Creating Your Outreach P.L.A.N.

Focused Outreach Planning for Health and Human Services Providers

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Learning Objectives

- Participants will be able to identify and describe the components of an outreach plan and create one for their own program.

- Participants will understand how the components of outreach planning support the implementation of a comprehensive outreach program.

- Participants will understand how to build teams and develop partnerships to effect their outreach plan.
P.L.A.N. Your Outreach

- Preparation
- Location
- Audience
- Needs
Preparation

- Goals to be achieved with plan
- Objectives
- Strategies (Tasks)
- Responsible Party
- Outcomes
- Measurement
- Timeline
- Monitoring Progress
Goal Writing

- Mission-focused
- Outreach staff participate in goal writing/plan development
- SMART goals
  - Specific
  - Measureable
  - Achievable
  - Realistic
  - Timely
Objectives

- Concrete – objectives should not be vague
- A portion of the whole – breaks down your goal into reasonable parts of the whole
- Sets parameters for how you will reach goals e.g. activities you will do
- Clear, actionable and measurable
## Goal Writing v. Objective Writing

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief statement of what you intend to do</td>
<td>Concrete statements which break down your goal into manageable pieces</td>
</tr>
<tr>
<td>Provide vision for what you want to do</td>
<td>Parameters for designing activities to reach program goals</td>
</tr>
<tr>
<td>Example: Enroll 500 uninsured children in health insurance programs during the plan period.</td>
<td>Example: Establish partnerships/collaborations with 6 local daycare providers.</td>
</tr>
<tr>
<td>Enroll 200 uninsured young adults in health insurance programs.</td>
<td>Engage/collaborate with 4 organizations which serve young adults in the community.</td>
</tr>
</tbody>
</table>

http://c.ymcdn.com/sites/www.m pca.net/resource/resmgr/goals_and_objectives.pdf?hhSearchTerms=%22goals+and+objectives%22
Strategies

- Step by step instructions
- Clearly-defined
- Do they support the objective from different angles/viewpoints
- Do strategies used in tandem, support objective
Practice

- Goals
- Objectives
- Strategies
Responsible Party

- Organizational plan: positional roles
- Individualized plan: name names
Measurements

- Begin with how well you wrote the Goals, Objectives and Strategies
- Careful language selection improves ability to measure outcomes
- Avoid words that are difficult to measure e.g. enhance, commit, develop, facilitate, support
- Do not use multiple verbs – be direct
- Did we achieve what we set out to do?
Practicing Measurement

- **Objective:** To enhance the knowledge of the Zika Virus among Palm Beach County residents.
- **Objective:** To increase the number of young people between 19-30 who have health insurance.

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<table>
<thead>
<tr>
<th>Specific</th>
<th>Measurable</th>
<th>Achievable</th>
<th>Realistic</th>
<th>Timely</th>
</tr>
</thead>
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Timeline

- Be realistic
- "Chunk" tasks
- Ask for help
- Do not procrastinate
- Allow yourself "wiggle room"
- Always try to start and end on time (if related to a specific event or activity)
- Give gentle reminders along the way
Monitoring Progress

- Data gathering – think ahead

- Qualitative data – consider your questions carefully
  - Focus groups
  - Surveys
  - Interviews

http://www.coveringkidsandfamilies.org/resources/docs/MonitoringEvaluation.pdf
Outreach Planning to Outreach Program Implementation

- Deliberate
- Offers a template – meant to be modified over time
- Should not be stagnant
- Involvement of key stakeholders
- Cannot be done “to you”
- Promotes wise strategic thought, action and learning
# P.L.A.N. Success = Teamwork

<table>
<thead>
<tr>
<th>Group</th>
<th>Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent</td>
<td>Interdependent</td>
</tr>
<tr>
<td>Focus on self</td>
<td>Focus on team</td>
</tr>
<tr>
<td>Task assignment</td>
<td>Task collaboration</td>
</tr>
<tr>
<td>Cautious</td>
<td>Trusting</td>
</tr>
<tr>
<td>Motive questions</td>
<td>Relationship built on respect</td>
</tr>
<tr>
<td>Closed relationship</td>
<td>Encouraged to contribute</td>
</tr>
<tr>
<td>Threatened</td>
<td>Constructive problem resolution</td>
</tr>
<tr>
<td>Uncertain decision making</td>
<td>Consensus</td>
</tr>
</tbody>
</table>

https://www.nde-ed.org/TeachingResources/ClassroomTips/Teamwork.htm
Building Teams to Support Outreach

- Clear Goals
- Results-Driven
- Competent team members
- Unified Commitment
- Collaborative Climate
- High standards
- External support/encouragement
- Principled leadership

Summary

- Preparation
- Location
- Audience
- Needs
Questions

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References


References