Outreach

STEP 1 ▸ **Review the "Guide to Using the Community Engagement Framework" in this kit.**

The guide explains the four categories of community engagement and provides some key terms and definitions.

STEP 2 ▸ **In outreach projects, the Health Department shares information with community members or partners; communication is primarily one-way.**

Follow the guidelines below for projects in the **outreach** category.

▸ Create message content that is data-driven, community informed, culturally sensitive and linguistically appropriate.

▸ Initiate and support relationships between the Health Department and the community members or partners receiving the information.

▸ Share the message in ways that are appropriate to the audience.

The following is one example of a project that falls within the outreach category: During the Ebola outbreak, the Health Department used data and worked with the community to inform communication messages. Health Department staff from West African backgrounds helped o connect the agency to faith leaders and partners serving the West African community.

STEP 3 ▸ **Use the following standards and questions to shape each phase of your community engagement.**

If needed, adjust your community engagement strategy to meet these standards.

Standards During Planning

1. Identify the communities you would like to reach and the number of people you would like to reach.

   Tip: Check Partners Connect to identify potential partners and existing Health Department relationships.

2. Analyze the demographics of the program, project or service area to identify race, gender identity, sexual orientation, language proficiency and income level profile.

3. People experience different advantages and disadvantages because of their different identities (race, gender identity, religion, etc.). Identify the disadvantages this community experiences and how they affect the content and format of your messages and distribution plan.

4. Include the expertise of stakeholders.

5. Work with the Bureau of Communications to make your content for external audiences simple and accessible and to translate your materials. For plain language guidelines and tips, visit plainlanguage.gov.

6. Test your content for clarity by people not involved in the program, project or service. Be sure to share your project and testing strategy with the Office of External Affairs prior to testing.

7. Identify how your chosen activity will reach communities who are facing health inequities.

8. Determine what methods of communication are most appropriate and accessible for your audience.

9. Refer to the Considerations During Post-Implementation and the suggested metrics in Step 4 as you plan your evaluation strategy.

Standards During Implementation

1. Identify additional ways to reach your audience.

Questions for Post-Implementation

1. Did you reach the maximum number of people in your priority population? If not, what other outreach methods might have worked better?

2. How well did your audience receive your message and content? Was the messaging culturally appropriate?

   a. Did the community follow-up on the call of action?

   b. Did community members provide feedback on the content and distribution methods and did you use their feedback to update the project?

   c. Was messaging translated or interpreted into the appropriate languages for your audience? Were these communications clear and accurate?

3. Were new communities identified and engaged through this project?

4. Did you have enough resources (budget, staff, time, etc.) to meet the goals of your project or activity?

5. Were there any administrative barriers (contract processes, procurement, communications processes, program materials development, etc.) to engaging your community meaningfully? If so, were they resolved?

STEP 4 ▸ **Choose from the suggested metrics to measure your community engagement efforts.**

You can also track some of these metrics in Public Health Partners Connect.

Below are a sample of suggested quantitative, process indicators to measure your outreach efforts. These indicators are not exhaustive and can be modified for your project or activity. You can track most of these indicators by target audience demographics, language and geographic unit (for example, ZIP code, community district, Neighborhood Health Action Center area, etc.). Items marked with an asterisk can be tracked in Partners Connect.

▸ Emails sent, meetings held or attended or calls made by agency staff*

▸ Events attended by agency staff*

▸ Publication materials distributed

▸ Partners who shared information with their networks

▸ In-person discussions with participants

▸ Partner organizations reached in target communities*

▸ Website traffic (request web-trend data)

▸ Staff who engaged the community for this project or activity

▸ Emails delivered*

▸ Emails opened (open rate) and click through rate*

▸ Impressions or ads served in the catchment area

▸ Meeting attendees*

This document is one of four assessment and metrics guides developed to help employees who work with external partners plan, implement and evaluate community engagement efforts. The questions in this guide are not exhaustive and may be different for your project or activity. All community engagement efforts will use information that is data-driven, community-informed, culturally sensitive and accessible to New Yorkers with limited English proficiency. For more information on culturally sensitive language, see the "Language Use Guide" in this kit. For interpretation and translation resources, email languageaccess@health.nyc.gov.