Evidence-Based Outreach Guidelines and Strategies From CHC's Serving Farmworkers: Peer-to-Peer Models That Work

Presenter

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Health Outreach Partners
Think about the following question: “What is the number one access to care for the people you work with?”
Introductions

- Health Outreach Partners
- The Participants
- Ice Breaker: This or That?
Session Overview

- Introductions - 15 min.
- Access Challenges - 10 min.
- Lessons Learned from Migrant Health: Outreach Guidelines - 25 min.
- Applying the Guidelines - A Look at Homeless Outreach Practices - 20 min.
- Facilitated Discussion - 15 min.
- Closing - 5 min.
Access Challenges

What access barriers do you see?
The Basics…

- Basic primary care and referral systems
- Sliding fee scales and other payment arrangements
- Language access
  - Bilingual staff, interpreters, other?
- Case Management and health education…at the health center
The Not-So-Basics

- Accessible hours and locations
- Relationship building
- Outreach-centered health education and case management
- Cultural competency/humility at every level that respects different traditions, viewpoints, and health-seeking behaviors
Why Outreach?

- Federal grant requirements
- Marketing services
- Coordinating services
- Providing services
  - Case management
  - Health education
  - Other enabling services
Outreach Program Guidelines

- History
- Rationale
- Broader applications
Guideline #1

The Outreach Program will serve as a liaison between the underserved population and health/social service delivery systems.

- Inform/educate re: services available & how to access
- Identify access barriers
- Communicate information obtained during outreach
- Facilitate access to other health/social service agencies
- Establish a relationship between target population and the local community in which they live and work.
- Assist with access to services for continuity of care
The Outreach Program will share health information and provide health education services that are based on teaching methods which have demonstrated effectiveness with the target population. This includes consideration for ethnic and cultural, educational, linguistic, and literacy factors.

- Identify risk factors for disease and injury
- Assess health education needs as identified by population
- Health promotion, disease prevention, early detection
- Help people manage chronic illness & b/c partners in their care
- Conduct outreach-centered health education
- Disseminate information to increase access to health education
The Outreach Program will take the lead in coordinating primary health care and will facilitate access to social services as necessary.

- Provide initial/basic screenings
- Determine and prioritize needs
- Make referrals, based on needs, to all members of the health/social delivery system
- Conduct ongoing follow-up activity to monitor client status, and to provide support, coordination, and continuity of care
- Track outcomes of interagency referrals

Guideline #3
Guideline #4

The Outreach Program will take the lead in coordinating basic counseling and mental health support

- Facilitate / Coordinate referrals to mental health services and programs as appropriate.
- Provide encouragement and support.
- Facilitate the development of support groups to promote mental health education and encouragement by peers.
- Promote self care management activities.
Guideline #5

The Outreach Program will advocate on behalf of individuals and the underserved patient population.

- Document and communicate unique health conditions, beliefs, practices, behaviors, and other issues impacting your population at the local, state and national levels
- Evaluate current health/social service delivery systems and make suggestions for improving access
- Information systems to document experiences, health outcomes, and continuity of care
- Identify population trends and develop specific interventions
- Educate the community at large
The Outreach Program will include a clinical component to meet the basic health care needs of the target population.

- Gather general health information to include specific aspects: culture, occupation, environment, behaviors, and migration.
- Coordinate clinical outreach with nurses, mid-level providers, physicians, dentists, and dental hygienists.
- Organize outreach settings where clinical services can be provided: apartments, health fairs, daycare, schools, mobile units.
- Assist clinicians in the provision of basic health screenings and preventive care
- Provide/coordinate activities for follow-up care as needed
The Outreach Program will develop community networking and collaboration through outreach efforts.

- Conduct Marketing/Community relations for health center/voucher programs/health delivery system.
- Create community awareness about population lifestyles, contributions, and needs.
- Lead in the coordination of health outreach services.
- Promote/coordinate large-scale events such as health fairs.
Applying the Guidelines
A Look at Homeless Outreach Practices

Instructions:

1. Pair-Up
2. Choose one of three practices
3. Read the practice with your partner
4. Answer the following questions:
   - What is the outreach practice?
   - Which guideline(s) does the outreach practice address?
   - How does the outreach practice demonstrate the guideline(s)?
The Outreach Program will:

- serve as a liaison
- share health information in a culturally and linguistically appropriate way
- facilitate access to social services as necessary
- coordinate basic counseling and mental health support
- advocate on behalf of individuals and underserved populations
- include a clinical component
- develop community networking
Applying the Guidelines
A Look at Homeless Outreach Practices

Outreach Practice #1:
Late Night Clinic for Homeless Youth
Outreach Practice #2: Creating a Safety Net for Homeless Farmworkers
Applying the Guidelines
A Look at Homeless Outreach Practices

Outreach Practice #3:
Assertive Community Outreach Meetings
Wrap it up

- Final thoughts?
- Comments?
- One thing you would like to remember about developing a comprehensive, well-rounded outreach program?
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