



# Outreach: Learning the Basics

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# What is Outreach?



- To reach out
- The act of extending services, benefits, or message to a wider section of the a target population



# Outreach



- There are many, many ways to outreach
- There are no strict patterns
- Be empowering





# Outreach Events



- Fairs
- Carnivals/festivals
- Conferences
- Screenings
- Parades

# Media Outreach



- TV/Radio
- Newspaper
- Billboards
- Posters
- Bus Ads



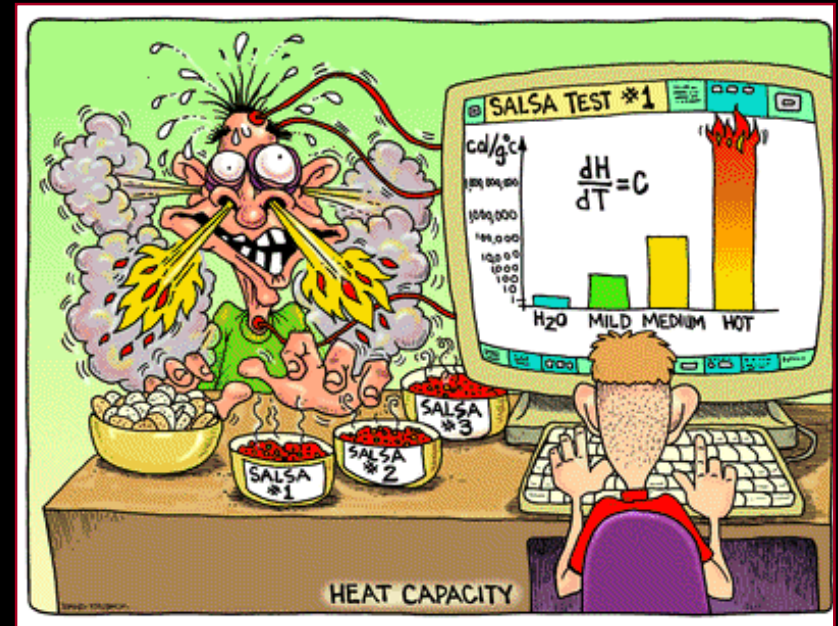
# Preparation is KEY



- Know your message...

- Do your research

- Know your data



- Then, keep it simple and make it *memorable*...



# Preparation is KEY



- Know your **POPULATION** before doing outreach or an activity:
  - Do your homework!
  - What are some key characteristics of the group?
  - Examples: age, gender, interests, issues



# Preparation is KEY



## ■ Work Together

- Collaboration = increased ideas, resources and possibilities
- Involving the community = insight, buy-in, access
- Find ways to join forces
- Assess team strengths and weakness
- Delegate tasks

## A Case Study





EXIT →



# Preparation is KEY



- **Operation and logistics**
  - Event: know your location, weather, timing, neighboring groups
  - Resources: equipment, educational materials
  - Timeline
- **Budgeting and Fundraising**
  - Allocation of funds
  - Assess your resources (it's not just \$\$)
- **Advertising and Media**
  - Strategy
  - Media format: print, radio, TV, internet
- **Community Partners and Sponsors**
  - Manpower, advertising, fundraising, etc.



# Execution



- Putting it all together
  - Practice
  - Run-through
  - Troubleshoot – things will not always go exactly as you plan

Back to the Case Study...





# Evaluation



- What were our accomplishments?
- Document so you don't have to reinvent the wheel each time
- Where did we fail?
- How can we improve next time?

Back to the Case Study...





COMEDY CENTERS

# Share!



- Share the findings and successes with your audience
- Know that your energies and talents are making a difference!



