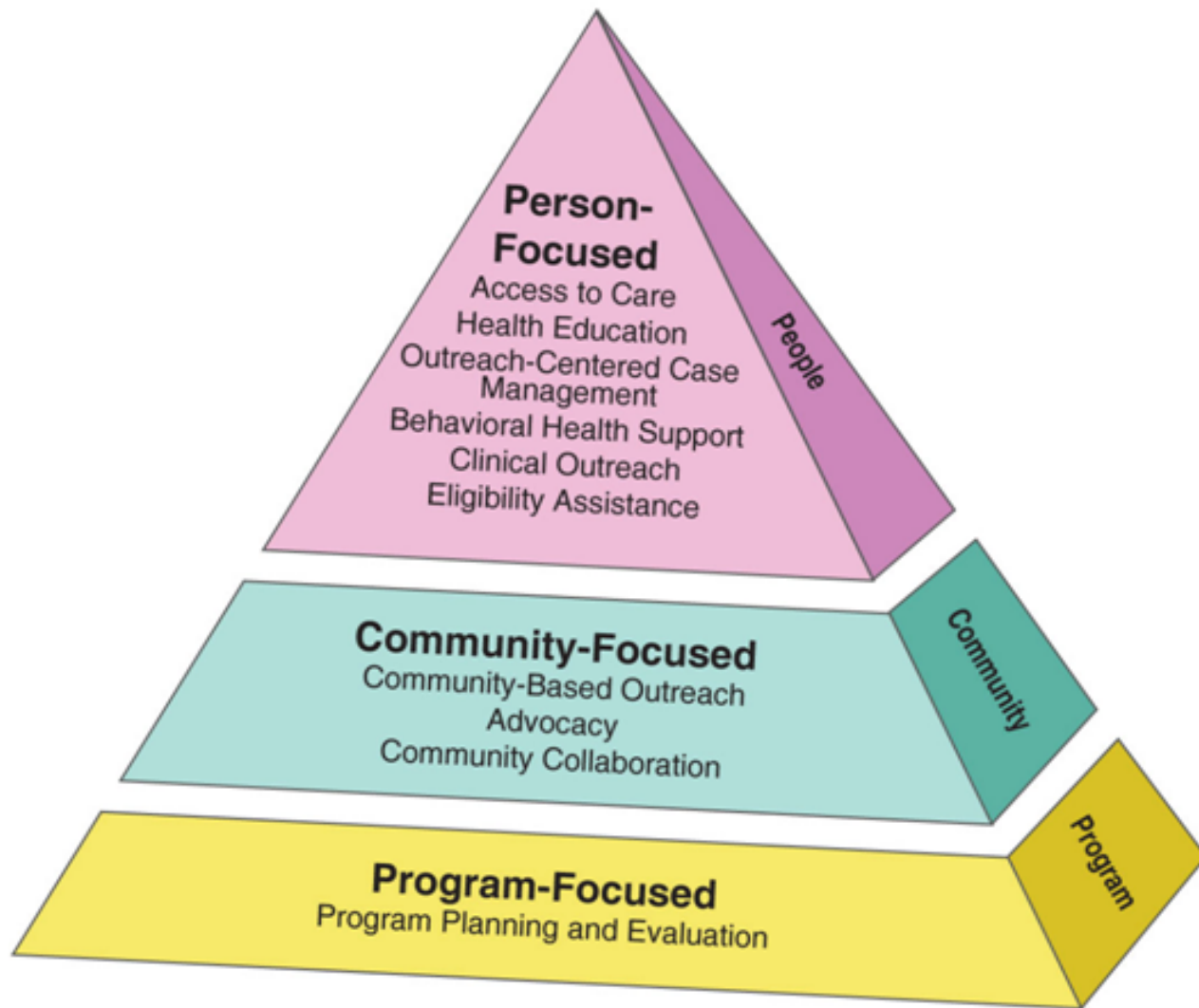


Guideline 1. Strategy Usefulness



Redesigning the Guidelines

- ▶ 10 Guidelines
 - ▶ 82 strategies
 - ▶ Executive Summary
 - ▶ Categories
 - ▶ Graphic
- 



