



National Collaborating Centre
for Infectious Diseases
Centre de collaboration nationale
des maladies infectieuses

OUTREACH PLANNING GUIDE

FOR INFECTIOUS DISEASE PRACTITIONERS WHO WORK WITH VULNERABLE POPULATIONS
SEPTEMBER 2010

Developing an evidence-based approach to planning public health programs

Elsabé du Plessis
CHNC Conference 2011
Halifax, Nova Scotia

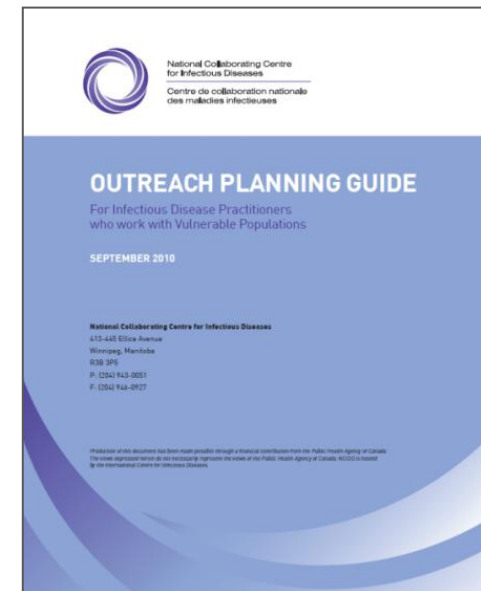
Objectives

- Introduce audience to NCCID Outreach Planning Model and Guide
- Provide brief overview of development process
- Highlight role of stakeholders and partners



Outreach Planning Guide

- Completed model and Guide in September 2010
- Purpose of Guide
 - Assist practitioners in developing conceptual model to clarify purpose and role of outreach
 - Translate existing knowledge

