



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

“Flirting” with a Conceptual Model for Outreach

Alexandra Henteleff
Innovative Solutions Health Plus

Evolution of A Conceptual Model

A systematic review of the literature review was undertaken in Nov 2009 and formed the basis for the development of the first conceptual model.



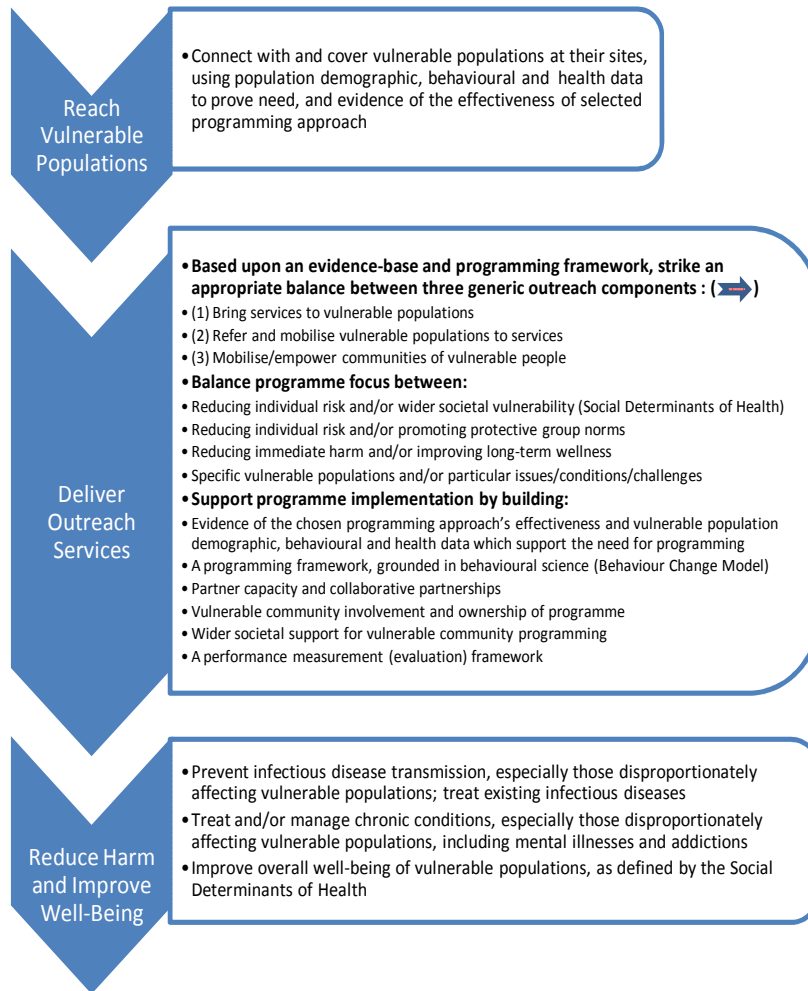
National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Outreach Conceptual Model For Vulnerable Populations

Generic Outreach Programming Process



Generic Outreach Components

HIV/STBBI Specific Outreach Activities/Strategies

(1) Bring Services to Vulnerable Populations

- Assessing, counselling , and testing for HIV/STBBI
- Basic health care provision, including HIV/STBBI treatment (and treatment of other diseases and conditions), vaccinations, maternal-child health, and First Aid
- Harm reduction interventions, including provision of supplies
- Health promotion , basic counselling, and empowering clients to prevent HIV/STBBI transmission and seek treatment

(2) Refer/Mobilise Vulnerable Populations to Services

- Active referrals; encouragement to use existing fixed-site services
- Service access advocacy

(3) Mobilise/Empower Vulnerable Communities

- Promote healthy community norms on HIV/STBBI prevention
- Promote community solidarity as a means of improving health
- Support creation and development of community organisations

Evolution of A Conceptual Model

**The model was further revised
in March 2010.**

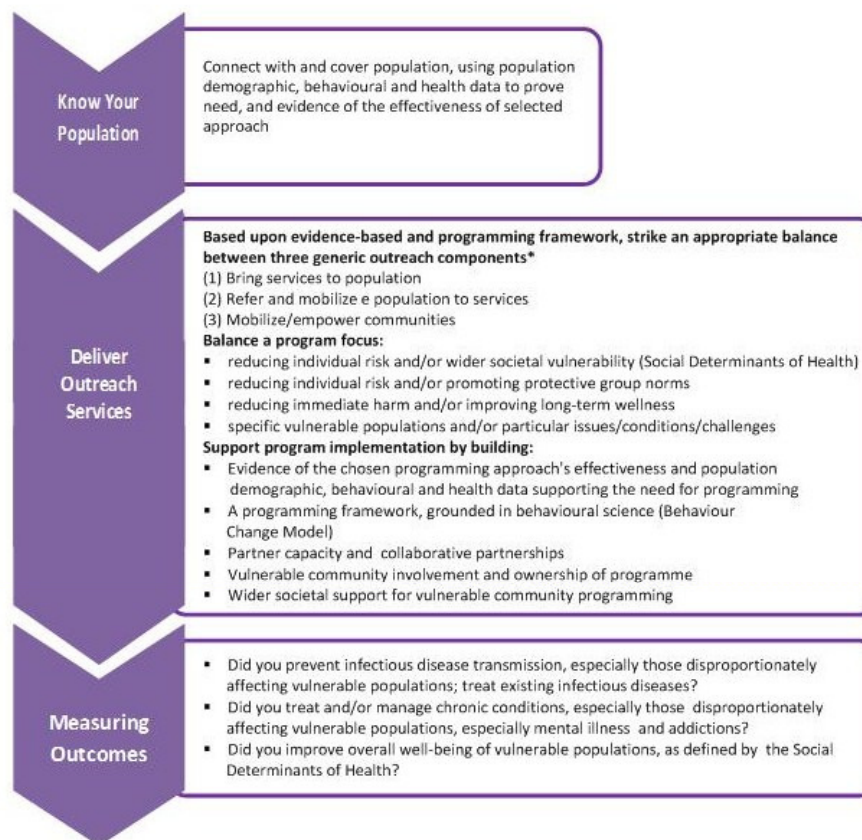


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual model for Outreach to Vulnerable Populations



*Generic Outreach Components	HIV/STBBI Specific outreach Activities/Strategies
1. Bring Services to Populations	<ul style="list-style-type: none"> • Assessing, counselling, and testing for HIV/STBBI • Basic health care provision, including HIV/STIBBP treatment (and treatment of other diseases and conditions), vaccinations, maternal-child health, and First Aid • Harm reduction interventions, including provision of supplies • Health promotion, basic counselling, and empowering clients to prevent HIV/STBBI transmission and seek treatment
2. Refer/Mobilise Populations to Services	<ul style="list-style-type: none"> • Active referrals; encouragement to use existing fixed-site services • Service access and advocacy
3. Mobilise/Empower Populations	<ul style="list-style-type: none"> • Promote Health community norms on HIV/STBBI prevention • Promote community solidarity as a means of improving health • Support creation and development of community organizations

Evolution of A Conceptual Model

A national consultation was undertaken in Toronto, March 11 & 12, 2010

- The draft model was reviewed
- This consultation feedback provided the basis for further revisions.