Overview: Person-Focused Guidelines

Access to Care

Health Education

Outreach-Centered Case Management

Behavioral Health Support

Clinical Outreach

Eligibility Assistance

Overview: Community-Focused Guidelines

**Community-
Based
Outreach**

Advocacy

**Community
Collaboration**

Overview: Program-Focused Guideline

Program Planning and Evaluation

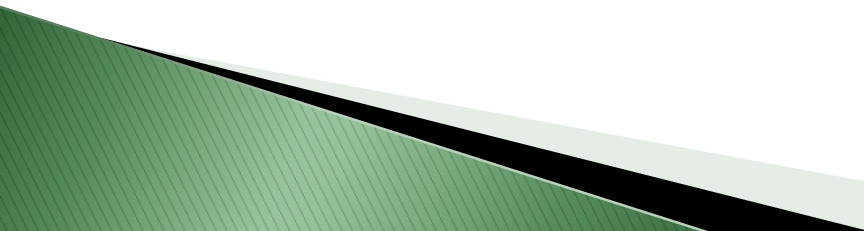
Person-Focused Guidelines


and suggested strategies



Access to Care

The Outreach Program will connect underserved populations to the local health and social service delivery systems.

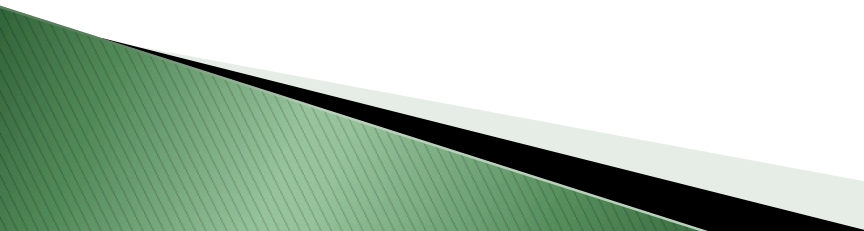
- ▶ **Identify barriers** to health and social services for underserved populations.
 - ▶ Build and maintain **trusting relationships** with underserved communities by providing frequent face-to-face opportunities to meet where community members live, work and spend time. Follow up on all commitments and promises.
 - ▶ **Educate community members** about available health and social services and how to access them.
 - ▶ Use **social media, listservs, and newsletters** to communicate with a wide audience.
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- ▶ Assist members of underserved populations in **communicating with and accessing** local health and social service agencies.
 - ▶ Ensure that any relevant information about individuals obtained through outreach is **recorded and shared with providers** and other staff.
 - ▶ **Train staff and other community-based organizations** on an ongoing basis to ensure that underserved individuals and families receive courteous, competent, and culturally as well as linguistically appropriate care.
 - ▶ Assist in ensuring **continuity of care for migrant populations**. For example, ensure that migrant populations have easy access to their medical records, allowing for easier transfer between health service providers. Assist patient in connecting to health centers in their new communities.
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Health Education

The Outreach Program will provide health education in outreach settings using effective teaching methods that respond to the cultural, educational, linguistic, literacy, health and educational needs of underserved populations.

- ▶ **Identify risk factors** for communicable and environmental diseases, occupational illnesses and injuries among underserved populations.
- ▶ **Identify health education needs** through community members themselves. Offer health education that addresses these self-identified needs.
- ▶ **Partner with neighboring community health centers** and other community-based organizations that have expertise in serving specific special populations.
- ▶ **Collaborate with clinical staff** to determine appropriate health education content and messages.

