

Making Your Outreach More Effective

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Screening as Part of Prevention

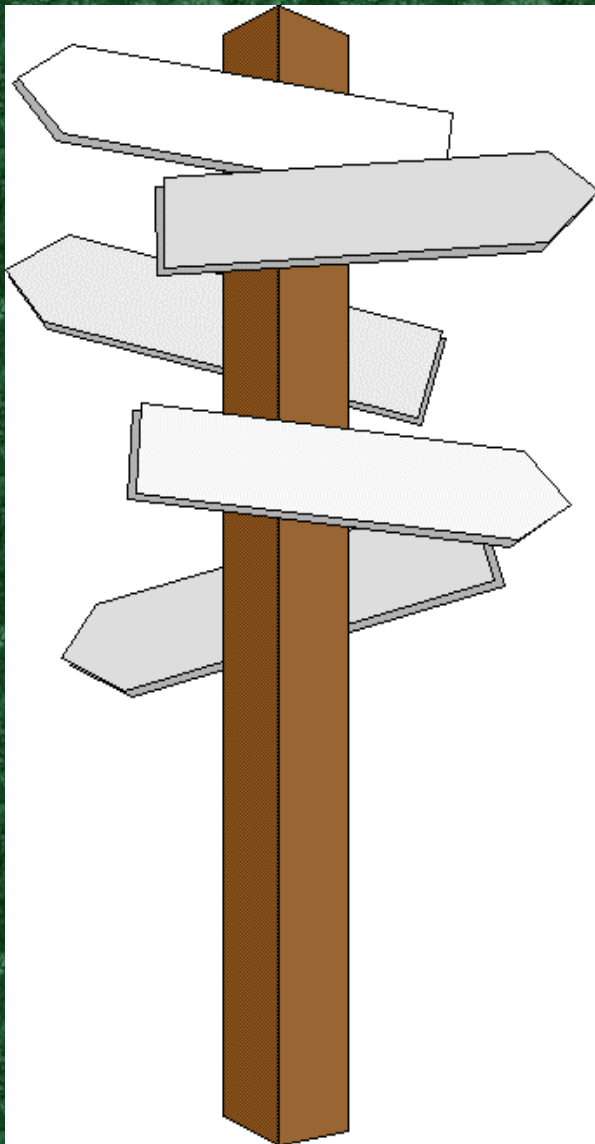
What we'd like the public to believe:

“It is better to build a high, strong fence at the top of the cliff than it is to build a state-of-the-art trauma center at the bottom of it.”

Screening as Part of Prevention

How most of the public probably feels:

“I’ve been reading so much about the harmful effects of smoking, drinking, over-eating, lack of exercise, unprotected sex, and stress, that I’ve decided to give up . . . **READING !!!**”



Expectations for Outreach ???

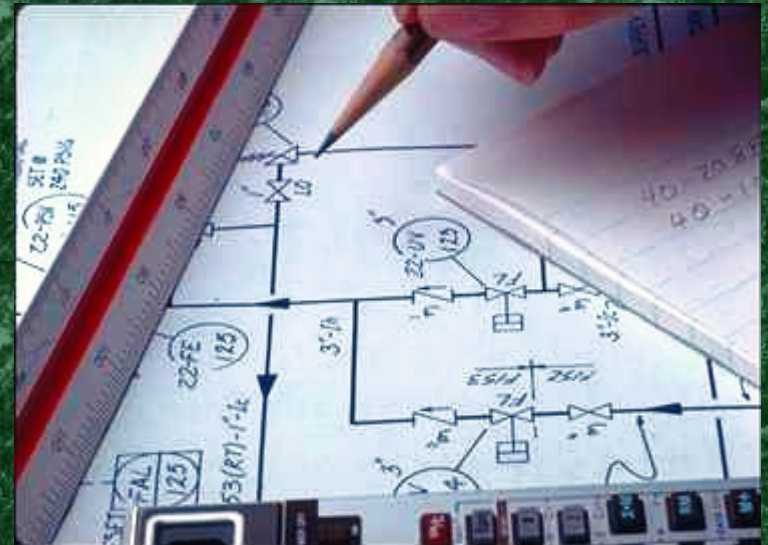
Program Objective(s)

- **Review traditional public health educational and outreach strategies, consisting of:**
 - **staffing health fair displays**
 - **utilizing PowerPoint presentations**
 - **making group educational presentations**
 - **local health department program "in-reaching"**

Program Objective(s)

- **and . . . present important logistical and methodological considerations for:**
 - **personalizing education,**
 - **facilitating client interactivity and**
 - **promoting "one-to-one" follow-up as a means of improving client screening (and other health risk reduction) behavioral compliance.**

What this
workshop
is not!



