

Outreach Event Toolkit

The North Dakota Department of Health (NDDoH) Division of Sexually Transmitted and Bloodborne Pathogens encourages contracted sites to host outreach events. Outreach events can provide several benefits to a hosting facility. Advertising of facility location and services, increasing community awareness and providing services to targeted populations are just some of the benefits that can result from an outbreak. The NDDoH can partner with CTR sites to ensure outreach events are a success. This toolkit serves as an aid in the planning process of an event. Direct any additional questions to the HIV.STI.Hepatitis Prevention Coordinator.

Logistics

Tip: Deciding who, what, where and when is crucial in hosting a successful outreach event.

Location	<ul style="list-style-type: none"> Where is the testing event going to occur – In the clinic or a community location? Each location has its benefits. Determine the location first prior to determining any additional logistics associated with the event.
Target Population	<ul style="list-style-type: none"> Determine who your target population is going to be early in the planning process. This target population can influence decisions such as location, hours and time of year that event is held. Baby Boomers – Due to funding constraints, baby boomers are not applicable to be a target population for an outreach event.
Best Time to Host An Event	<ul style="list-style-type: none"> Often times outreach events can be paired with an awareness day or month. <ul style="list-style-type: none"> April is STI Awareness Month. May is Hepatitis Awareness Month. December 1st is World AIDS Day. Other times for events would be when students are starting school after summer break or after winter/spring breaks.
Hours of an Event	<ul style="list-style-type: none"> Expanding the hours of operation beyond a normal 8-5 may be beneficial during an outreach event. Evening hours may work well for reaching different populations.
Staffing	<ul style="list-style-type: none"> Do you have an appropriate number of staff for your event? <ul style="list-style-type: none"> The NDDoH may be available for assisting with the event if additional staffing is needed. At a minimum, one staff person should be assisting with registration and one staff available for test performance. If you are expecting high volumes, additional staff is necessary for test performance.
Event Set-Up	<ul style="list-style-type: none"> If using a location other than the clinic, ensure there are enough tables and space for testing. The set-up of the event may dictate what types of testing and counseling can be provided. Patient Flow. Determine where patients are going to go for registration, form completion, testing, counseling and result delivery. All determine where test performance and result reading are going to take place ensuring that individuals are not allowed to view others results.

Required Paperwork	<ul style="list-style-type: none"> • All individuals being tested at an outreach event need to complete a risk assessment as the information is still entered into Maven. <ul style="list-style-type: none"> ◦ Depending on staffing and number of participants, individuals can complete this risk factor form themselves or staff can assist in the completion of this form. • Ensure all individuals consent to testing. If testing outside of a facility, it is important to consider having participants complete a consent form. • Examples of consent, demographic and risk factor forms are found at www.health.nd.gov/HIV/CTR.
Counseling	<ul style="list-style-type: none"> • If time and privacy permits, counseling sessions should not differ from that offered at a regular CTR visit. • If there are too many individuals in the outreach event, counseling sessions can be shortened. • Counseling should not be provided at events without a private room. This is mostly true for event held outside the clinic setting.
Result Delivery	<ul style="list-style-type: none"> • Ensure all patients are notified of their results in a private area and all results must be delivered in the same location if delivered in person at the outreach event. If privacy is a concern, result notification needs to take place later and mostly likely through phone call. • CTR sites can consider using the policy, “no news is good news.” Sites can let participants know that they will only get a phone call if the results are positive. If participants want to verify their results, please make sure they know who and when to call for results. • Be prepared if someone wants a copy of their result. At outreach events, it is typical to get this request.

Testing Supplies

Tip: Decide what testing services are going to be offered at the outreach event. Ensure facility has enough testing supplies available for the event.

Rapid Test Kits	<ul style="list-style-type: none"> • Order additional test kits at least one week prior to event. • For Hepatitis C test kits, remember shipping may not always be an option. Plan ahead. • Unused test kits may be returned to the NDDoH. • <i>Special Consideration: For outside events, remember rapid test kits cannot be held at extreme temperatures. May need to bring coolers or thermometers to monitor temperature.</i>
STI Testing	<ul style="list-style-type: none"> • NDDoH encourages all outreach events to offer STI testing. STI testing (chlamydia and gonorrhea, including extragenital screening) can be free-of-charge from the Division of Laboratory Services. Sites are required to let the HIV.STI.Hepatitis Coordinator know about the event at least three weeks in advance and free testing will be coordinated with the laboratory. • Need to have access to a close bathroom. <ul style="list-style-type: none"> ◦ Idea: Utilize brown paper bags for urine/throat/rectal specimens. Individuals may place paper bag in a garbage can or bucket inside bathroom. Staff should empty bucket on a continual basis to ensure privacy is maintained and specimens are not compromised.