- ▶ **Test messages and health education materials** with members of the underserved population before use with a wider audience. Adjust messages and materials as needed based on feedback.
 - ▶ Provide **health education in outreach settings** to individuals, small groups, and/or large groups to promote healthy behaviors, the prevention of illness, and the early detection of acute illnesses.
 - ▶ Use **popular education techniques and adult education principles** with health education to engage and empower underserved populations.
 - ▶ Play a key role in helping individuals manage chronic illnesses and be **active partners** in their care.
 - ▶ **Referral information and next steps** should follow health education activities in order to connect individuals to appropriate services.
 - ▶ Disseminate **health information that is appropriate** to the culture, language, and literacy level of the underserved population.
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Case Management

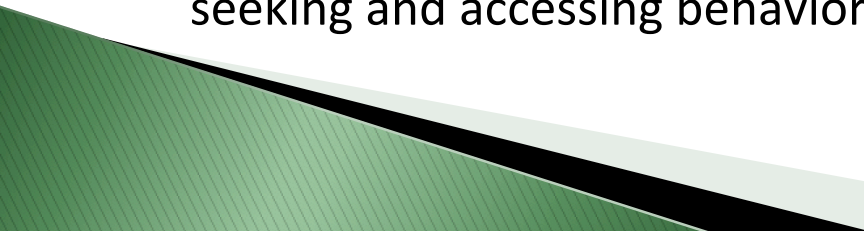
The Outreach Program will conduct basic case management activities in outreach settings.

- ▶ Routinely **research community agencies and document** the services they offer. Establish relationships with agency staff to facilitate referrals for underserved community members.
- ▶ **Educate individuals and families on navigating** the health and social service delivery systems. Explain the process and what to expect. Offer options and choices.
- ▶ Empower individuals and families by **helping them determine and prioritize their needs**. Assist them in accessing the services and/or support they need.
- ▶ Make **referrals** to appropriate health and social services. When possible, personally introduce individuals to health and social service providers so as to build relationships.
- ▶ **Track the outcomes** of interagency referrals and conduct ongoing follow-up. Monitor client status, provide support, and ensure continuity of care.

Behavioral Health Support


The Outreach Program will have a key role in coordinating access to behavioral health services and providing basic mental health support for underserved populations.

- ▶ Attend trainings to **learn how to identify common behavioral health needs** (ex: domestic violence and substance abuse) of underserved populations. Make referrals to appropriate providers or services.
- ▶ Encourage members of underserved populations to practice **self-care and positive coping skills**.
- ▶ Facilitate the development of **peer support groups** that promote general well-being and decrease social isolation.
- ▶ Help **de-stigmatize mental health issues** within underserved populations. For example, promote awareness of the connection between mental and physical health. Normalize seeking behavioral health support by promoting it as a regular part of taking care of one's health and wellness.

- ▶ Educate members of underserved populations to **recognize symptoms** of mental health conditions.
 - ▶ Educate individuals and families about behavioral health services. **Describe available services, their benefits, and what to expect. Seek to understand** the cultural practices and beliefs about mental health among underserved populations. Encourage the incorporation of alternative and traditional healing when appropriate.
 - ▶ Promote individual and family **efforts to initiate and maintain behavioral health support**. Whenever possible, work with people to overcome barriers and set mutually agreed upon – and realistic – goals around seeking behavioral health treatment.
 - ▶ Make **personal introductions** to behavioral health staff and providers when possible.
 - ▶ **Educate providers on the barriers** underserved populations face when seeking and accessing behavioral health services.
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Clinical Outreach

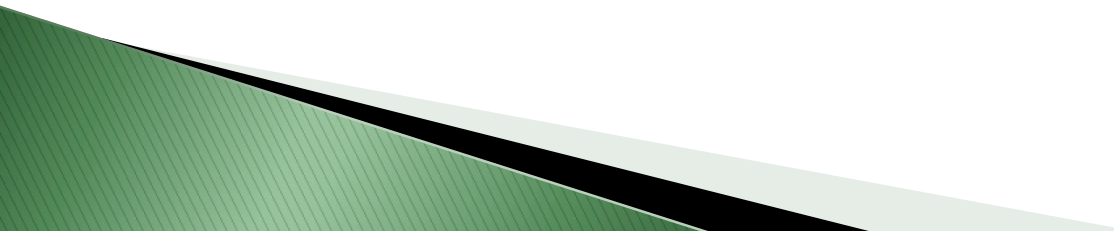
The Outreach Program will coordinate and participate in clinical outreach to meet the basic health needs of underserved populations.