PowerPoint Presentations



Always
remember,
YOU
are the show

PowerPoint Presentation: *Developmental Considerations*

- Focus on content
- Use large, readable type
- Create a logical “flow”
- Use meaningful graphics, but . . .

PowerPoint:

Developmental Considerations

(continued)

- Don't be seduced by technology
- Keep text simple and concise
- Summarize sentences into “bullets”
- One concept per page

PowerPoint: *Presentation Considerations*

- Practice your presentation
- “Reading” is not “presenting”
- Know your audience; *think like them !*
- Remember your purpose

PowerPoint:

Presentation Considerations

(continued)

- Positioning (Face your audience)
- Pointer ? (Manual or computer)
- “Blank” the screen appropriately
- Keep the room “bright”

Making Presentations

- ENJOY yourself
- Identify with the audience
- “Personalize” messages
- Create mental pictures
- Use “living room language”

Making Presentations

(Continued)

- Slow down
- Invite questions, encourage interaction
- Use models, analogies, stories to emphasize important concepts
- Repeat important information frequently

Making Presentations

(Continued)

- Limit the amount of information you give at any one time
- Provide handouts
- Whenever possible, use “teach-back”

Making Presentations

(Continued)

- Be respectful, caring, and sensitive
- Make sure your “body language” sends the right messages

Health Fairs



Rules
Of
Engagement

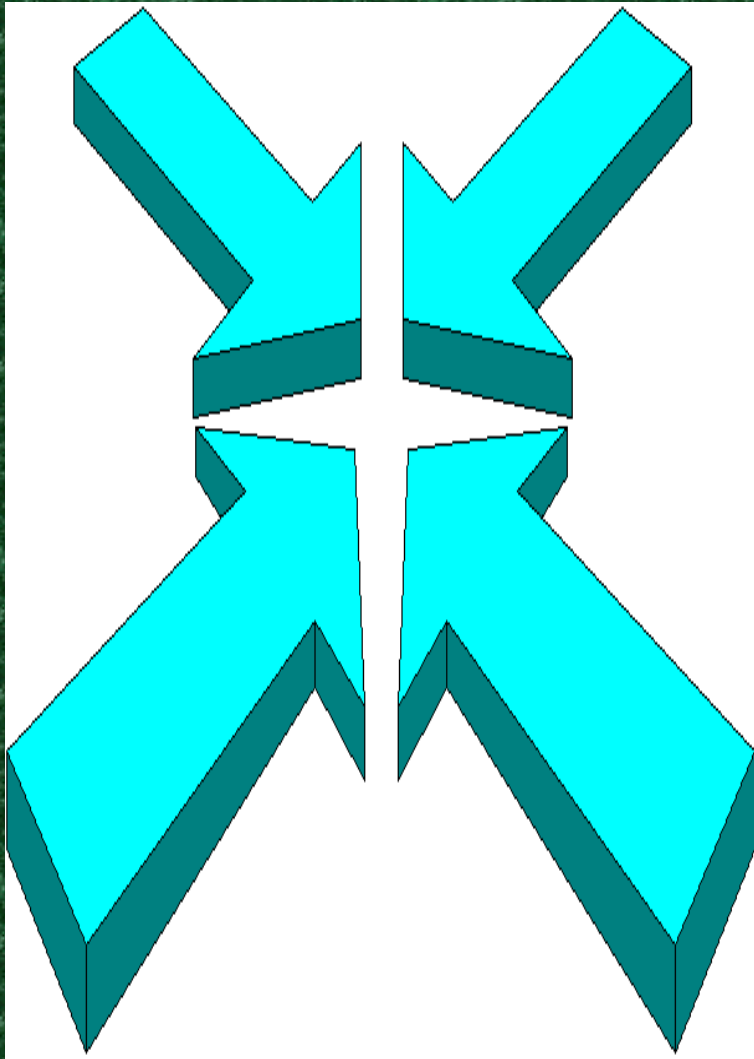
Health Fairs: Rules of Engagement

- Have fun !
- Create an “attractive” display
- Stand up, move around; don't sit

Health Fairs:

Rules of Engagement (continued)

- Actively promote dialogue
- Use (appropriate) humor to stimulate or attract interest
- Use open-ended questions to find out what people “know”



“In” -
Reaching

In-Reaching: *Planning Considerations*

- Choose programs carefully . . . that have similar characteristics
- Get permission to participate
- Pre-plan with supervisors
- Establish / confirm mutual goals
- Meet with program staff

In-Reaching: *Implementation Considerations*

- Minimize “chaos”
- Establish a common “link” with clients
- Set up a display
- Provide informational materials



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Outreach
“Involvement”
vs.
“Commitment”



The “Beginning”