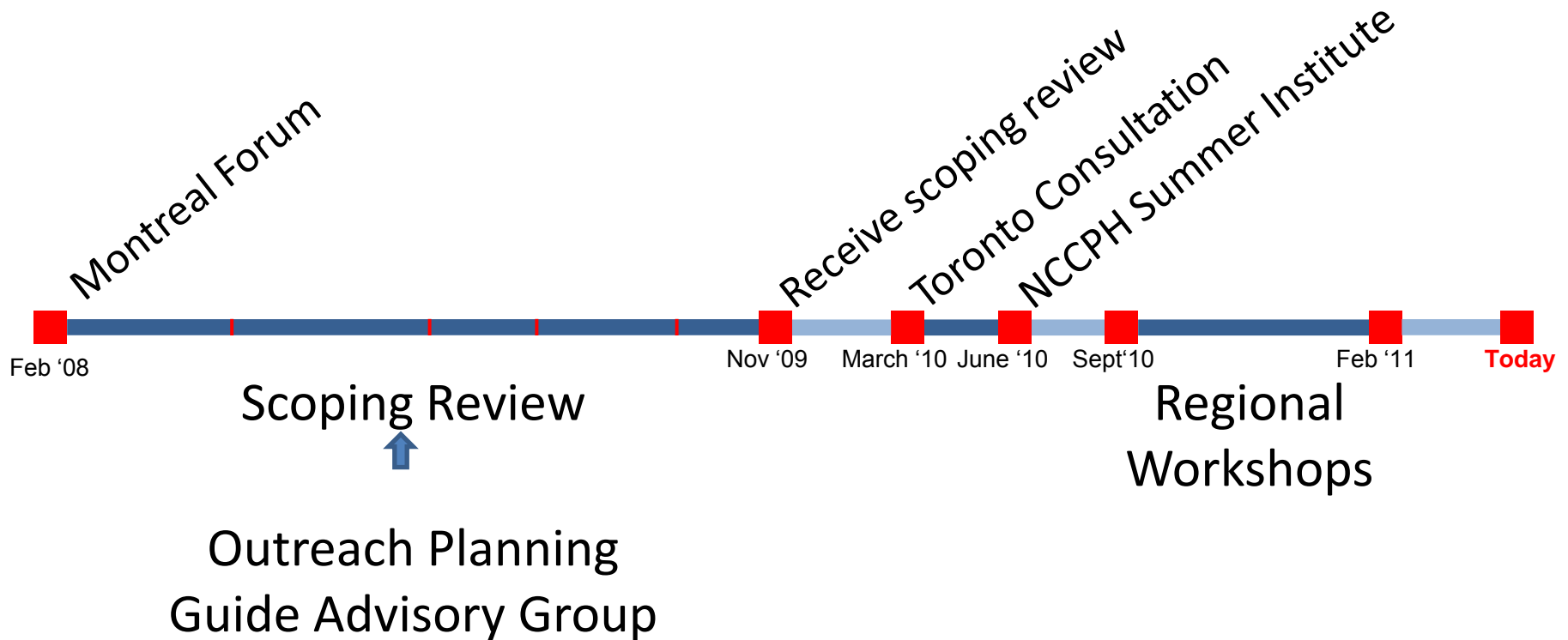


Outreach Planning Guide

- Who is it for?
 - Communicable disease program managers
 - Outreach supervisors and staff
 - Groups representing vulnerable populations



Project Overview



The Montreal Forum

- Building and Exchanging Knowledge for Reaching Vulnerable Populations – *February 2008*



- **Feedback**

- Need for national perspective on outreach
- Lack of knowledge about outreach projects across Canada



Scoping Review

- Completed September 2009
- Based on document review and discussions with practitioners
- Focus on Canadian context
- Outlined 8 common considerations for program design



Common issues in outreach programs

- Balance harm reduction and health promotion
- Balance broad coverage and individual needs
- Reduce imminent harm and promote long-term wellness
- Stand-alone or integrated program
- Open or closed settings
- Who will be delivering services?
- Services provided in “natural setting” or fixed-sites?



