

Tips for Effective Family PACT Outreach

There are many ways to promote your family planning services to potential Family PACT clients. Here are some tips from “Reaching Out For Success: Family PACT Provider Guide to Effective Outreach.” You can download and read the entire document at www.familypact.org.

Use media to promote your Family PACT services.

Advertising can be an effective way to attract new Family PACT clients. Here are a few ideas other Family PACT providers have found successful:

- Order Family PACT outreach materials at no cost. To order these materials, go to the Family PACT website at www.familypact.org. Click on Providers, then select Client Education Materials. Read the Catalog’s descriptions and choose the materials you find useful. Print and fill out the Education and Counseling Fax Order Form and fax your order to 1-888-723-3667.
- Run an ad in the phone book Yellow Pages.
- Put flyers up around your neighborhood.
- Produce culturally and linguistically appropriate television and radio ads or public service announcements for the target groups you serve.
- Create a website to attract teens and other internet users.

Make your office more accessible and client-friendly.

You can improve the way you provide services in order to appeal to and keep Family PACT clients. Here are some suggestions:

- Offer walk-in or evening hours to make it easy for clients to get needed services.
- Be available to answer questions to assist in filling out forms. Make sure there are translators when needed.
- Make sure your services are kept private and confidential.
- Use teen peer educators and counselors.
- Hire staff members who speak the same languages as the clients you serve.
- Offer services designated specifically for men. Make your waiting room more “male-friendly.”

Get support from the community.

Securing support from schools and community groups can aid in increasing your services to new Family PACT clients.

- Be patient and persistent. Be willing to dialogue with a variety of concerned community members.
- Work with community groups to increase awareness and support for your services.
- Find out who the decision makers are in schools. Enlist community support in starting or maintaining needed programs for outreach efforts.

Find ways to help clients access your site.

Transportation can be a big barrier for many clients. Find creative solutions, such as:

- Give out bus vouchers to people without other forms of transportation.
- Contract with local taxi companies at reduced rates for your clients.
- Consider partnering with a community center or other agency to facilitate transportation of clients to your site.

Promote referrals for additional services.

It is important to network with other agencies and community-based organizations. Creating collaborative partnerships can benefit clients greatly:

- Your partners can refer their clients to you for family planning services.
- You can let your clients know about the services your partners provide.

You can link clients to services you do not provide yourself and likewise clients can get the reproductive health care they might not otherwise receive.

You can develop partnerships with:

- Other healthcare providers in your community
- Boys and Girls Clubs
- Domestic violence shelters
- Faith-based organizations
- Foster care agencies
- Homeless shelters
- Programs for people with disabilities

Develop outreach programs for teens and adults.

There are many ways to develop community outreach programs for teens and adults. A few of the many ideas highlighted in “Reaching Out for Success: Family PACT Provider Guide to Effective Outreach” include:

- Develop Family Life curricula you can present at high school settings.
- Present reproductive health information using a teen theatre group.
- Present information about clinic services at after-school programs.
- Talk at PTA meetings with parents about how to best communicate with their children about sex. Let them know about Family PACT services.
- Recruit, train, and use teen peer providers and peer outreach workers.
- Reach diverse populations through adult school ESL classes and worksite venues.
- Conduct outreach presentations at workplaces and in community based organizations.

Be a strong presence in the community.

You can establish this presence by:

- Providing easily accessible, friendly, non-judgmental and cost-effective family planning services;
- Engaging the community in evaluating your services and the community’s needs for family planning services on an ongoing basis; and by
- Finding ways to creatively meet the needs of your community.