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evolution of A Conceptual Model

Examples of the feedback that was received.

- It should be more cyclic rather than linear
- Evaluation and program planning should be highlighted
- Stronger focus on cultural sensitivity, networking, connection to care services
- Need to see the `worker` in the model
- Need more information on the theories that underpin the model



Evolution of A Conceptual Model

A secondary literature review was conducted to identify additional conceptual models and outreach theories.

The outcome of the consultation feedback and the literature review informed the development of the following revised conceptual model.

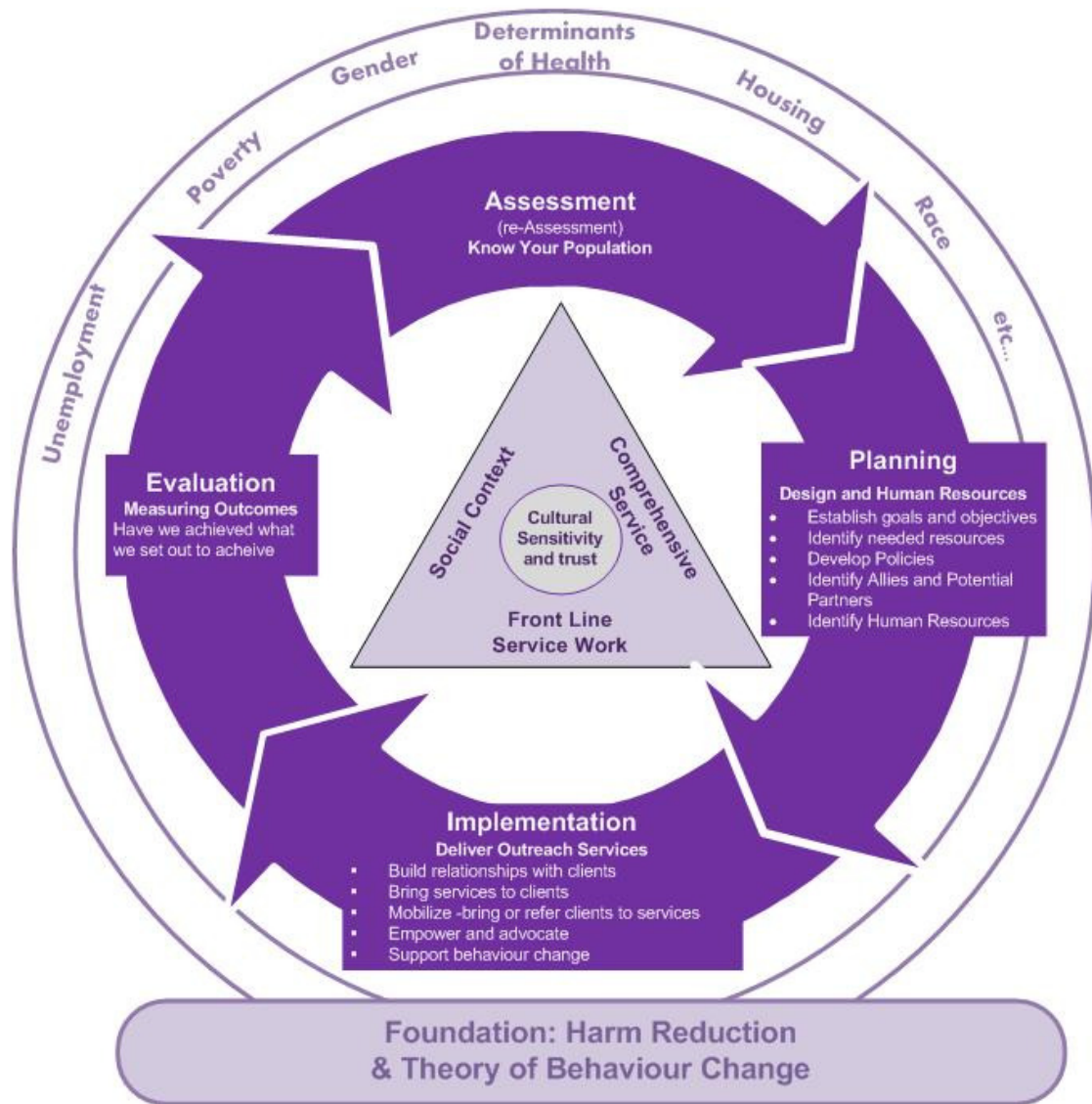


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual Model for Outreach to Vulnerable Populations