- ▶ **Gather relevant health information** to appropriately target clinical outreach. Such information might include cultural aspects, occupation, environment, living conditions, behaviors, migration, etc.
 - ▶ **Coordinate clinical outreach** with nurses, mid-level providers, physicians, dentists, and dental hygienists.
 - ▶ Organize **outreach activities where clinical services can be provided**, such as health fairs, schools, daycare facilities, Head Start programs, migrant camps, homeless shelters, and mobile health units.
 - ▶ After proper training, **assist clinicians in providing basic health screenings** and preventative care.
 - ▶ Help **coordinate follow-up** care as needed.
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Eligibility Assistance

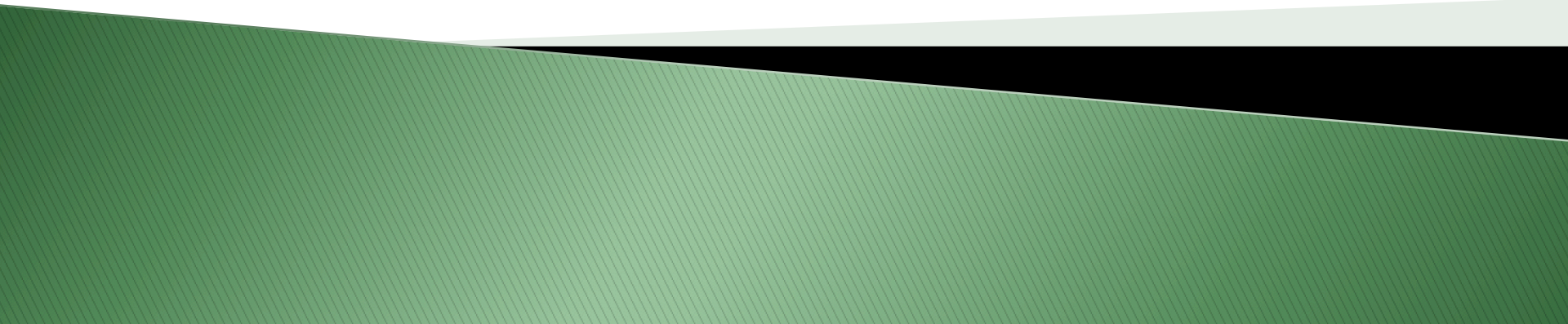
The Outreach Program will assist members of underserved populations in enrolling and maintaining participation in health and social service safety net programs.

- ▶ **Participate in trainings** on how to effectively assist underserved individuals in enrolling and maintaining enrollment in health and social service safety net programs (ex: WIC, TANF, Medicaid, or Medicare).
- ▶ Proactively **seek information about changes** to safety net programs. Ensure all messages shared with underserved populations are timely and accurate.
- ▶ **Educate** underserved populations about available health and social service safety net programs, including state and local eligibility requirements.
- ▶ **Identify and address specific concerns** members of underserved populations may have when applying for health and social service safety net programs, such as immigration status or lack of a permanent address.

- ▶ Develop **resources, such as fact sheets or checklists**, to assist members of underserved populations accessing health and social service safety net programs, including health insurance programs.
 - ▶ **Facilitate referrals** to eligibility assistance staff.
 - ▶ Assist in **gathering and collecting key documents** required for enrollment and benefits renewal.
 - ▶ Assist in **submitting applications or renewals** for public health insurance programs to prevent lapses in coverage.
 - ▶ Provide application assistance in the **language** members of underserved populations prefer.
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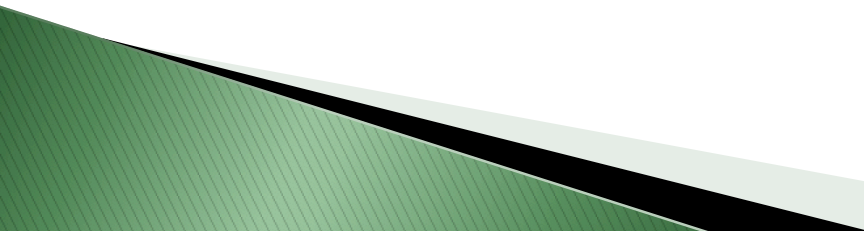
Community-Focused Guidelines

