

**IF YOU BUILD IT,
THEY WILL COME.**

Kevin Costner – Field of Dreams

Improving Healthcare Outcomes through Outreach, Engagement and Linkage to Care

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Gillian Saunders, CHES – Assistant Clinic Administrator

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Serving New York City

Care for the Homeless is now in 30+ locations in Brooklyn, the Bronx, Manhattan and Queens.



Impact: Hurricane Sandy
Ali Forney Day Center

Our clinic at the Ali Forney Center - previously located in Chelms - was destroyed by the storm. Services for runaways and homeless youth are now operational at a new space in Harlem.

Street Medicine
Common Ground

Over 3,000 New Yorkers, including youth, live on the street every night. Our street medicine program is unique in the City, connecting those in need to ongoing care and permanent housing.

Preventive Health Care
St. John's Bread & Life

Our team proactively screens thousands of patients for cancers, heart disease and HIV/AIDS, educating patients to help them overcome the debilitating effects of homelessness.

Women's Shelter
Susan's Place

Recognized in New York City for unique and effective programs serving homeless women and ending homelessness, we help mentally ill and medically frail homeless women live in safety and dignity.

Pediatric Mental Health
Briarwood Family Residence

Homelessness interrupts healthy child development. The intervention provided by our mental health clinicians impacts the long-term health and development of homeless children.

OUR MISSION:
Care for the Homeless fights homelessness by delivering high-quality and client-centered healthcare, human services and shelter to homeless individuals and families, and by advocating for policies to ameliorate, prevent and end homelessness.

We meet homeless people where they are. Clinics are co-located in homeless shelters, soup kitchens, SROs and drop-in centers, collaborating with nonprofit partners city-wide.

- Soup Kitchen
- Single Shelter
- Family Shelter
- Street Medicine
- Drop-in Center
- Safe Haven
- Other

CFH – CLINICS

- 8, 009 Unique consumers
- 33,065 Visits

HEALTH ED. TEAM

- 4, 156 Visits
- 1,441 Rapid HIV Tests

Mobile Health Clinic



ESTIMATE OF 1,283 VISITS FOR THE FIRST YEAR

Agenda for the Day

- Define outreach
- Identify barriers
- Overcoming barriers
- Traditional and non-traditional methods
- Focused, hands on activities
- Q&A

BRAINSTORM

What is Outreach

The type and degree of outreach depends on purpose, goals and target population.

- Disseminate information
- Expand access to health services
- Directly deliver health services
- Increase knowledge and/or skills of consumers & those who interact with them
- Establish beneficial connections between consumers, community and your organization

Outreach Necessity

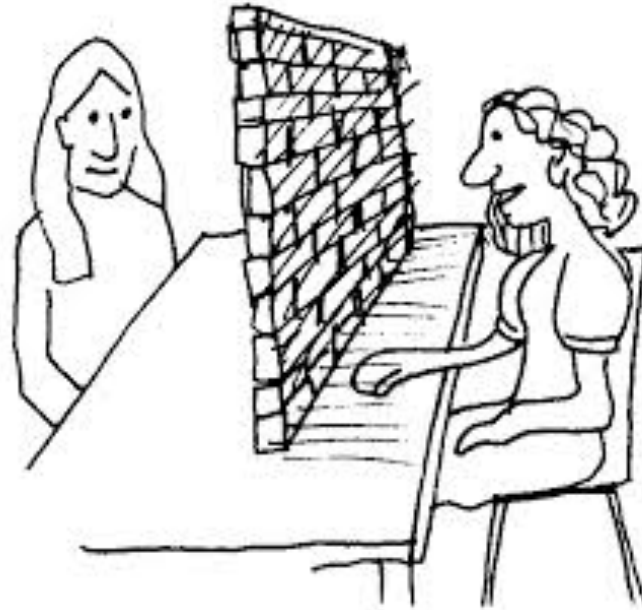
Consumers should:

- Know the program, services or product exists
- Be willing to use it
- Be capable of using it