Overview of the Conceptual Model

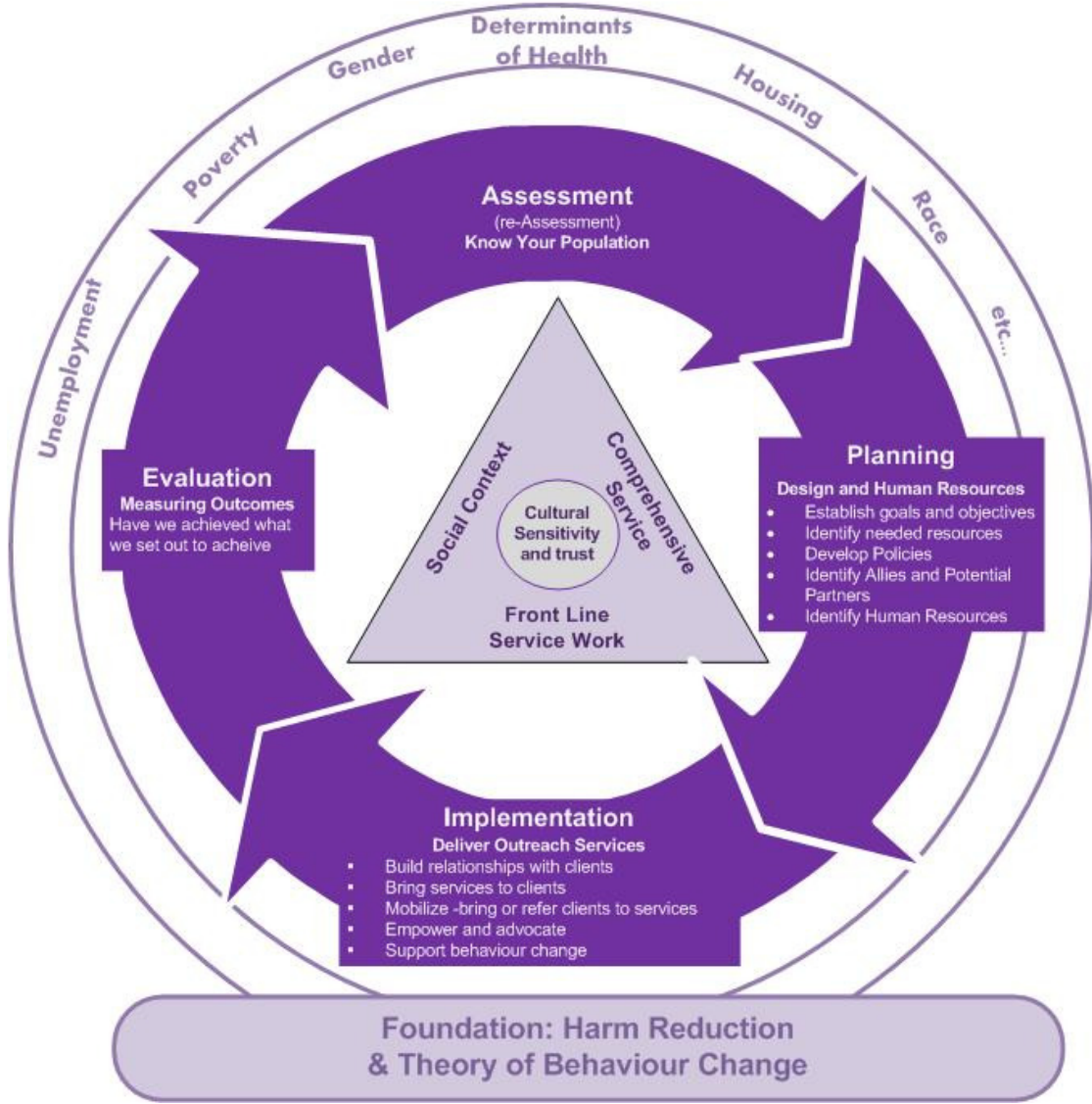


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

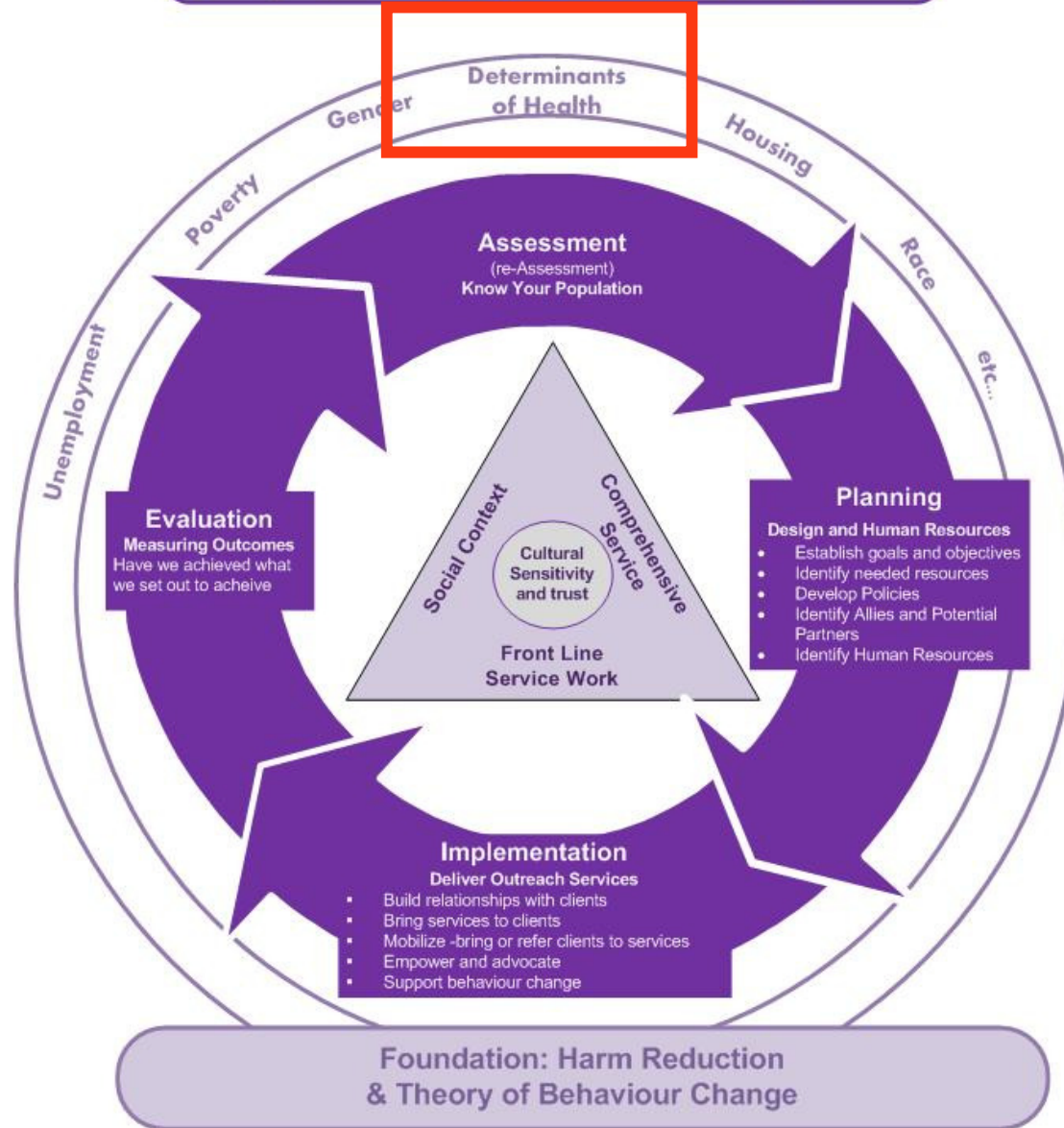
OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