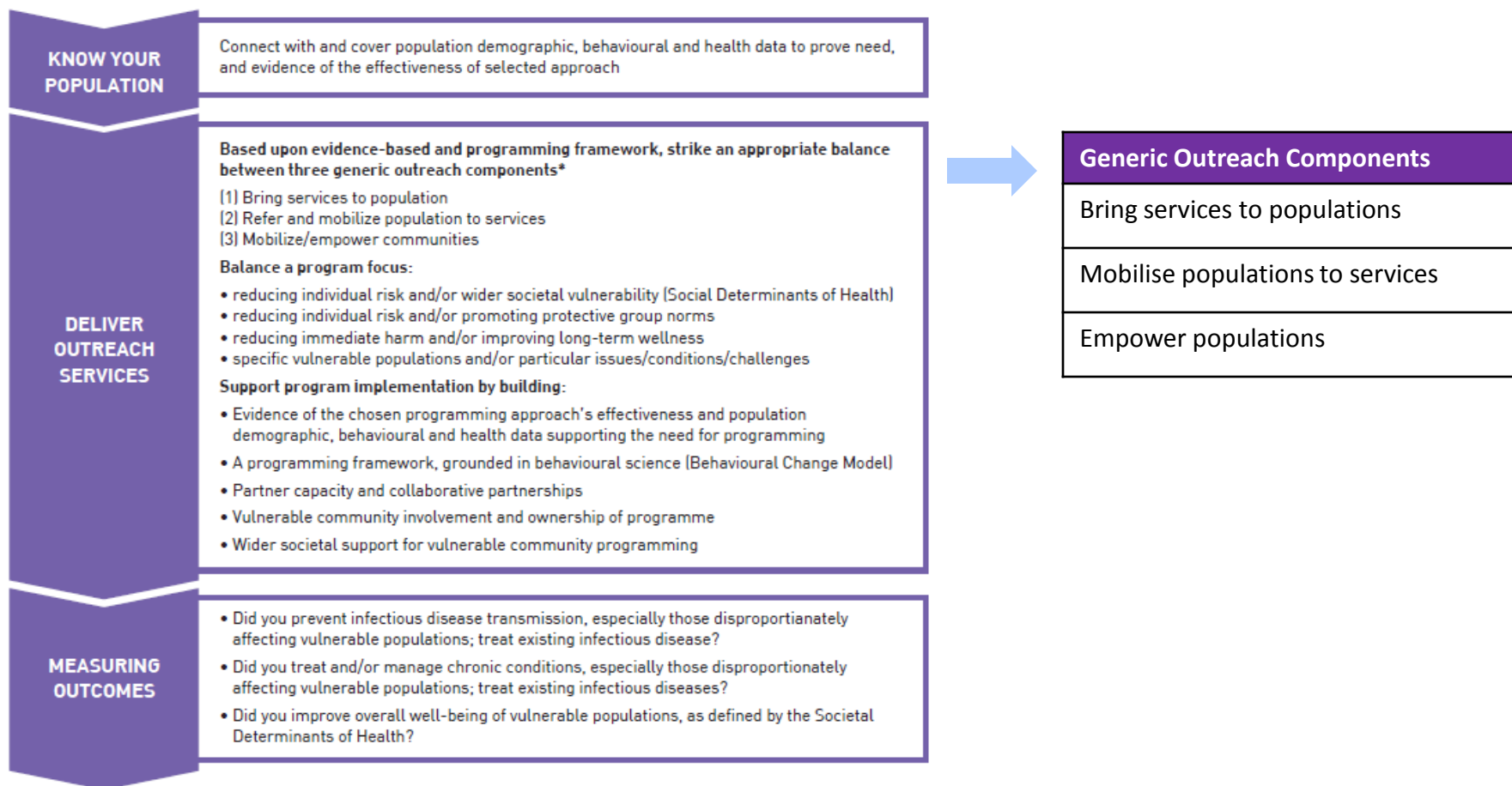
Outreach Planning Guide

Advisory Group

- Chris Buchner
Vancouver Coastal Health
- Francisco Ibáñez Carrasco
Universities without Walls
- Pascale Robitaille
(end December 2009)
Stella
- Margaret Ormond
Winnipeg
- Barbara Anderson
(as of November 2009)
Alberta Health Services



Original Conceptual model



Toronto Consultation

- Outreach to vulnerable populations consultation – *March 2010*
- **Feedback**
 - Weakness: Model static
 - Strength: Involve target populations



NCCCPH Summer Institute

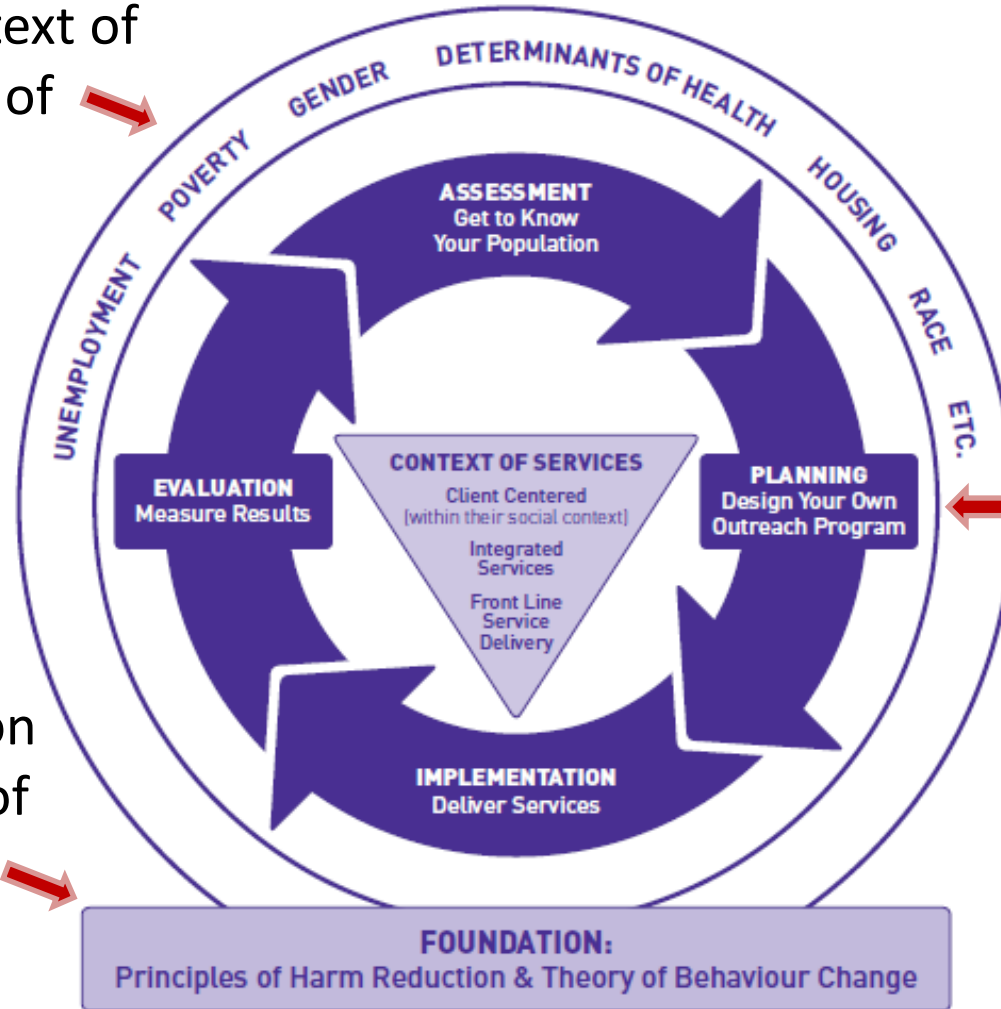
- Revised model presented at
NCCCPH Summer Institute workshop
June 2010
- 47 participants – 17 web-based
- Feedback
 - We need to tell the stories