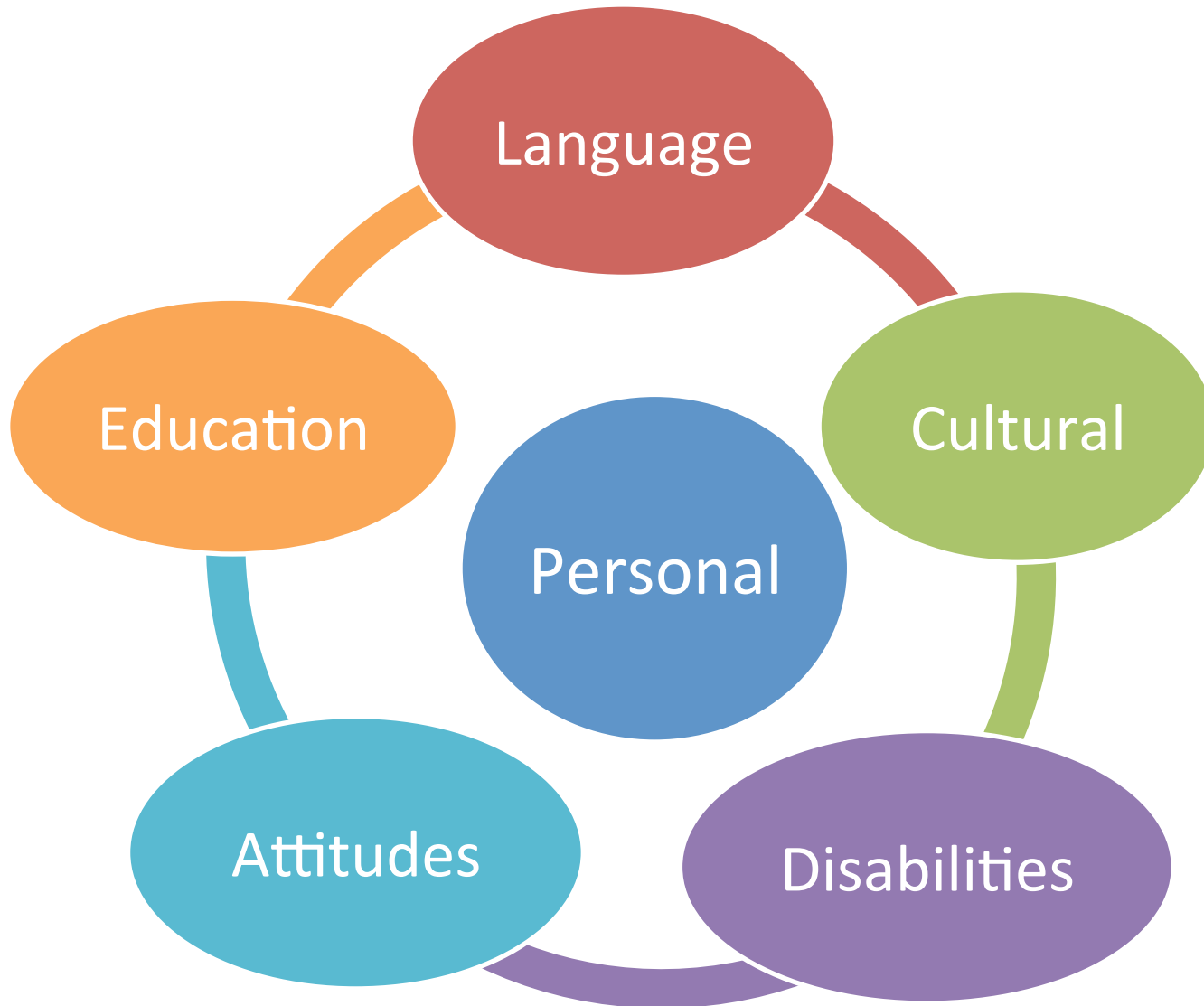
Goals for Agency

- Create awareness
- Change attitudes and beliefs
- Correct misperceptions

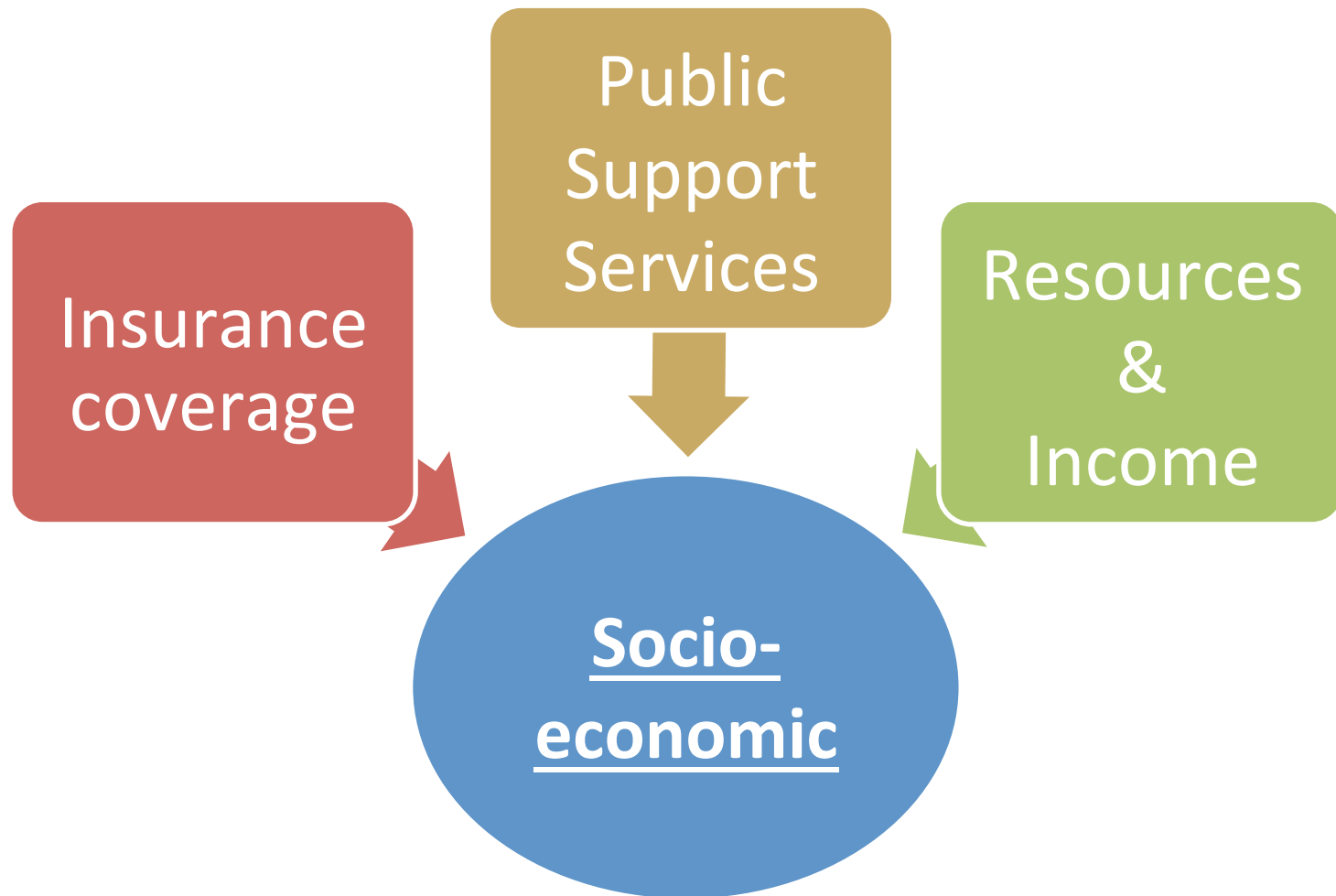
Forms of Barriers



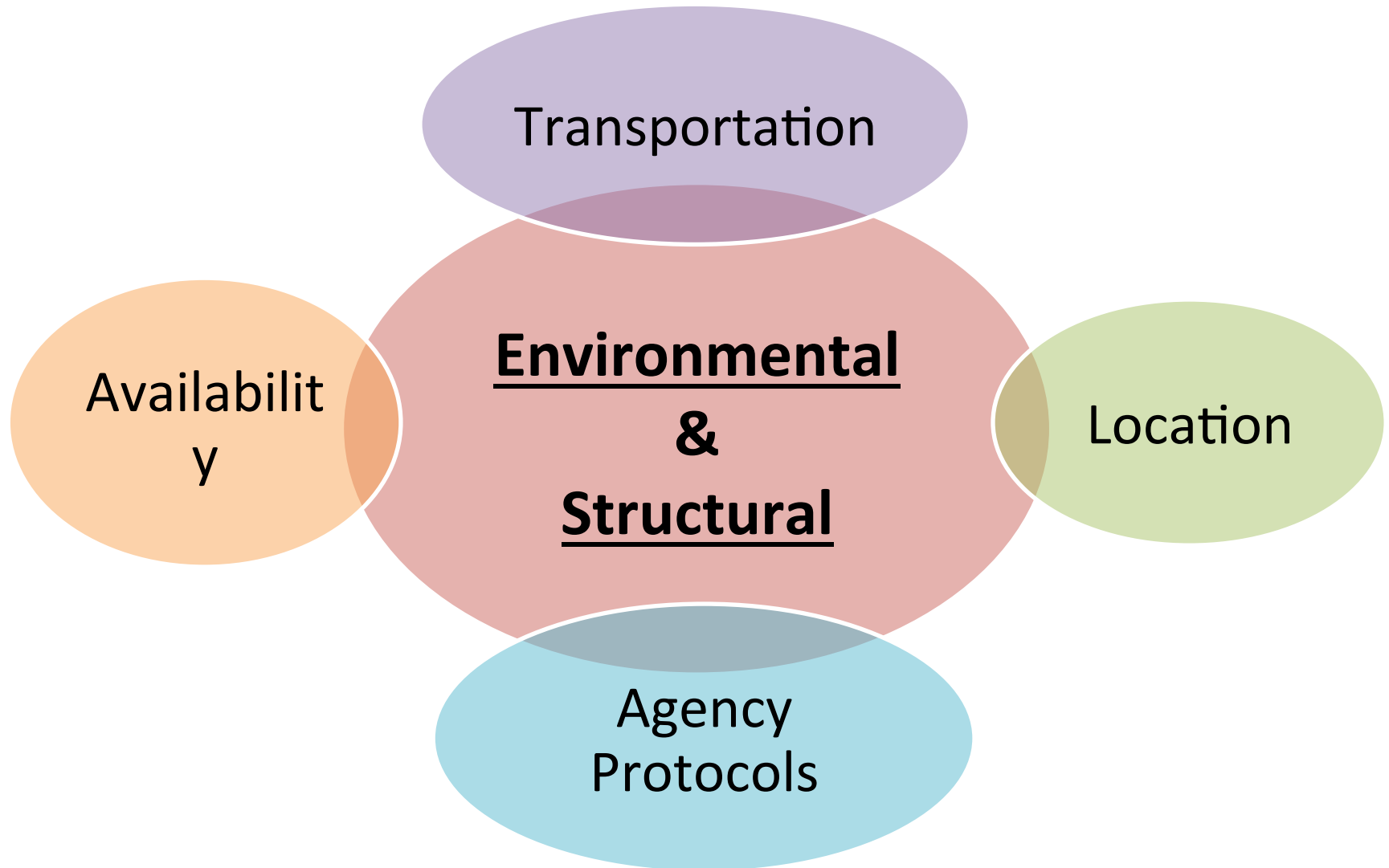
Identify Barriers



Identify Barriers



Identify Barriers



Transportation

Availability

Location

Environmental
&
Structural

Agency
Protocols

Can You Sell Your Product?



Factors That Influence Health Behavior

Predisposing

Enabling

Reinforcing

Predisposing Factors: Knowledge, Attitudes, Values, Perceptions

What does a person need to know, believe and value to want to make healthy choices?

Discover these by considering:

- Experiences
- Amount and accuracy of knowledge
- Perceived peer norms
- Perceived susceptibility, threat, benefits

Enabling Factors:

Availability of Resources, Accessibility, Referrals, Skills

What information and skills does a person need to be able to participate in the new healthy behavior?