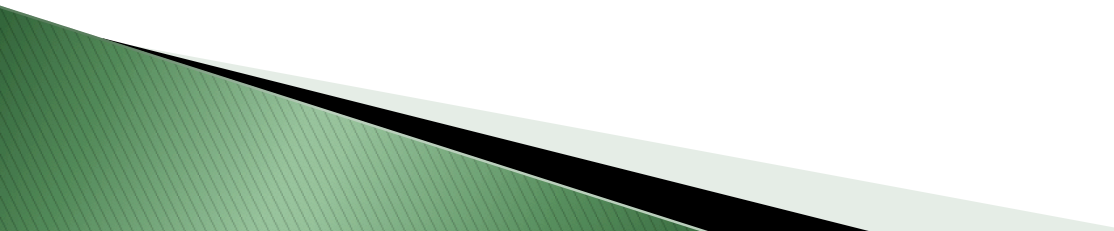
and suggested strategies



Community-Based Outreach

The Outreach Program will establish a visible presence in the community, providing information, education, services and support where members of underserved populations live, work, spend time, and access services.

- ▶ Conduct outreach in locations where underserved populations **access health services**, such as community health centers, health departments, or free clinics.
 - ▶ Conduct outreach in locations where underserved populations **access social services**, such as WIC offices.
 - ▶ Conduct outreach in locations where underserved populations **spend time**, such as laundromats, recreation centers, work sites, grocery stores, food pantries, soup kitchens, or libraries.
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- ▶ Conduct outreach in locations where underserved populations **live**, such as migrant camps, public housing, Single Room Occupancy (SRO) hotels, shelters, or under bridges.
 - ▶ Conduct outreach at **times convenient** for underserved populations, such as evenings or weekends.
 - ▶ Plan outreach activities **in conjunction with** property owners, growers, crew leaders, or housing managers when possible.
 - ▶ Develop and observe **protocols** regarding safety while conducting outreach, such as conducting outreach in pairs.
 - ▶ While performing outreach activities, respect people's **personal boundaries and space**. Keep in mind that what is technically considered public space is personal space to some individuals.
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Advocacy

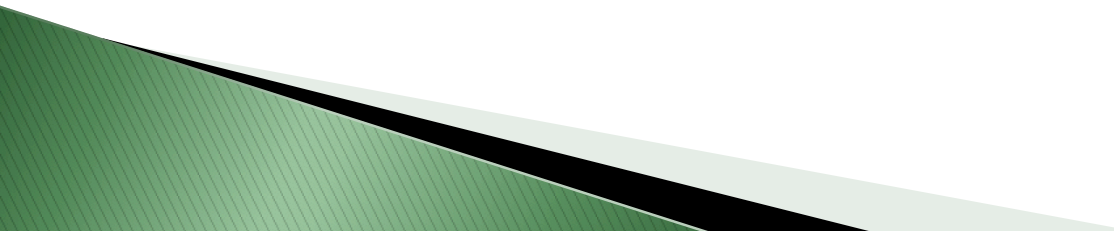
The Outreach Program will advocate on behalf of underserved populations to ensure culturally competent, quality health care.