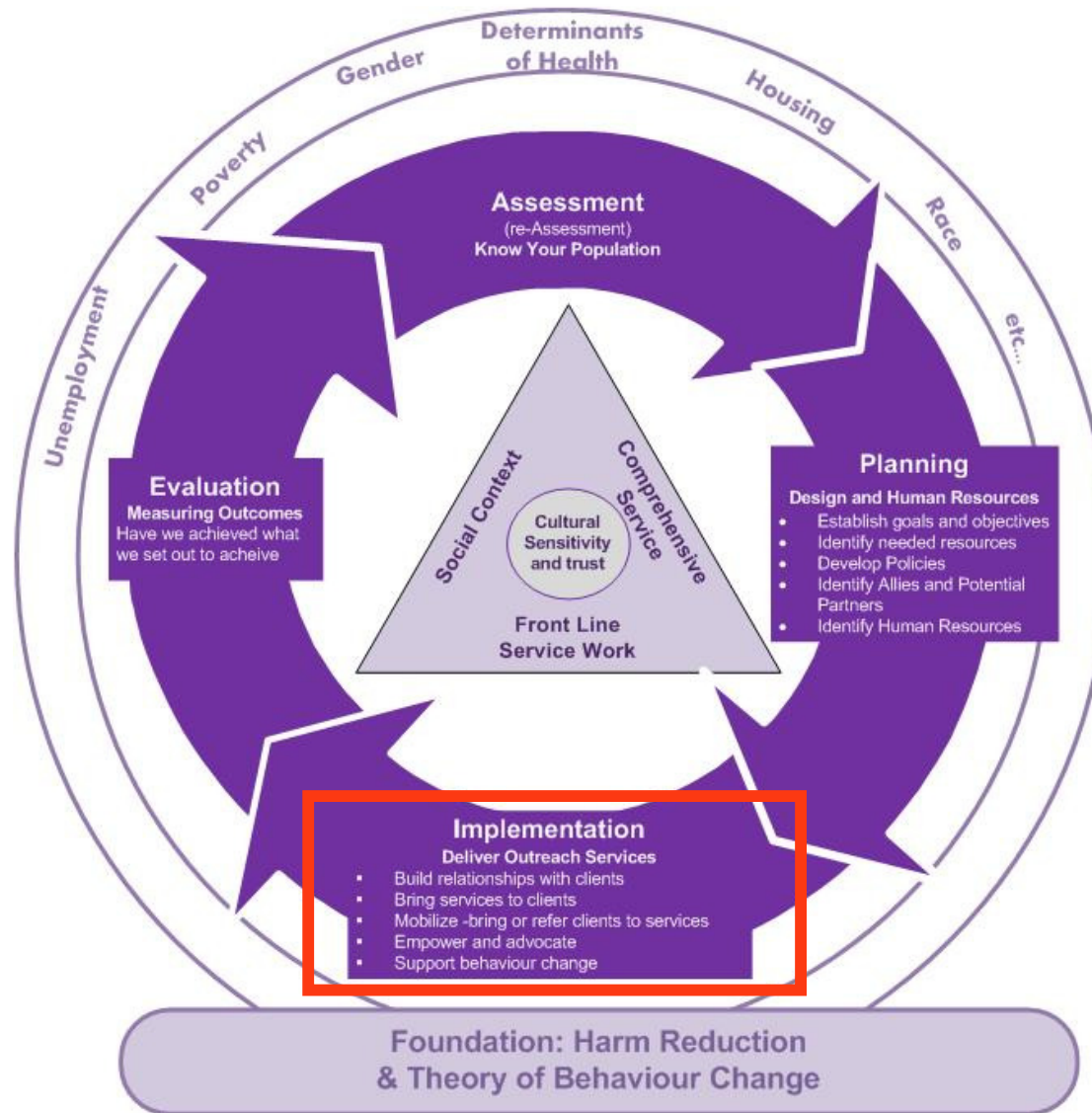
Conceptual Model for Outreach to Vulnerable Populations



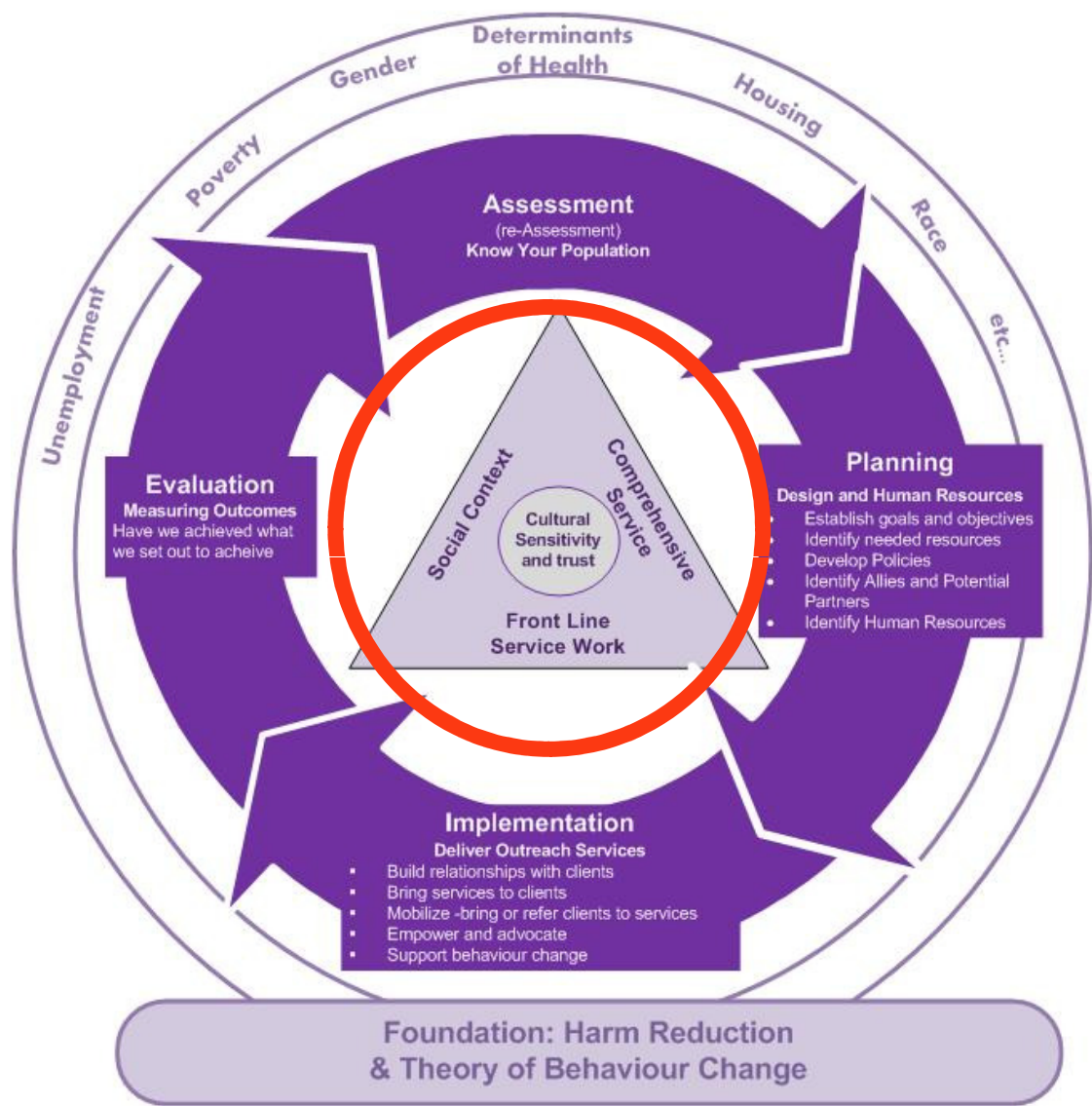
Conceptual Model for Outreach to Vulnerable Populations