Enhance enabling factors by:

- Identifying and removing perceived barriers
- Identifying available resources
- Building confidence
- Building awareness

Reinforcing Factors: Reward

What kinds of reinforcement or rewards would help a person continue with the new healthy behavior?

- External/Internal rewards
- Tangible/Intangible rewards
- People who provide positive or negative reinforcement?

Wooley, Susan, *Behavior Mapping: A Tool for Identifying Priorities for Health Education*

Bowes, John E., *Communication and Community Development for Health Information: Constructs and Models for Evaluation*

Create Awareness

Heart Disease is the #1 killer of men and women in the United States

Care for the Homeless Health Education Department
&
Susan's Place Medical Clinic
presents

GO RED DAY!!!!
Women's Heart Health Awareness
Friday, February 3rd

WEAR RED FOR THE DAY

Participate in our 3 GO RED DAY events
and receive a FREE scarf and Red Dress Pin*

 Morning Meditation with Joy Favuzza Conference Room 10am	 Blood Pressure Screenings Medical Clinic 11am-3pm	 Learn the signs of a woman's heart attack and stroke See your Health Educator 11am-3pm
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 American Heart Association
Learn and Live.
for women

(*Must have a blood pressure screening and participate in at least one other Go Red Day Event)

Create Awareness

Think Pink Think Pink Think Pink Think Pink Think



**Breast
Cancer
Awareness
Day**

Thursday, October 25th

Visit your Breast Cancer Information Table
for games, giveaways, prizes
and priceless information on
breast health and cancer prevention.

Sign up today for a breast exam!

When: 4pm-7pm

Where: Multi-Media Room

Think Pink Think Pink Think Pink Think Pink Think



Increase Access - Drives



**National HIV Testing Day
Event!**
Wednesday, June 27th

Join us for:

<u>HIV Workshops</u> 10am-11am & 3pm-4pm <small>Meet our guest speaker</small>	<u>HIV Testing</u> 12pm-2pm	<u>HIV Prevention Poster Display</u> All day
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What will you receive? . . .

Join one of our workshops (in the Conference Room)

- Receive a **Red Ribbon** for HIV awareness

Take an HIV test (in the Medical Clinic)

- Receive a **voucher to Classic Re-Runs** and a consultation with a professional stylist

Collect your HIV test results

- Receive a raffle ticket for a fabulous **gift basket**

****Raffle drawing and Poster Contest Winner Announcement will be made in the cafeteria at 4:30pm**



Brought to you by the Care for the Homeless Health Education Department



Skill Building



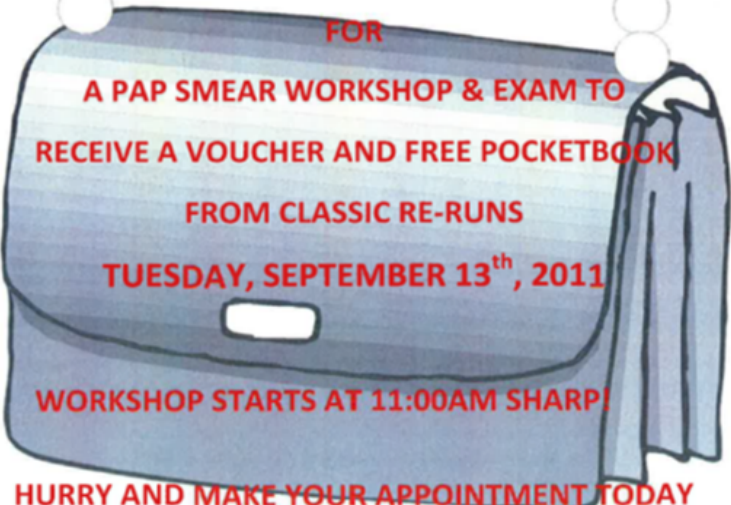
“DOING IT IN THE DARK”

Offer Incentive

CARE FOR THE HOMELESS-SUSAN'S PLACE AND
MEDICAL CLINIC
PRESENTS...

