

Attachment A-2-1:

Types of Outreach Methods

Method	Description	Example
Community Outreach		
Small Group Meetings	Face-to-face presentations to groups of community members, often at meetings, training sessions, education classes, or other gatherings of small groups of people. Often an opportunity for a 15 to 45 minute presentation on lead issues and program information. Can be an opportunity to identify potential program enrollees, or to enlist professionals who could refer families to a grantee's lead program.	The Childhood Lead Action Coalition in Rhode Island gives presentations to many groups, such as to health providers, parent associations, Head Start programs and others. They also give presentations during Baptism classes at several local Catholic churches. As part of the Churches required class, the program gives a brief presentation about lead hazards. The Coalition reports that it has been successful in helping them reach the Latino community and their target population of young mothers.
Community Events/Fairs	Face-to-face interaction with community members at a public event, such as a health or community fair. Usually brief interactions to provide program information to interested parties. A practical way to quickly and efficiently make initial contact with many people in a specific community.	The Lowell, MA grantee, working with several sub-grantees, actively engages community members during events such as the Southeast Asian Water Festival and the Monster Bash, a Halloween-related event for children and families.
Door-to-door canvassing	Face-to-face interaction with a resident in their home, either through an unsolicited knocking or as follow-up to an earlier event. Provides a way to reach members of a community that are not easily reached through community events and services.	Mahoning County, Ohio is working with a faith-based organization, the United Methodist Community Center (UMCC) to conduct door-to-door outreach to 600 homes to educate families with young children whose blood lead levels are just below the threshold where the county health department will get involved. For \$33 per visit, UMCC staff will teach people how to clean for lead, maintain a healthy diet, and talk about lead poisoning.
Referrals from existing programs	Usually a face-to-face interaction that provides program information or education materials as part of a meeting about a different, yet related, program or topic. Makes use of existing	The Greater Lawrence Community Action Council, Inc (GLCAC) is a private non-profit agency designated at the official federal and state anti-poverty agency for the Greater Lawrence area. GLCAC refers families of lead

	community networks and infrastructure.	poisoned children to the Lowell, MA grant program and provides educational information to these families.
Earned Media		
Public Service Announcements (Radio, print, and TV)	Typically :30 or :60 second messages on radio, television or in print. They usually provide a “call to action” (e.g. have your child screened) and a telephone number or web site for more information. Media outlets will air PSAs free of charge, at times of their choosing.	Phoenix, AZ utilizes Spanish radio to get out its message. They report that it has given the program increased recognition but has not directly resulted in program applications.
Media stories, cable access TV	These involve a variety of ways to get information out to the public through available media outlets that provide more information than a PSA. These include articles in a newspaper or newsletter, airing of programs on cable access television, or television news stories.	The Madison County, IL grantee works closely with local newspaper, radio, and television stations to develop and air stories about lead hazards and the program. These efforts have given the program increased recognition and contribute to the program’s strong enrollment.
Advertising		
Paid media, ads on billboards, buses, etc	Similar to PSAs, advertisements provide brief messages about an issue through paid media or space on public buses (transit advertisements) or billboard or other venues	The Kansas City, MO grantee paid for advertising in movie theatres, as part of a slide show prior to the movie. It was pleased with the responses they received as a result of this advertising but determined the cost was too high to continue.
Store displays (Point-of Purchase advertising)	Information on the lead program and lead hazards provided in commercial stores, often through the display of posters and printed materials available for interested customers to take.	The Childhood Lead Action Coalition, a sub-grantee to the State of Rhode Island, distributes literature and program information at local hardware and home improvement stores through store displays. The displays have received positive media coverage.
Collateral Materials and Campaign Props		
Brochures/ printed materials	Printed materials that provide program information or information related to lead hazards and safety. These come in a variety of formats including brochures, flyers, fact sheets, booklets, posters, etc.	The St. Paul/Ramsey County, MN grantee relies heavily on existing materials, including those developed by the State, but they have also developed a variety of their own fact sheets and materials. They frequently customize materials based on the demographics of the target population and other specific information needs.

Visual presentation	A PowerPoint or other visual presentation that is used most often during presentations to small groups. Many grantees and sub-grantees have a standard presentation that can be easily tailored to meet the needs of the group to which they are presenting.	The Alameda County, CA grantee has developed a PowerPoint presentation that they are able to easily customize. This allows them to have an effective presentation to give to a variety of small groups, which focuses on the messages or information most relevant to the audience at a particular meeting.
Giveaways	Small toys, supplies or other materials that are often directed at children or parents of children to reinforce messages about lead safety and to provide program contact information. Common giveaways include school supplies, home safety supplies, small toys, growth charts, magnets, t-shirts, and other similar products.	The Lowell grantee distributes a plastic toy frog at its community events, which has become a recognized symbol of the program. They also distribute t-shirts, coloring books, and other items for children.
Mascot	Usually a costume or outfit worn at community or school events designed to attract children to a booth or to provide brief messages on lead safety.	The Healthy Homes Network, a sub-grantee to the City of Kansas City, MO utilizes "Leady the Leadasaur," a full size dinosaur mascot at its community events to attract children to their booth.
Cleaning kits	Cleaning materials usually provided to adults at small group meetings, or other targeted events. Also a type of giveaway, but targeted to adults and providing them cleaning supplies to implement lessons learned during an education event.	The Healthy Homes Network in Kansas City distributes cleaning buckets that include a mop, paper towels, gloves, detergent, spray bottle, a paint scraper, and instructions to parents at small group meetings. They pay a cost of \$11 per bucket, which is much lower than the retail cost.
Infrastructure/Support		
Hotline	A telephone number that the public can call to find out more information about the lead program or lead hazards. Frequently listed on printed materials, in PSAs, or in advertising.	The Charlotte, NC grantee has a telephone hotline to respond to program inquires. The hotline is staffed by administrative and program staff.
Web site	A web site at which the public can find out more information about the lead program or lead hazards. Frequently listed on printed materials, in PSAs, or on advertising.	The Alameda County grantee quickly established a website for its program, which has received over 14,000 hits.