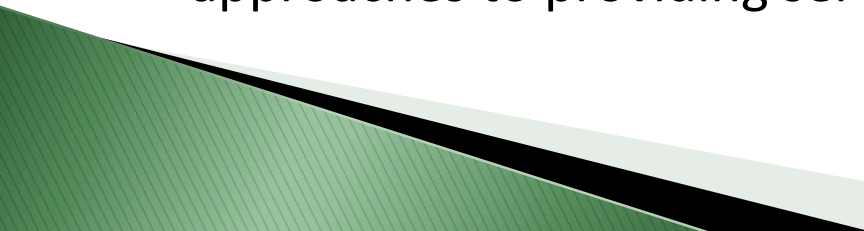
- ▶ Document the **unique health conditions, beliefs, practices, behaviors, and other factors** impacting the health and well-being of underserved populations. Communicate these issues within the organization and at the local, state and national levels.
- ▶ Help **build internal capacity** to address the needs of underserved populations. For example, host internal trainings, brown bag lunches, or write articles for an internal newsletter.
- ▶ Evaluate **current health and social service delivery systems**. Make suggestions to improve access among underserved populations.
- ▶ Assist with the development and improvement of **information systems** that document experiences, health outcomes, and continuity of care issues for underserved populations.

- ▶ Identify new **population trends and specific interventions** to address them.
 - ▶ Educate **the community at large** about the challenges, needs, and unique contributions made by marginalized communities.
 - ▶ Talk to **members and leaders** of underserved communities to learn important health needs and issues. Actively engage underserved communities in developing and carrying out advocacy efforts.
 - ▶ **Develop leadership** among underserved populations. Educate underserved populations about the importance of advocacy and encourage participation in advocacy efforts.
 - ▶ Lead or participate in **coalitions or other community initiatives** to advocate for policies, systems, and environmental changes that will positively impact underserved populations.
- 

Community Collaboration

The Outreach Program will work to build strong partnerships with and among health and social service organizations frequently accessed by underserved populations.

- ▶ Educate **other health and social service agencies** about services available to underserved populations.
 - ▶ Foster **positive relationships** between the health delivery system, other social service organizations, and underserved populations.
 - ▶ Initiate and engage in **joint outreach activities** with other health and social service providers.
- 

- ▶ Promote and/or coordinate **large-scale community events** such as health fairs.
 - ▶ Create **community awareness** about the lifestyles, contributions, and needs of underserved populations. Offer presentations and other learning opportunities to other community organizations that interact with these populations, such as local businesses, faith-based organizations, etc.
 - ▶ Build **strong relationships with leaders** among underserved populations. Broker relationships between these leaders and the health and social service delivery system.
 - ▶ Host or attend **relevant conferences**. Conduct workshops or trainings for other health and social service providers on effective approaches to providing services to underserved populations.
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Program-Focused Guideline

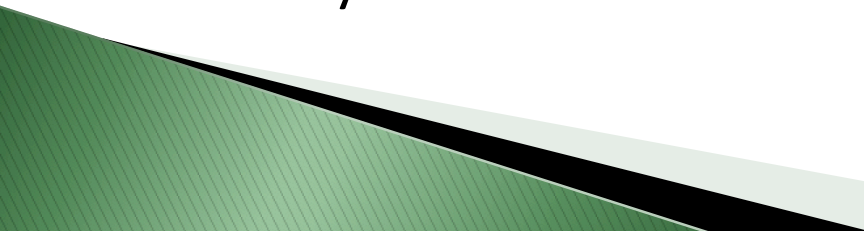
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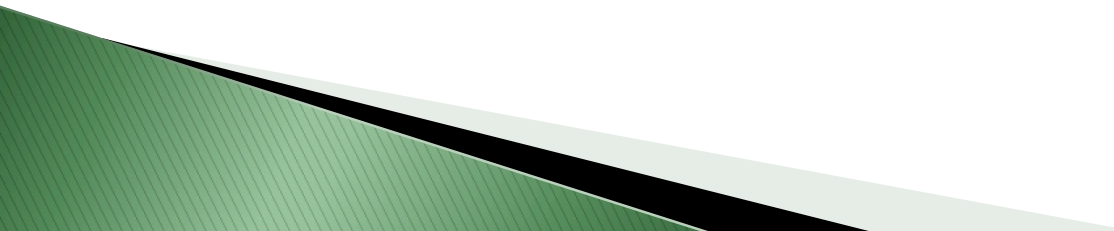


Program Planning & Evaluation

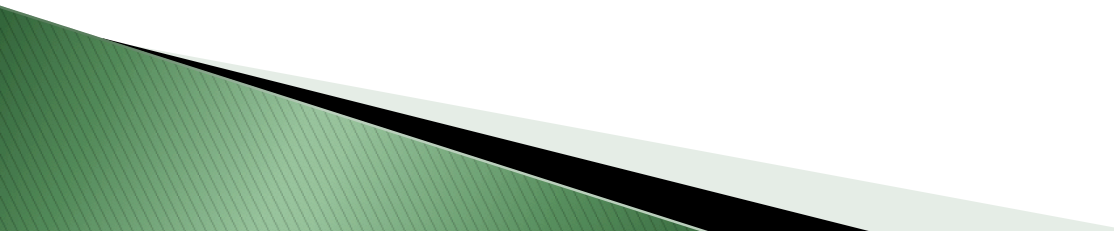
The Outreach Program will consistently participate in outreach planning, document its activities and measure the outcomes of services provided.

- ▶ Create an **outreach program plan** that outlines goals, objectives, activities, responsible parties, timelines, expected outcomes, and data collection methods. Use the plan to guide and drive the outreach program.
- ▶ **Link outreach program plan** goals and objectives to organizational goals and objectives. Be sure any outreach activities support the overall goals of the organization.
- ▶ **Include all outreach program staff** in the outreach planning process to ensure adequate buy-in and support.

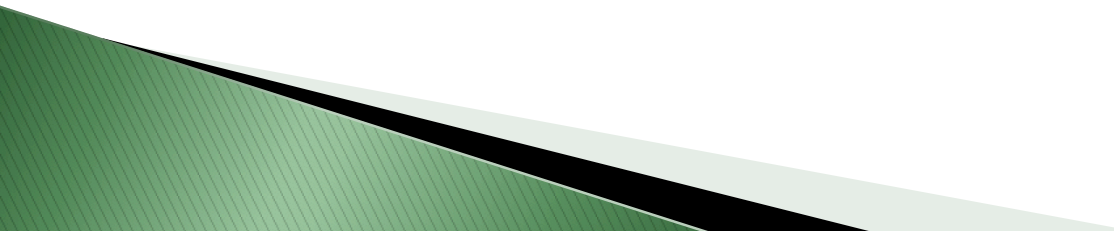
- ▶ **Share the outreach program plan** with administrators to ensure transparency and garner support.
 - ▶ Participate in **trainings on documenting and evaluating** outreach activities.
 - ▶ Based on the outreach program plan, clearly identify what information is **needed to adequately evaluate** outreach activities.
 - ▶ **Collect data using methods** that are appropriate to the population and feasible given staff time, resources, and expertise.
 - ▶ Use or adapt **pre-existing data collection** tools whenever possible, such as encounter forms and patient satisfaction surveys.
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- ▶ Include a **timeline** in the outreach program plan for processing and sharing the data collected.
 - ▶ Share results with the community to **demonstrate success and raise awareness** of relevant needs and issues.
 - ▶ Use results of data collection efforts to make **improvements and updates** to existing practices and programs. Incorporate results into the outreach program planning process.
 - ▶ When appropriate, **document** outreach activities and information gathered during outreach in electronic medical records.
- 

Discussion

- ▶ How are your outreach efforts / programs integrated with clinical and administrative programs and priorities?
 - ▶ Which 3 Guidelines are most important / commonly used in your programs.
 - ▶ Where do you see connections between the Guidelines and the Patient Centered Medical Home?
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Wrap Up

- ▶ Final thoughts?
 - ▶ Comments?
 - ▶ One thing you would like to remember about developing a comprehensive, well-rounded outreach program?
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Health Outreach Partners

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