Course Objectives

- Provide tips on outreach and marketing strategies to develop and build local partnerships, and how these elements enhance program capacity.
Outreach

- A key component of outreach is that the groups providing it are not stationary but mobile; in other words they are meeting those in need of outreach services at the locations where those needs are.
How to Develop Effective Outreach?

- Define the mission of your program
- What are your work plan goals?
- Are the goals specific, measurable and targeted to your communities needs?
- Have you assessed the communities in your area for specific needs and incorporated them?
Building Program Capacity

What elements should be taken into consideration?

- Staff
- Partners - Community
- Financial
- Contractors
- Outreach/ Marketing
- Education
- Training
- Work Plan
- Policies and Procedures
- Procurement
- Evaluation
- IT
Outreach/Marketing Targets

You will need to provide outreach and marketing to various entities that are needed to have a successful program.

- Potential clients
- Potential partners
- Contractors
Outreach Targets

Identify your target audience:

- **Reactive**- Elevated Blood Level (EBL) Priority
- **Housing**- with children under age 6 (residing or visiting)
  - Children under 6 years of age who spend at least 6 hours a week or is at 60 hours a year (must be documented)
- **Targeted**- housing
- **Pre 1978**- (owner occupied or rental)
- **Pregnant mothers**- (further supports the proactive approach)
- **Proactive**- Vacant and occupied rental housing ensure work plans identify that priority outreach for enrollment is focused on serving target housing with families living in lead hazards ahead of any vacant
Where Do You Start?

- Who are your current partners?
- Do these partners have existing lead and healthy homes policies?
- If your contact changes or leaves:
  - Does the partnership dissolve?
  - What incentives is there for them to continue to work with your agency or continue Lead and Healthy Homes priorities after your program is gone?
- Did they get healthy homes training or develop materials they will continue to provide, establish policy, or standards that retain healthy homes assessment and intervention?
Keys to Building Partnerships

- Educate and Market
- Execute Agreements/ Memorandum of Understanding (MOU)
- Monitor Projects/ MOUs
- Be Transparent
  - Competitive Procurement
  - Clear Policy and Procedures
Communicate Often

- Communicate often (highs and lows):
  - Engage partners quarterly or monthly
  - Request monthly status reports
  - Identify performance issues early in the process
    - Bring partners into the process by evaluating their impact on the program production rate, efficiency, efficacy and sustainability. Let them know their value and impact/need.

- Provide technical support/training
Using Data

- How can data help define your mission?
  - Know where you have been and where you are trying to go!
  - Partner Investment - Pictures say a thousand words.
  - Day-to-day progress - evaluate and document partners that have investments that are providing results.
Using Data

- Using data to target your program’s outreach and intake is an effective strategy to address families at-risk or lead and healthy housing hazards:
  - Neighborhoods
  - Census Tracts
  - High-Risk Zip Codes
  - Quadrants
Partnership and Outreach Obstacles

- Unfamiliar with OLHCHH Lead Hazard Control Grant Program
- Requirements
- Not enough money/capital
- Disengaged from the mission
  - Contracts/MOU are not clear as to expectations and consequences of poor performance
- Changes in personnel
- Timely payments
- Fear of liability
Overcoming Obstacles

- Identify existing Healthy Homes Coalition in your area and join the group.
- United States Department of Agriculture (USDA) has coalitions in several states that grantees should connect to.
- Host workshops and skills training sessions for CBO’s to provide their staff with relevant skills training that will benefit other programs in the area.
Pay Promptly

- Provide invoice submission checklist to partners and contractors
- Review and reply to invoice issues within 72 hours

Streamline the process

- Starts with contract/ MOU development details and clarity of expectations and timeline.
From Outreach and Marketing to Intake

Successful outreach and marketing should take you to the next step of intake.

Make larger events meaningful:

- Have qualified program staff there to speak with clients about the program enrollment and benefits
- Don’t just hand out flyers from behind a table
- Have a way to prescreen to get contact information for those that are a good fit
From Outreach and Marketing to Intake, cont’d.

Once you have eligible applications:

1. Prioritize enrollment process (EBL, occupied target housing, etc.
2. Determine income verification method you will use
3. Determine whose income to count
4. Create a streamlined process for collecting and verifying income documentation.
Marketing

- Marketing is the means by which you communicate to, connect with, and engage your target audience to convey the value and availability of your program services.
Marketing Tips

- Keywords for marketing your target population:
  - *Create* attractive program flyers
  - *Use* appropriate literacy level
  - *Distribute* in places frequented by families with children under age 6
  - *Partner* with your local Health Department
Marketing Tips, cont’d.

When contacting homeowner and landlord:

- **Hand** address envelopes
- **Indicate** on envelope:
  
  “grant funds may be available”
- **Keep** letter simple and to one page
Marketing and Other Methods

- Daycare centers
- Healthcare providers
- Department of Human Services
- Health Fairs
- Participate in National Lead Awareness Week and other national campaigns
- Attend section 8 landlord initiation meetings
- Contact current section 8 landlords:
  - Advantages: Tenants are pre-approved
- Bulletin boards (i.e., libraries, laundromats, etc.)
- Head Start
Marketing, Other Methods, cont’d.

- Insert in utility bills
- Billboards
- Community access cable channels
- Local TV morning shows
- Social Media (i.e., Facebook, Twitter, and Instagram)
- Yard Signs
- Word of Mouth
Marketing to Contractors

Provide information about your program and employment opportunities to:

- Local general contractor training providers
- Other local housing rehab program providers (CDBG/Weatherization Program)
- Non-profits who offer self-improvement programs
Marketing to Contractors, cont’d.

- Assist in training and licensing costs
- Offer liability insurance cost
- Maintaining contractors
- Engage your contractors
Putting it All Together

- Characteristics of Effective Partnership:
  - Active Community
    - Local Evidence Base and Community Planning
  - Community Champion
    - Building and maintaining partnership capacity in lead and healthy homes principals that maintains a quality standard for intervention and containment of hazards.
  - Investment through outreach, education/curriculum, assessment, behavior intervention and housing remediation funding at multiple points of contact with the most vulnerable population.
Questions

Refer to OLHCHH Policy Guidance:

- PGI-2017-03 Treating 0- Bedrooms Pre 1978 Units
- PGI-2014-01 Eligibility of Units for Assistance
- PGI 2013-07 Income Verification Guidance
- PGI 2012-02 Enrolling Previously Assisted Units