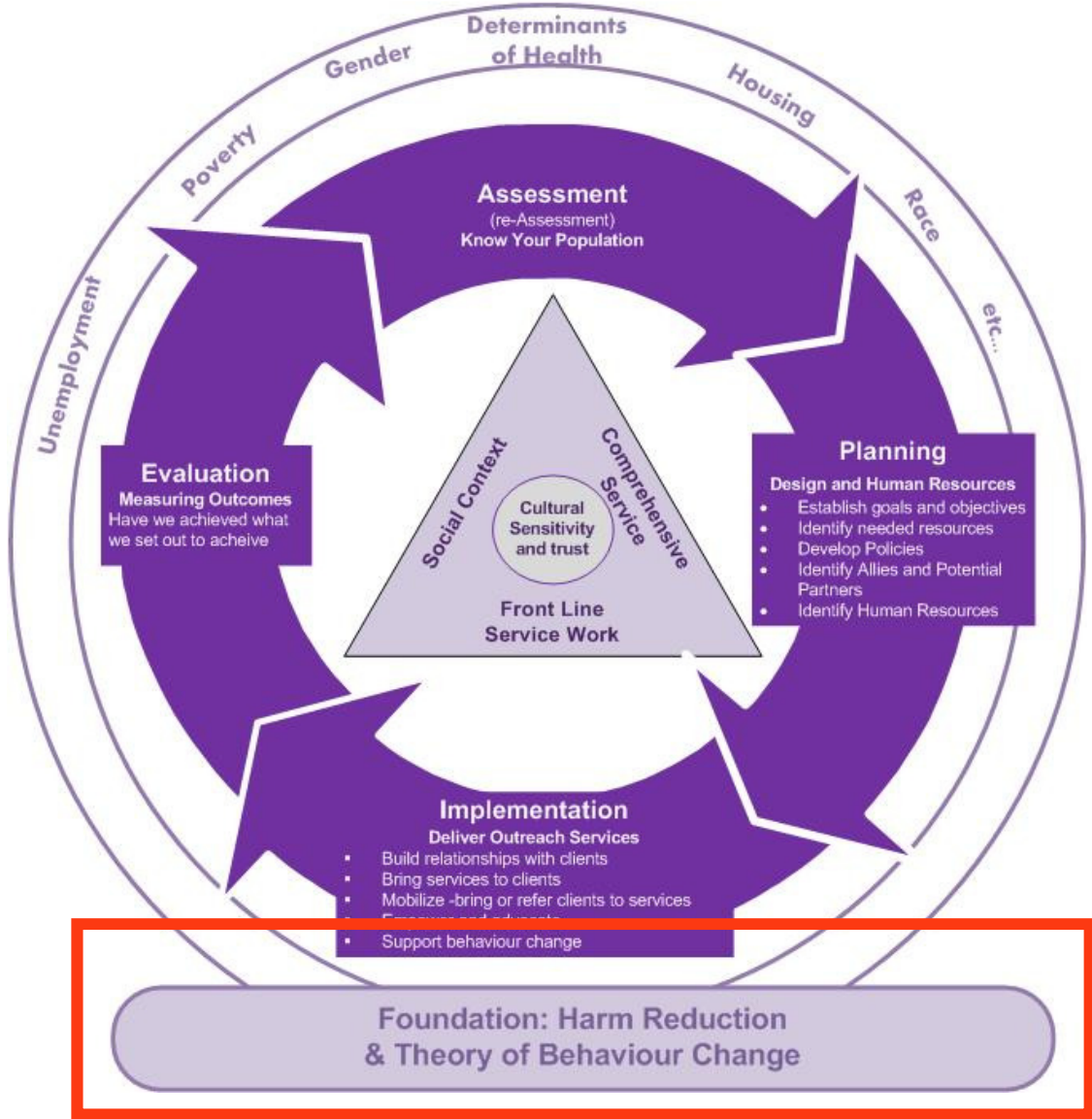
Conceptual Model for Outreach to Vulnerable Populations



Conceptual Model for Outreach to Vulnerable Populations



Conceptual Model for Outreach to Vulnerable Populations



Overview of the Conceptual Model

The Major Components of the Conceptual Model

- **Assessment - Know Your Population**
- **Planning – Design and Human Resources**
- **Implementation – Deliver Outreach Services**
- **Evaluation – Measuring Outcomes**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Activity 1 - Assessment

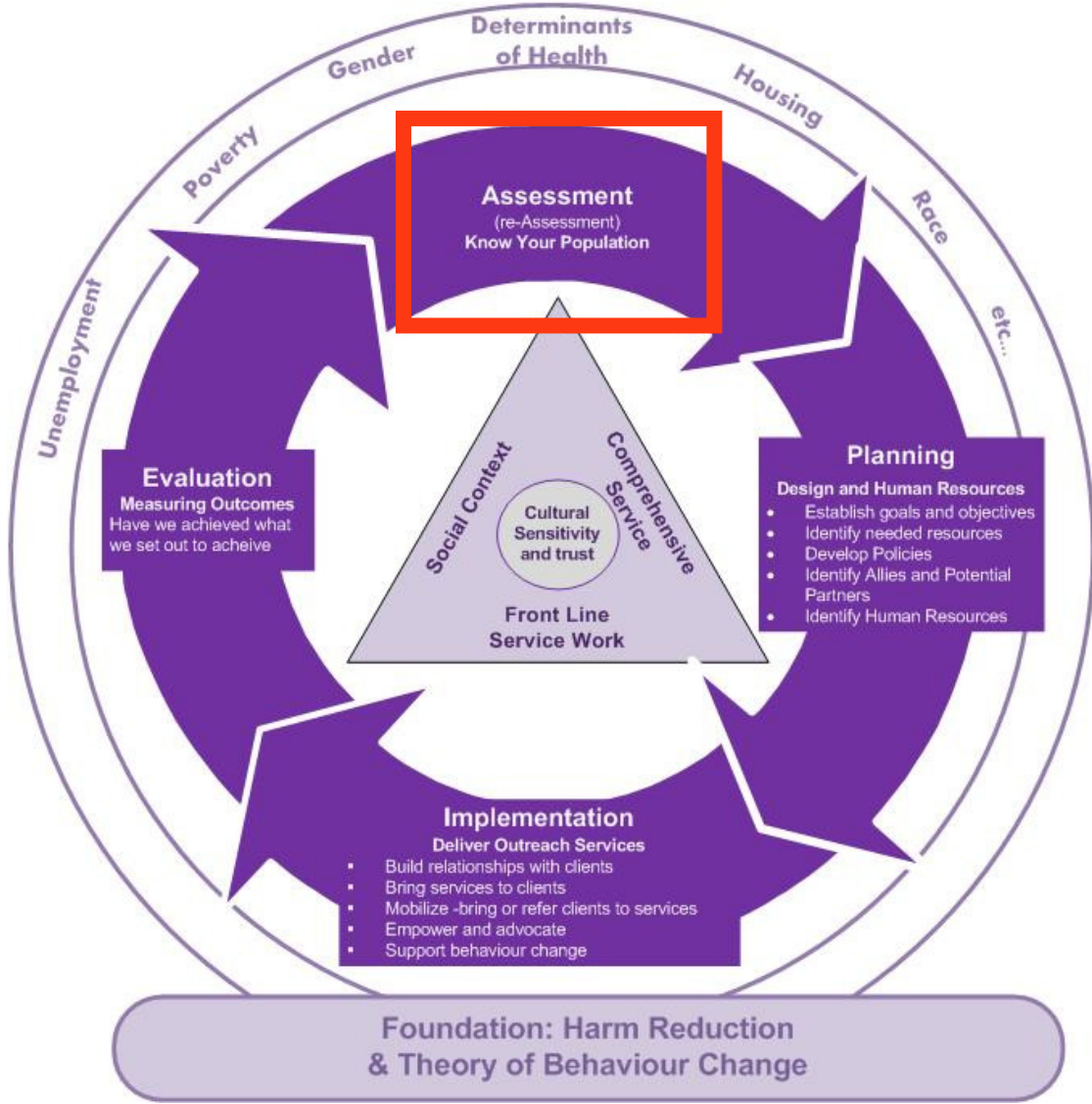


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual Model for Outreach to Vulnerable Populations



