



Outreach and Engagement

Tipsheet

Outreach is an interactive process between staff and families that involves repeated contact over a period of time.

Outreach is many things: a location, a service, and a step along the way.

It is the job of the outreach workers to meet people where they are (literally, non-judgmentally, metaphorically).

Outreach and engagement is designed to treat the whole person.

Respect for the family is critical.

Relationship-building is of utmost importance.

Follow-up is essential to successful outreach and engagement.

The process involves time and patience.

Meeting basic needs is an important component of outreach.

Teams and networks are critical to successful outreach.

Flexibility and creativity are essential for effective outreach.

Coordination of services is a key function of outreach.

Community education is one responsibility of staff who perform outreach and engagement activities.

Source: Olivet, J. Bassuk, E.L., Elstad, E., Kenney, R., and Shapiro, L. (2008). Assessing the Evidence: What We Know About Outreach and Engagement . Retrieved April 8, 2010 at [http://homeless.samhsa.gov/\(S\(tzlj0hu4dq2clq45e1c0oo45\)\)/Resource/Assessing-the-Evidence-What-We-Know-About-Outreach-and-Engagement-37555.aspx](http://homeless.samhsa.gov/(S(tzlj0hu4dq2clq45e1c0oo45))/Resource/Assessing-the-Evidence-What-We-Know-About-Outreach-and-Engagement-37555.aspx). Homelessness Resource Center.



It is important to involve consumers in outreach.

Safety, boundaries, and ethics are primary concerns for outreach teams.

Outreach programs should be designed to serve people who have difficulty accessing services.

The end goal is to integrate people into the community.

SAMPLE

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