SECOND ANNUAL
POCKETBOOKS FOR PAPS

SIGN UP TODAY IN THE CLINIC
FOR
A PAP SMEAR WORKSHOP & EXAM TO
RECEIVE A VOUCHER AND FREE POCKETBOOK
FROM CLASSIC RE-RUNS
TUESDAY, SEPTEMBER 13th, 2011
WORKSHOP STARTS AT 11:00AM SHARP!
HURRY AND MAKE YOUR APPOINTMENT TODAY
TIME SLOTS ARE LIMITED ---FIRST COME FIRST SERVE



*Have clothes you don't wear
anymore and don't know
what to do with them?*



OPTION 1:

KEEP THEM IN YOUR CLOSET FOR ANOTHER 20 YEARS.

OPTION 2:

DONATE TO CLASSIC RE-RUNS.

A RESIDENT COMPLETES JOB INTERVIEW TRAINING AND RECEIVES A VOUCHER FOR CLASSIC RE-RUNS.

RESIDENT SPENDS VOUCHER ON YOUR GENTLY USED CLOTHES.

RESIDENT WEARS CLOTHES TO AN ACTUAL JOB INTERVIEW.

RESIDENT GETS A CLERICAL JOB AT A FRONT DESK AND IS ABLE TO MOVE INTO PERMANENT HOUSING.

NOW ON HER FEET, RESIDENT BEGINS COLLEGE NIGHT CLASSES ON A SCHOLARSHIP.

RESIDENT GRADUATES, BECOMES A NURSE AND GETS A JOB HELPING HOMELESS WOMEN GET BACK ON THEIR FEET, JUST AS SHE DID.

ALL BECAUSE YOU DONATED SOMETHING YOU WEREN'T EVEN WEARING.

CLASSIC
Re-Runs

Classic Re-Runs is a non-cash boutique at Susan's Place where the residents redeem vouchers earned by participating in activities that promote health and independence.

DONATIONS WE ACCEPT:

New or gently used dress clothing (professional attire) for women all sizes, Preferably 16+: skirts, slacks, tops, sweaters, and dresses.

DONATIONS WE CAN NOT ACCEPT:

Clothes with holes in them or that aren't clean or undergarments.

DROP OFF LOCATIONS

Bronx:
Susan's Place
1911 Jerome Ave
Hours: 9am-5pm M-F
(718) 943-1340
(176th Street stop on the 4 train)

Manhattan:
Admin. Office
30 E. 33rd Street,
Fifth Floor
Hours: 9am-5pm M-F
(212) 366-4459
(Between Park and Madison)

Change Attitudes and Beliefs

The Tortoise vs. the Hare Walking Competition begins April 11th

Register on April 4th and 5th

What will you get?

- A FREE pedometer
- Individual rewards for your walking progress
- Team rewards for group effort
- 1 lucky winner will get a \$60 gift certificate to Modell's
- For more information, visit the registration table.

Does slow and steady really win the race?

Or does it require a much faster pace?



Communicate Appropriately

Do you need help managing your weight?

You don't have to lose a lot,
to gain a lot.



Reduce your risk of diseases like HBP,
diabetes and heart disease

Relieve stress on your joints, move
easier and breathe freer

Improve your energy, mood and
self-confidence

Register in the medical clinic on Monday, April 15th for:

- ✓ Personalized weight management counseling
- ✓ Progress tracking and **REWARDS**
- ✓ Nutrition and physical activity information sessions

**Participants must have a BMI of 30 or higher to qualify.

**Counseling is available on Mondays only

Join...



at Peter Jay Sharp



Weight management is a journey, not a destination.