Assessment – Know Your Population

Identify the population of interest and build a population profile

Engage and build relationships with the population/community to learn about the community's perceived and actual needs



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Assessment – Know Your Population

Social Assessment

Engage the community/population of interest in identifying their strengths, resources and capacities (Key informant interviews, focus groups, participant observation)



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Assessment – Know Your Population

Epidemiological Assessment

**Review statistical data that documents
(identifies) the health problem of interest**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Assessment – Know Your Population

Behavioural/Environmental Assessment

Identify factors that contribute to the health problem of interest



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Assessment – Know Your Population

Educational/Ecological Assessment

Identify the causal (preceding) and reinforcing factors that must be in place to initiate and sustain change

(theoretical underpinning are theories of behaviour change)



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Assessment – Know Your Population

Administrative and Policy Assessment

Identify resources and circumstances (within program context) that may help or hinder implementation



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Activity 2 – Planning and Design

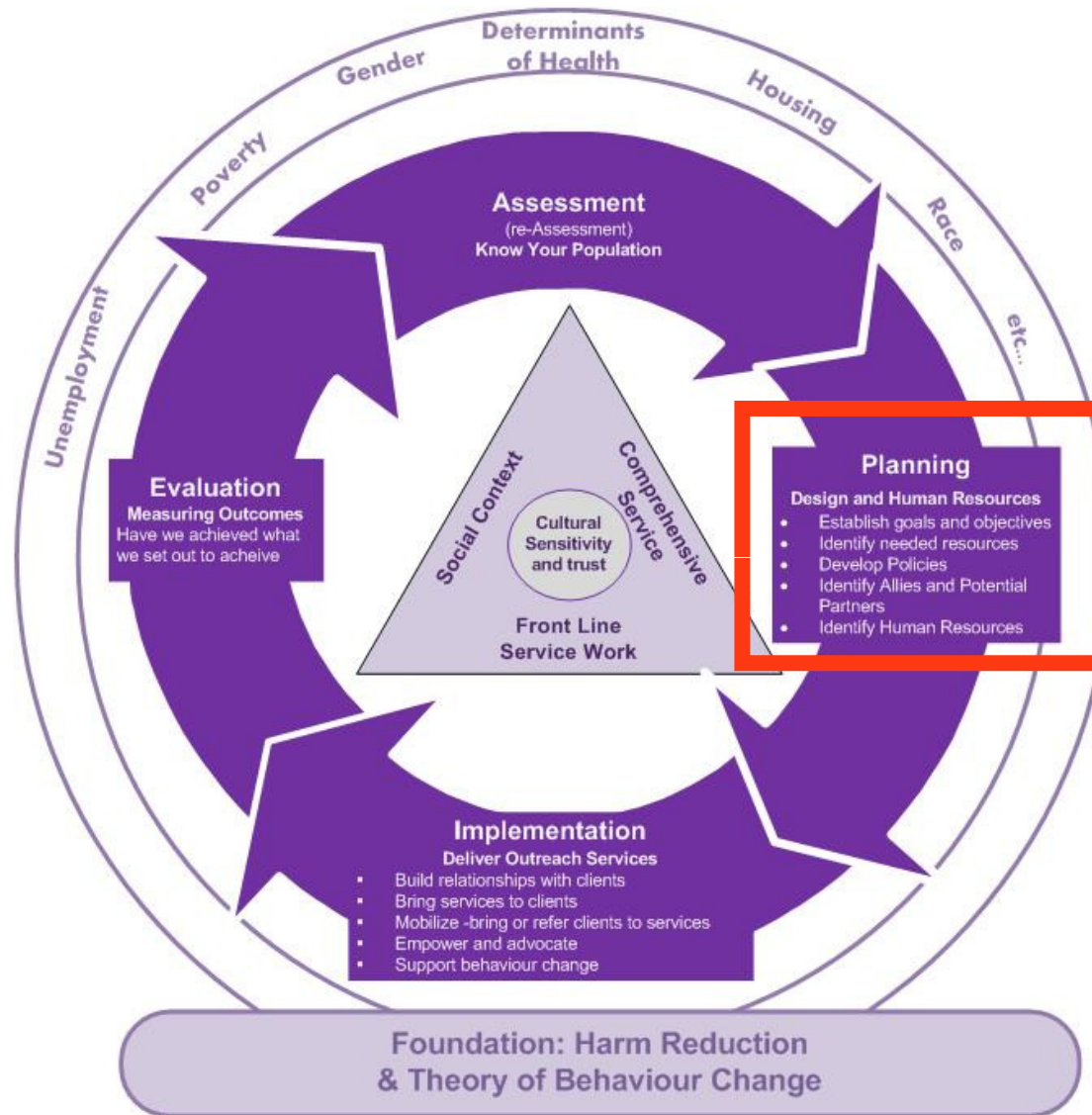


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual Model for Outreach to Vulnerable Populations



Planning and Design

“What are you trying to achieve?”



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Planning and Design

- **Establish program goals and objectives**
- **Identify evaluation indicators**
- **Identify needed resources**
- **Identify allies and potential partners**
- **Select your program approach and activities**
- **Develop operational guidelines, policies and procedures**



Planning and Design

Outreach interventions for high risk and vulnerable populations are based on an “informal blend of logic and practice experience”



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Planning and Design

Identify Human Resources

- **Identify roles and responsibilities (professional, non-professional, peers, volunteers)**
- **Plan the development and management of outreach staff**
- **Training of outreach workers can not be understated.**



