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## OUTREACH PLANNING GUIDE

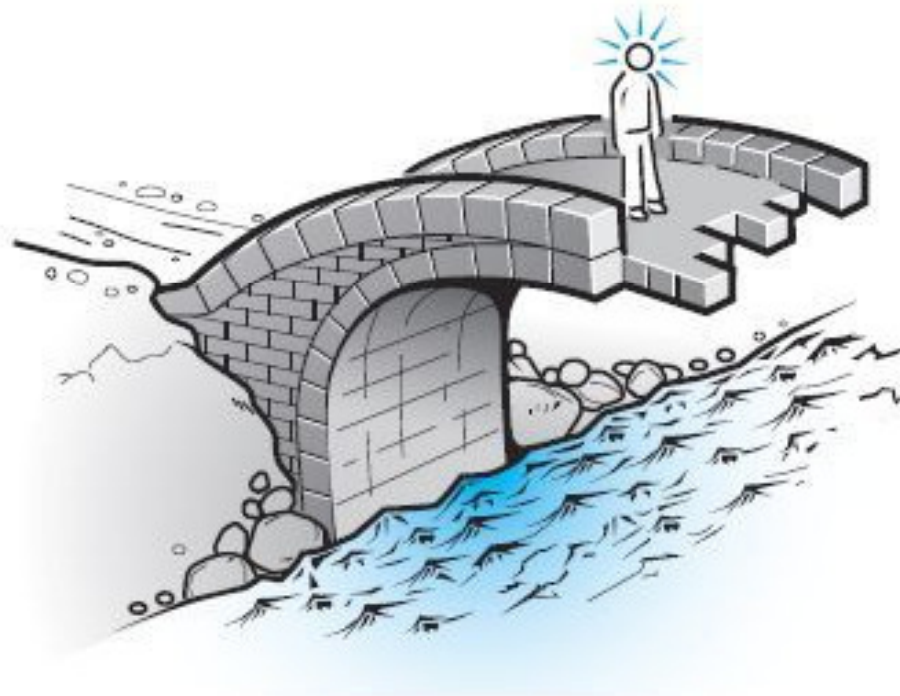
FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

# Outreach Planning Guide

Margaret Fast

Scientific Director, NCCID

# The road so far.....



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# The Montreal Forum

- HIV/STI Knowledge Synthesis and Exchange Forum: *Building and Exchanging Knowledge for Reaching Vulnerable Populations* – February 2008
- Main Outcomes
  - Participants underscored need for national perspective on outreach
  - Lack of knowledge about outreach projects across Canada



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# Our response

- Our Response
  - Develop a guide to support programs in planning outreach to vulnerable populations



- Purpose of Planning Guide

Assist practitioners in developing conceptual model to clarify purpose and role of outreach



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# The Outreach Planning Guide

- Translates existing knowledge by identifying
  - main themes and issues
  - best practices, and
  - lessons learned
- Who is it for?
  - Communicable disease program
  - Outreach supervisors and staff
  - Groups representing vulnerable populations



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# The Outreach Planning Guide

## Advisory Group

- Chris Buchner Vancouver Coastal Health
- Francisco Ibáñez Carrasco Universities without Walls
- Pascale Robitaille Stella  
*(end December 2009)*
- Margaret Ormond Winnipeg
- Barbara Anderson Alberta Health Services  
*(as of November 2009)*



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# Consultation – Toronto, March 2010

- Objectives of the consultation
  - Validate the content of the Guide within the broader context of outreach in general
  - Identity target audience and other potential audiences
  - Identify possible partners
  - Clarify next steps for NCCID



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# Outreach Planning Guide Consultation

## Who attended?

- 50 participants from across Canada including RHA, Community based organizations and National groups



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# Outreach Planning Guide Consultation

## Participant Quote:

“This consultation process was an excellent opportunity to bring together diverse stakeholders representing public health service organizations, community-based organizations, decision and policymakers, health care practitioners, researchers and academics, health consumers, and others involved in or familiar with outreach services. Individuals representing each group were given ample opportunity to share their perceptions of the Guide and to highlight strengths and weaknesses according to their perspectives.”



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