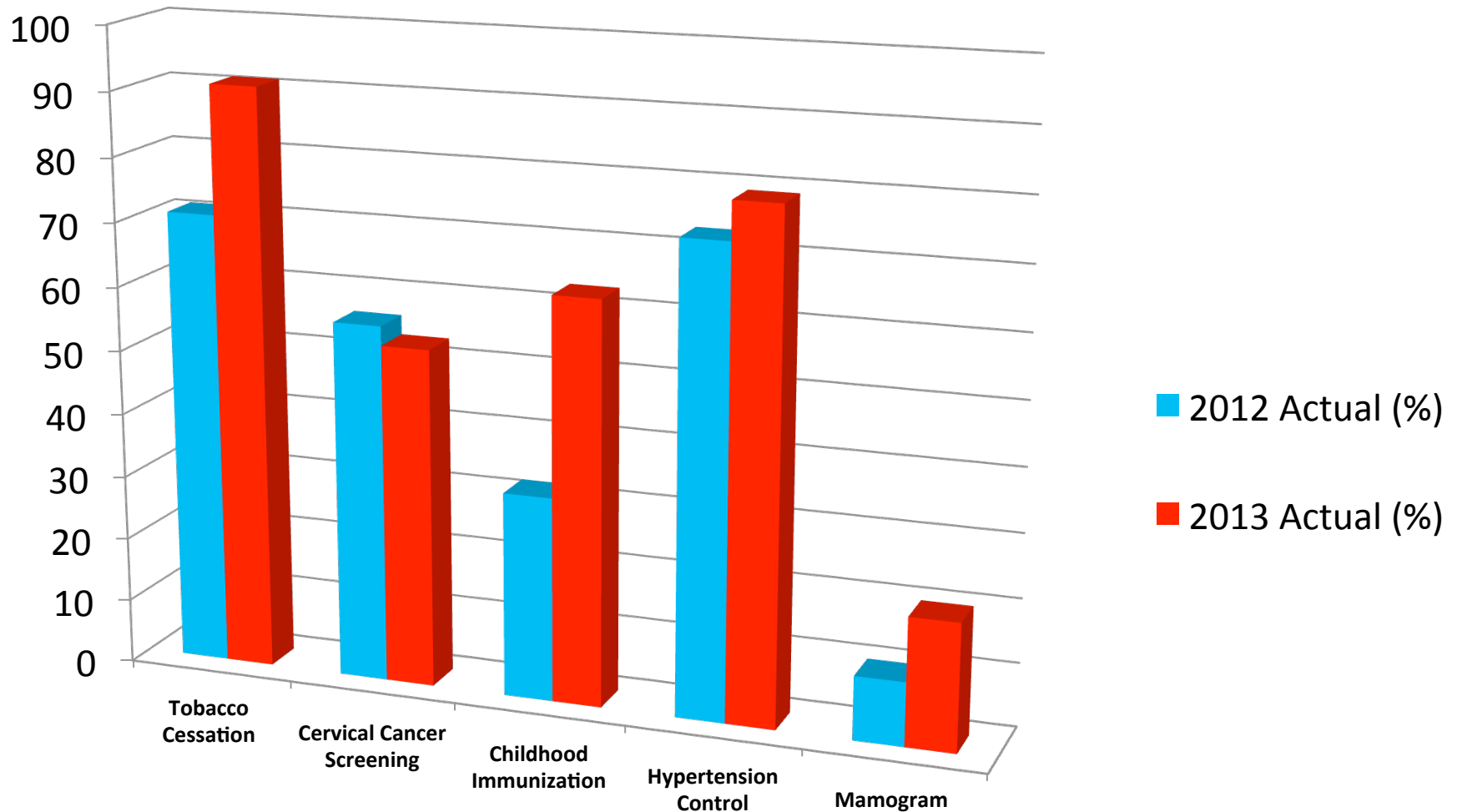
Brought to you by Care for the Homeless



Assessing Impact

- Data
 - ✓ Ecw, UDS, e-Shares - DOH
- Program Evaluation:
 - ✓ focus groups, event surveys
- Quality Assurance
 - ✓ Chart reviews, staff observation

HRSA and CFH Quality Measures



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THEY WILL COME.**

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IF...

Reach Your Population

You must know:

- Who are your users : culture, language, race, values, education, and economics
- Know how to communicate with them: flyers, social media, email, phone
- Identify and address barriers

CONTACT YOUR PRESENTERS

- Lesley Moody : lmoody@cfhnyc.org
- Gillian Saunders: gsaunders@cfhnyc.org
- Gabriela Gonzalez: ggonzalez@cfhnyc.org

Like us on  and 



www.careforthehomeless.org