Activity 3 - Implementation

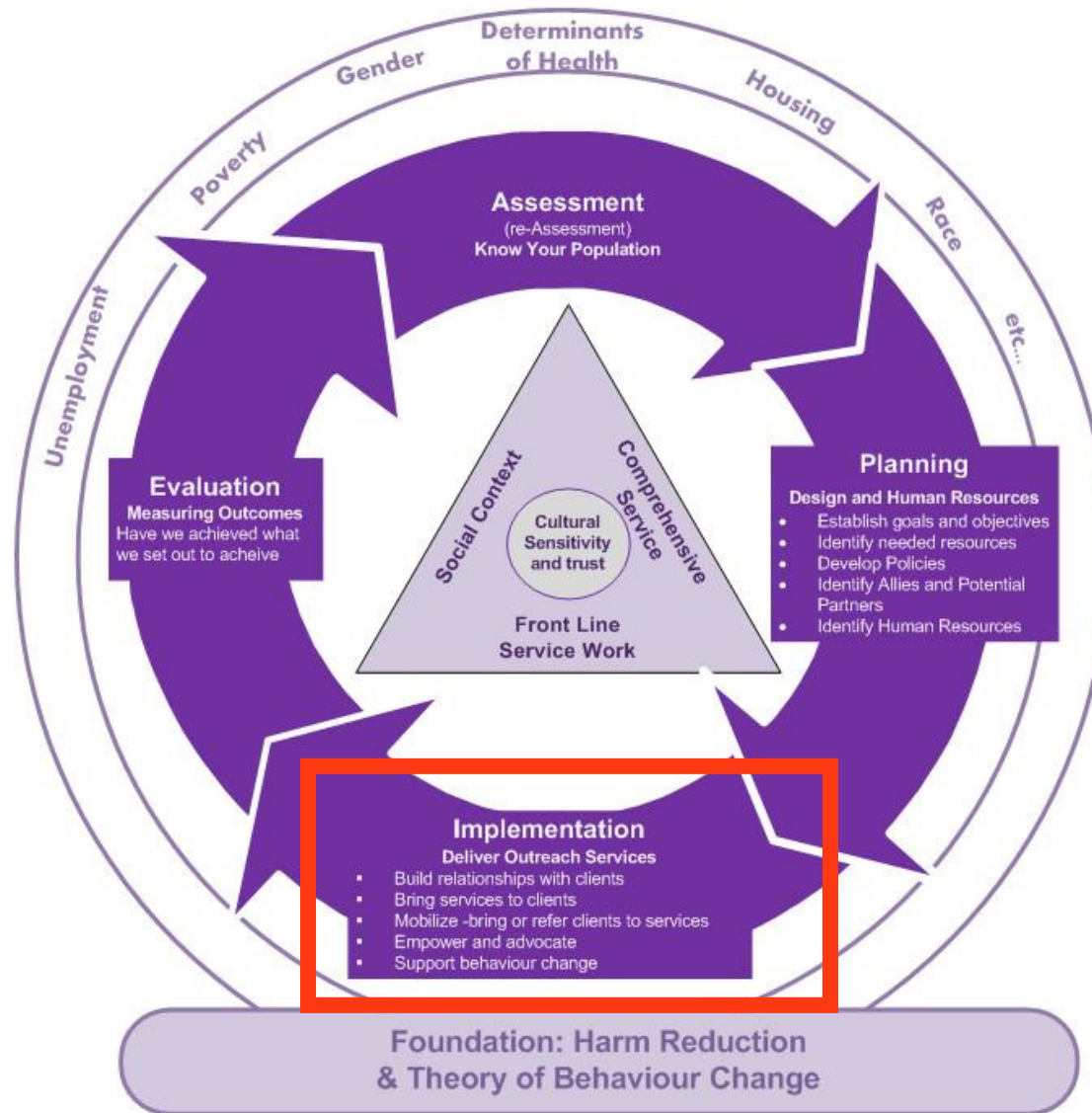


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual Model for Outreach to Vulnerable Populations



Implementation

The review of the literature identifies five interventions that are crucial for outreach



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Implementation

- 1. Build relationships with clients**
- 2. Bring services to clients**
- 3. Mobilize Clients – bring or refer clients to services**
- 4. Empower and advocate (supports community building)**
- 5. Support Behaviour Change**



Implementation

1. Build relationships with clients

- Engage community members
- Go to place where people congregate
- Use peers to support outreach services



Implementation

2. Bring services to clients

- Preliminary contacts - simple provision of material or information (supports development of trust and relationship building)
- Encounters - more in-depth (as trust develops) include client-centred assessment, identification of needs based service delivery response and a plan for follow-up



Implementation

2. Bring services to clients (continued)

Services can include;

- Counselling, health promotion
- Assessment, counselling, testing, treatment
- Harm reduction interventions including provision of supplies



Implementation

Note:

These first two interventions require establishing a presence and building credibility



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Implementation

3. Mobilize Clients – brings or refers clients to services

- **Active referrals**
- **Encourage use of existing fixed-site services**
- **Active support and advocacy for services (bring client to service, warm transfer etc)**



Implementation

4. Empower and advocate

- Support the creation of “community”
- Promote healthy community norms
- Promote community solidarity
- Assist client to capitalize on their own resources, talents, knowledge and motivations
 - System navigators



Implementation

5. Support Behaviour Change

- Ultimately, outreach programming is about changing behaviors – reducing harmful behaviors and encouraging health supporting behaviors
- Key features of behaviour change theory
 - View change as a process rather than an event
 - Change is characterized by a series of stages
 - A person typically cycles through these stages of change



Theories of Behaviour Change

- **Health Belief Model**
- **Stages of Changes Theory**
- **Theory of Planned Behaviour**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Activity 4 - Evaluation

