

Community Outreach Ideas

NC Positive Charge Initiative ★ www.NCcommunityAIDSfund.org

Resources for Access Coordinators – Tools

December 2011



Routine community outreach - these are ideas that can be done on a regular basis without too much work on your part (like a special event would be).

When deciding what type of community outreach to do:

- think about your community (What would work best to reach them? Where do folks hang out? Where are people more likely to be receptive to getting HIV information?);
- think about your time (How much time do you have to visit places and restock condoms or brochures? How much time do you have to get buy-in from barbers, Laundromats, or restaurants?); and
- think about your needs (Are you looking to reach out to a smaller group of people more intensely or a larger group of people less intensely? Are you looking for exposure or referrals? How does this fit in with your other outreach plans?).

Library, grocery store, convenience store, pharmacy, bus terminal, and housing complex community room bulletin boards or display racks

Low intensity

- Provide a rack of brochures with your contact information for questions and program enrollment
- Hang a poster with HIV information and your contact information for people wanting to access medical care

Why this is a good method - You can reach the general public that might not seek out HIV information; people look there for other resources so it's a place that people are already going to; it's private - someone can be looking at the whole bulletin board or rack of displays including the HIV information, without someone knowing exactly what they are looking at

Bathrooms (at community restaurants, bars, and gathering places)

Low intensity

- Hang posters on the inside of bathroom stalls with HIV information and your contact information to access care

Why this is a good method - it's private, so someone who would not publically take information about HIV or ask their question directly can get the information and call you later.

More... Community Outreach Ideas

Laundromats

Medium intensity

- Provide a condom jar (replace as needed)
- Provide brochures (replace as needed)
- Include your PCI contact information on the brochures, posters, etc. so people can contact you later with question about HIV or to get services
- Go on a busy day to hang out at a Laundromat to answer questions, provide fun education, demonstrate correct condom usage and other safer sex methods to the clients (perhaps partner with another Access Coordinator or HIV educator so that you can have both a bigger education session and time to answer one-on-one questions)

Why this is a good method - people have to spend a few hours doing their laundry so it's a captive audience and people are looking for entertainment; you can reach the general public

Barbers and beauticians - based on the Barbers and Beautician STD/HIV Peer Education Program of the Durham County Health Department

High intensity

- Provide condoms to hairdressers for their shop (replace as needed, approximately every two weeks)
- Provide brochures to hairdressers for their shop (replace as needed)
- Answer questions that hairdressers can't, provide a phone number for the hairdressers and/or clients to ask questions
- Provide HIV education to the hairdressers
- Provide a poster or button saying "ask me about HIV"
- Include your PCI contact information on the brochures, posters, etc. so people can contact you later with question about HIV or to get services (print your contact info on a sticker and put it on the brochures)
- Hang out at a barber shop or beautician's to answer questions, provide fun education, demonstrate correct condom usage and other safer sex methods
- Stop by your partnering barber and beautician shops about every 2 weeks to check on them

Why this is a good method - barber and beautician shops are often a community center where people meet, talk about personal issues like sex, and spend a few hours at a time. Hairdressers are often seen as therapists or confidants so people ask for their advice. As you build a relationship with the hairdressers, they can refer people to you.

You know your communities better than anyone, so take these ideas and change them around to fit your community; find new places to go and partners to work with, add to the ways you reach out to them and be creative!