	<ul style="list-style-type: none"> ○ Specimen cups/tubes can be labeled with patient identifying numbers. Do not label cups/tubes with patient names if not in a clinic setting.
Additional Testing Supplies	<ul style="list-style-type: none"> • Remember to bring all supplies needed to perform testing events. • Potential Supplies: Tubes, needles, tourniquets, lancets, gauze pads, gloves, alcohol wipes, tablecloths, test tube rack, band aids, sharps containers, biohazard bags, timers, clipboards and transportation tray.

Advertising

Tip: Based on your target population, utilize advertising strategies for that population. At a minimum, have at least three weeks of advertising.

Free Media	<ul style="list-style-type: none"> • News Release. Agencies hosting outreach events could do a news release two to three days prior to the event. The NDDoH does not do news releases for outreach events. New releases are most appropriate for community wide outreach events. • Radio. Often times radio stations will do a public service announcement for an outreach event. Sharing an event flier with a radio station for them to use during the PSA. • <i>Special Considerations: For outside events, remember rapid test kits cannot be held at extreme temperatures. May need to bring coolers or thermometers to monitor temperature.</i>
Forms of Advertising.	<ul style="list-style-type: none"> • Flyers. All events should have a flyer. Templates for events are available by contacting the HIV.STI.Hepatitis Prevention Coordinator. <ul style="list-style-type: none"> ○ Distribute flyers at locations serving your target population. ○ Locations to consider: substance abuse treatment centers, human service centers, methadone clinics, bars, grocery stores, churches, colleges and universities. • Social Media. Utilize Facebook, twitter, Instagram, agency's website and other social media sites to spread the word about your event. • Other. Adding event in your email signature.
News Media	<ul style="list-style-type: none"> • Always be prepared for the news to cover your event. Have talking points drafted as to why it is important for the event to be held and who and why individuals should be tested. The NDDoH can assist with the development of these talking points. If the NDDoH is assisting with an event, the hosting agency should be considered the main point of contact for media requests.

Positive Test Results

Blood Draws	<ul style="list-style-type: none"> • In a clinic setting, blood draws should always occur at the outreach event if needed. • Outside of the clinic setting, it is best practice to have the ability to draw blood. If those capabilities are not available, provide appropriate referrals to CTR site for confirmatory testing. Report rapid positive result to NDDoH as soon as possible following event.
Available Information	<ul style="list-style-type: none"> • Always have information on HIV and/or hepatitis C at time of testing. These materials should be available to all individuals that are tested. Other materials such as STI brochures, PrEP brochures, condoms, dental dams, etc. would also be great to have available at events.

Event Wrap-Up

Event Summary	<ul style="list-style-type: none">• The NDDoH encourages the staff who participated in the event to discuss challenges and success of the event. Use these lessons learned to make additional events more successful.
Data Entry	<ul style="list-style-type: none">• Ensure appropriate data entry is complete in Maven for all individuals tested at the event.
Supplies	<ul style="list-style-type: none">• If you have extra rapid test kits that you will be unable to use prior to the expiration date, please contact the HIV.STI.Hepatitis Prevention Coordinator to return them to the NDDoH.
Reimbursement	<ul style="list-style-type: none">• CTR sites can use grant funds to purchase incentives (i.e., gift cards, drawing prize, swag, etc.) and other items for outreach events. Use of grant funds for outreach activities is at the discretion of the CTR site.

Outreach Event Worksheet

Complete this worksheet to help your facility during the planning process for an outreach event.

Event Summary	
Target Population:	
Location of Event:	
Date of Event:	
Hours of Event:	
Staff Availability:	
Staff Assignments:	Registration: Tester: Counselor: Result Delivery:
Testing Provided:	
Incentives:	

Task	Responsible Party	Completed
1. Contact the HIV.STI.Hepatitis Prevention Coordinator about hosting the event.		
2. Determine needed supplies for event set-up.		
3. Determine the amount of testing supplies needed and order additional supplies as needed.		
4. Develop advertising strategy.		
5. Create flyer/social media if needed.		
6. Draft news release if applicable.		
7. Ensure risk factor assessment forms and consent forms are readily available.		
8. Determine event setup and staff assignments.		
9. Enter outreach event data into Maven.		