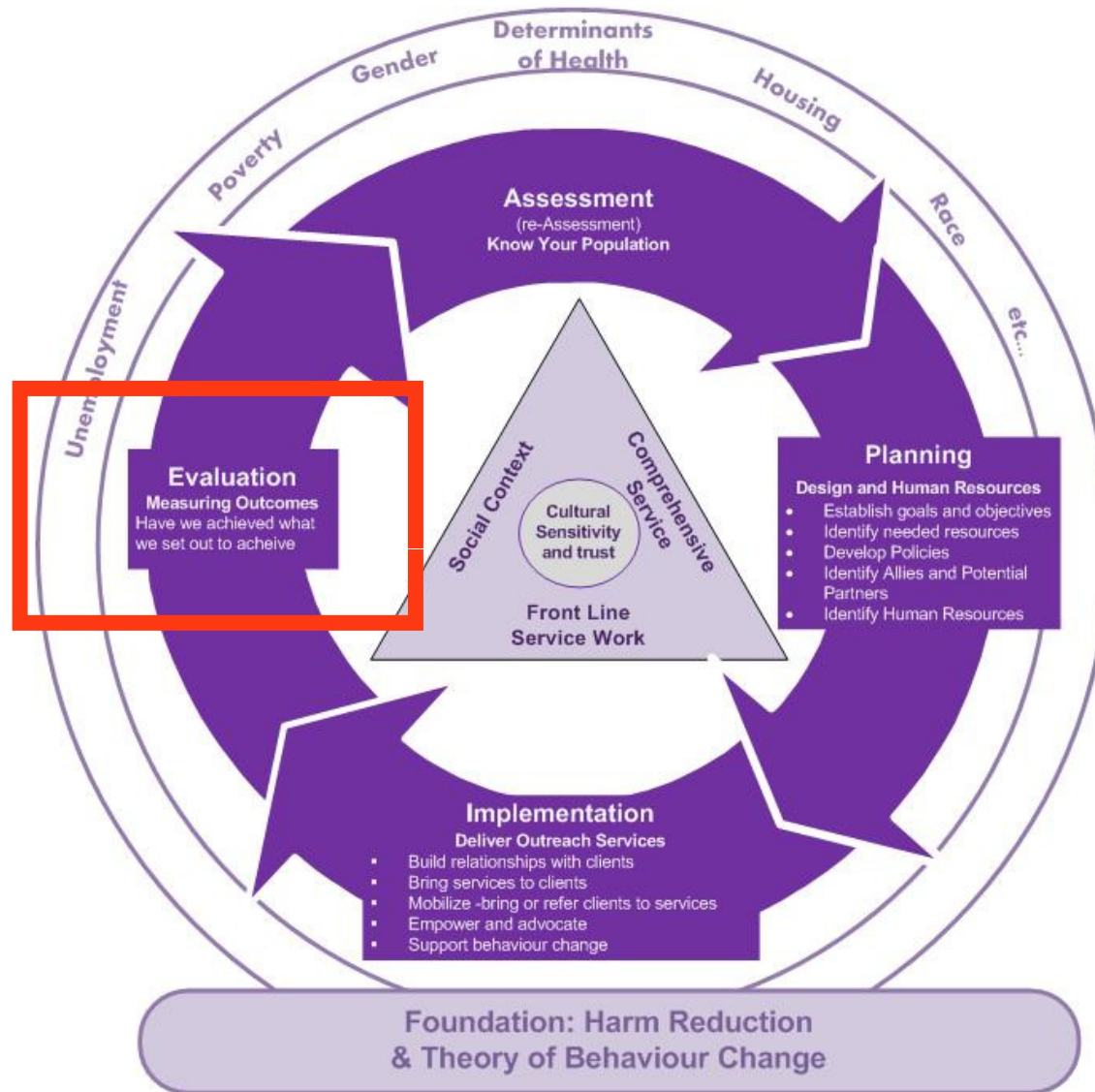


National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Conceptual Model for Outreach to Vulnerable Populations



Evaluation – Measuring Outcomes

***Have you achieved
what you set out to achieve?***



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Measuring outcomes is done to determine;

- **Whether the work done is the most effective way to deliver the program and**
- **Whether the program is achieving its expected results and making a positive difference**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Focus more on...
“what we are achieving”
and less on...
“what we do”



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Evaluation in health programming, particularly in HIV prevention and vulnerable populations programming tends to be weak. This is attributed to lack of time, resources and capacity.



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Practical and simple evaluations supports are needed and include;

- **Allocation of budget for evaluation and embedding evaluation into the planning and delivery of the program**
- **Clear, realistic guidelines and expectations**
- **Standardized flexible data collection tools**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Evaluation in health programming, particularly in HIV prevention and vulnerable populations programming tends to be weak. This is attributed to lack of time, resources and capacity.



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

The major evaluation components include:

- **Process Evaluation**
- **Outcome Evaluation**



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Evaluation – Measuring Outcomes

Process Evaluation

Measures the extent to which the program has rolled out as planned:

- Did the program deliver the intervention(s) it said it would in a timely and cost effective manner?**
- Did the program reach a significant proportion of targeted vulnerable population?**



Evaluation – Measuring Outcomes

Outcome Evaluation

Looks at whether the intervention(s) influenced health and quality of life indicators

- **Did the program contribute to the development of positive behaviours and situations?**
- **Did changes in behaviours and situations contribute to improved health and well being?**



Wrap Up



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS

Wrap Up

- The conceptual model sits within an overarching circle of the determinants of health
- outreach is designed to; build relationships, bring services to clients, mobilize, empower & advocate and support behaviour change

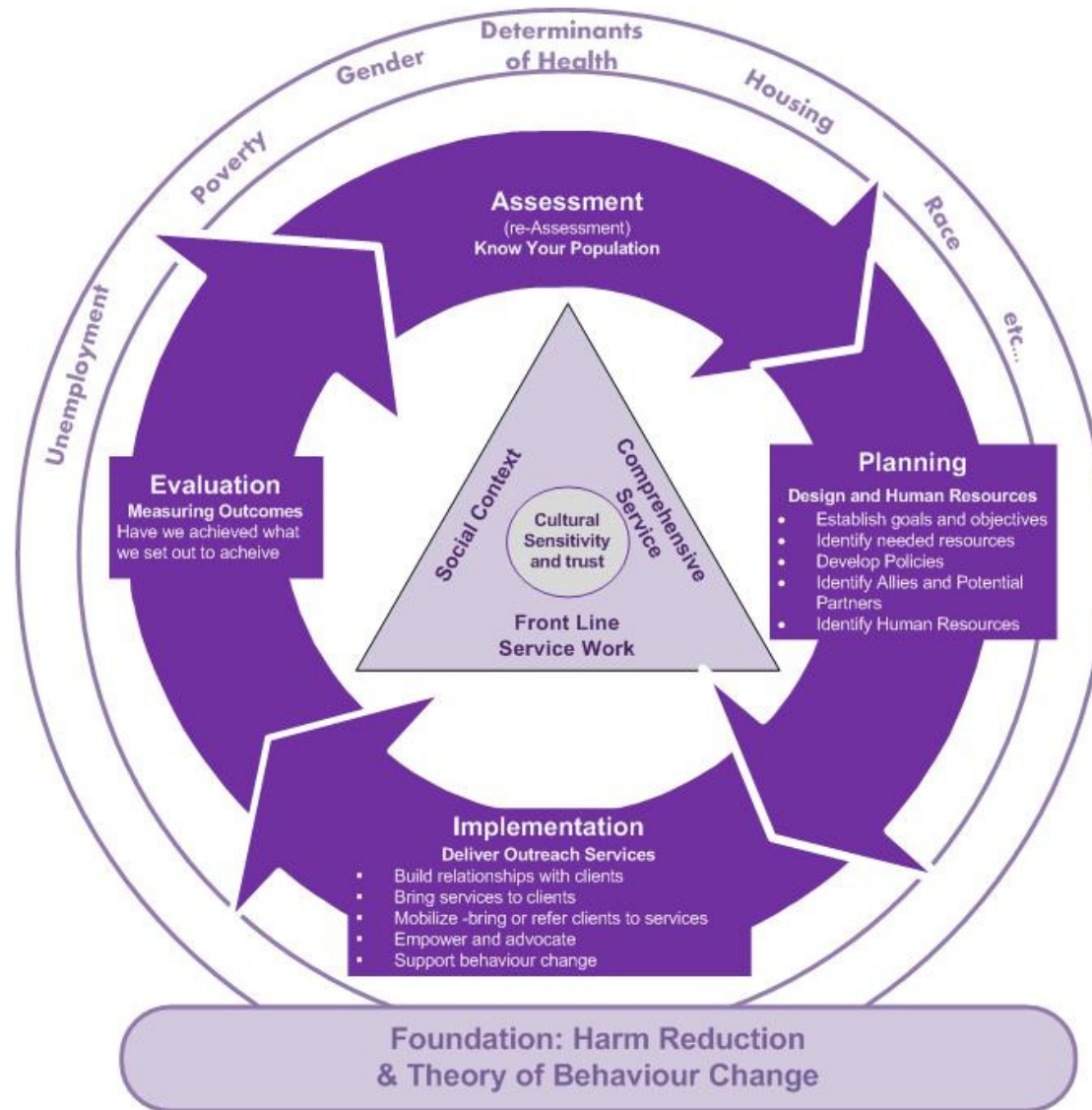


Wrap Up

- At the core, outreach services are provided in a culturally sensitive manner, with an awareness of social context, as a part of a comprehensive service delivery by front line service workers
- outreach services are based on the principles of harm reduction and theories of behaviour change.



Conceptual Model for Outreach to Vulnerable Populations



Thank you



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS