

Attachment A-2-2:

Summary of Outreach Activities

Outreach Activity	Level of Impact	Level of Resources	Commonality	Replicability	Key Uses and Comments
Community Outreach					
Small group meetings	Enrollment: High Education: High	<i>Staffing:</i> Length of event plus 2-4 hours (1 staff person) <i>Skill-level:</i> Professional <i>Cost:</i> \$0 (does not include cost of materials distributed at event)	High	High	Effective for both enrollment and general awareness.
Community Events/Fairs	Enrollment: High Education: Moderate	<i>Staffing:</i> Length of event plus 2 hours (1-4 staff people) <i>Skill-level:</i> Professional <i>Cost:</i> \$0 (some grantees will pay up to \$3,000 to co-sponsor events which provides increased visibility.)	High	High	Effective for both enrollment and general awareness.
Door-to-door canvassing	Enrollment: Moderate Education: Moderate	<i>Staffing:</i> Varies (either set amount of time, or # of doors) <i>Skill-level:</i> Professional or semi-skilled <i>Cost:</i> \$0 for materials (up to \$30-\$40/house for sub-grantees)	High	Moderate	Effective for both enrollment and general awareness. Success requires strong relationship with community.
Referrals from existing programs	Enrollment: High Education: Moderate	<i>Staffing:</i> Time to coordinate with other programs <i>Skill-level:</i> Professional <i>Cost:</i> \$0 (does not include cost of materials)	Low	Moderate	Effective for enrollment. Success requires good coordination with partner agencies.
Earned Media					
Public Service Announcements (Radio, print and	Enrollment: Low Education: Moderate	<i>Staffing:</i> Varies (4-10 hours estimated) <i>Skill-level:</i> Professional with specialized skills needed <i>Cost:</i> Varies – mostly produced with	High	Moderate	Effective for general awareness.

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TV)		in-kind donations, free to \$4,000 for air time			
Media stories, cable access TV	Enrollment: Low Education: Moderate	<i>Staffing:</i> Varies – generally minimal staff time required <i>Skill-level:</i> Professional <i>Cost:</i> Varies – mostly produced with in-kind donations	High	Moderate	Effective for general awareness.
Advertising					
Paid media, ads on billboards, buses, etc	Enrollment: Low Education: Moderate	<i>Staffing:</i> Varies – generally minimal staff time required <i>Skill-level:</i> Professional with specialized skills needed <i>Cost:</i> Varies – mostly produced with in-kind donations	Moderate	Moderate	Effective for general awareness.
Store displays (Point-of-Purchase advertising)	<i>Enrollment:</i> Insufficient data <i>Education:</i> Insufficient data	<i>Staffing:</i> Minimal <i>Skill-level:</i> Professional, semi-professional <i>Cost:</i> Cost of materials	Low	Moderate	Effective as a secondary or support activity for general awareness.
Collateral Materials and Props					
Brochures/ printed materials	Enrollment: Moderate Education: Moderate	<i>Staffing:</i> Varies (6-12 hours estimated average) <i>Skill-level:</i> Professional (specialized graphic design or translation skills may be needed) <i>Cost:</i> Up to \$600 or more for graphics plus printing costs	High	Moderate	Effective primarily as a support activity for both enrollment and general awareness. Critical product for program success.
Visual presentation	Enrollment: Moderate Education: Moderate	<i>Staffing:</i> Varies (may require up to 1-2 hours customizing prior to each presentation) <i>Skill-level:</i> Professional <i>Cost:</i> \$0	High	High	Effective as a secondary or support activity. Used during small group meetings.

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Giveaways	Enrollment: Moderate Education: Low	<i>Staffing:</i> Minimal time <i>Skill-level:</i> Professional <i>Cost:</i> Varies – low cost per item, often high number of items	High	High	Effective as a secondary or support activity. Used mostly during community fairs and small group meetings.
Mascot	Enrollment: Low Education: Moderate	<i>Staffing:</i> Staff time during event <i>Skill-level:</i> Semi-skilled <i>Cost:</i> Cost of costume (initial cost unknown)	Low	Moderate	Effective as a secondary or support activity. Used mostly during community fairs.
Cleaning kits	Enrollment: Low Education: Moderate	<i>Staffing:</i> Minimal time <i>Skill-level:</i> Professional <i>Cost:</i> Cost of supplies (often receive in-kind or reduced prices)	Moderate	High	Effective as a secondary or support activity.
Infrastructure/Support					
Hotline	Enrollment: Moderate Education: Low	<i>Staffing:</i> Built into admin staff time <i>Skill-level:</i> Semi-professional <i>Cost:</i> \$0 (possible cost of “800” number)	Moderate	High	Effective as a secondary or support activity. Critical element of program infrastructure.
Website	Enrollment: Low Education: Moderate	<i>Staffing:</i> Varies – incorporated into Dept web site, or managed by sub-grantee <i>Skill-level:</i> Professional, specialized skills may be needed <i>Cost:</i> \$0 (unless outside experts needed)	Moderate	High	Effective only as a secondary or support activity. Critical element of program infrastructure.

Note: Activities that are underlined are designated as critical to implementing an outreach strategy

Key	
Criteria	Definition
Level of Impact	Activity rated for its impact on obtaining enrollment applications and increasing general awareness.
High	<i>Enrollment:</i> Activity is effective in generating program applications. <i>Education:</i> Activity is effective in educating its intended audience.
Moderate	<i>Enrollment:</i> Activity is moderately successful in generating program applications.

	<i>Education:</i> Activity is moderately effective in educating its intended audience.
Low	<i>Enrollment:</i> Activity is not successful in generating program applications. <i>Education:</i> Activity is not successful in educating its intended audience.
Level of Resources	Grantee reported estimates of resources needed to complete activity. Three types of resources reported.
Staffing levels	Average staff hours needed to perform activity.
Expertise/skill level	Skill level needed to perform activity, Specialized, professional, or semi-skilled.
Materials/services cost	Other direct costs needed to produce or perform activity.
Commonality	Rating of how many grantees report using an activity, out of nine grantees.
High	Five or more grantees report using an activity.
Moderate	Three to four grantees report using an activity.
Low	One to two grantees report using an activity.
Replicability	Rating of ability of a different grantee to adopt and implement the activity.
High	Activity could be readily transferred to other grantees with minimal modifications.
Moderate	Activity could be used by other grantees with moderate customization or adaptation.
Low	Activity is difficult or time-consuming to adapt by other grantees.
Comments	Recommendation for how an activity can be used as part of an outreach plan. Additional context is provided as appropriate.
Effective for enrollment	Activity can be effective in generating program applications. Increased awareness is a secondary benefit.
Effective for general awareness	Activity can be effective in increasing general awareness about the program and lead hazards. Generating program applications is unlikely or is a secondary benefit.
Effective for both enrollment and general awareness	Activity can be effective to both generate program applications and to increase awareness. Activity can be structured to give primary importance to one benefit over the other.
Effective only as a secondary or support activity	Activity can play an important supporting role for either generating applications or increasing awareness, but will not do so on its own.