# Team Challenge



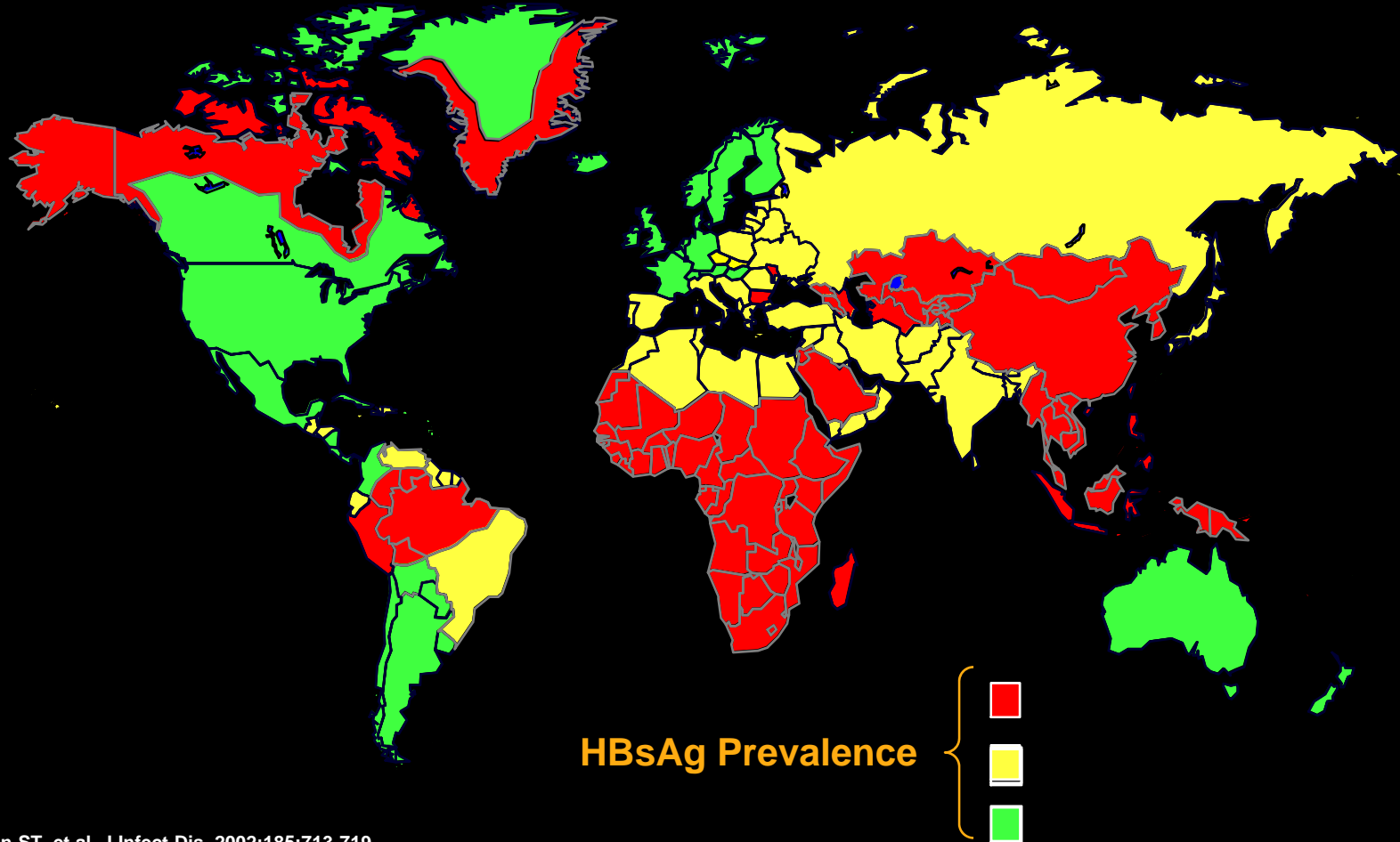
- 9 Teams
- Teams will be assigned one of 3 projects
  - Design an outreach message
  - Design a media campaign
  - Build a budget
- Final presentations
  - Present for judges, conference participants and your parents
- The REAL prize
  - Winning ideas may be used for official global campaign in partnership with the Centers for Disease Control (CDC) and the World Health Organization (WHO)



# Mission: Global Elimination of HBV



## Geographic Distribution of Chronic HBV Infection



1 Goldstein ST, et al. J Infect Dis. 2002;185:713-719

2 Kim WR, et al. Hepatology. 2004;39:811-816.

3 WHO. Available at: [www.who.int/csr/disease/hepatitis/en/](http://www.who.int/csr/disease/hepatitis/en/)

# Workshops



## ■ Workshop I: Reviewing the basics

- Operation and Logistics
- Media and Advertising
- Budgeting and Fundraising

*Delegate specific team members for  
each workshop*

## ■ Workshop II: Community Outreach Simulation

Why YOU?



# Demographics:

## What Does CA look like?



- According to the US Census, there are 36,457,549 people in CA
- Of that group, 27.3% (nearly 10 million people) are under the age of 18
- The point: there are lots of diverse youth to reach out there

# Why Get Involved?



- YOU are powerful messengers
- What you say has a great deal of impact on the community
- You can make a difference





Now get started!