Outreach Planning Model

Placed in context of determinants of health

Grounded in harm reduction and theories of behaviour change

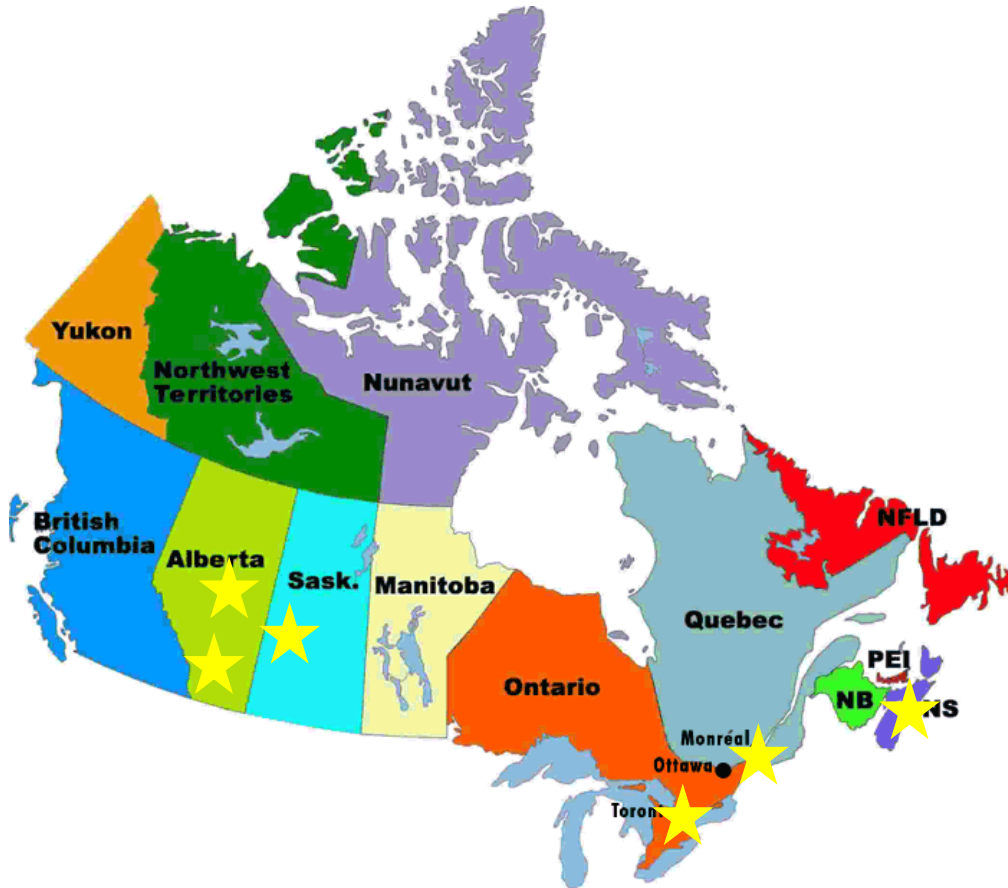


Core components of model outline main steps in planning:
Assessment
Planning
Implementation
Evaluation



Workshops

Organized and facilitated 6 workshops across Canada



Halifax:	Atlantic Provinces
Montréal:	Quebec, French-speaking provinces (French)
Saskatoon:	Manitoba, Saskatchewan
Calgary:	Territories
Edmonton:	Alberta, British Columbia
Toronto:	Ontario



Workshop Feedback

- Identified 6 categories of tools/supports needed:
 - Online community of practice
 - Templates and tools
 - Research and evaluation resources
 - Companion Documents (to guide)
 - Networking opportunities
 - Professional development/training



Translation

- Challenge identified at Montreal workshop
- Identified reviewers from Quebec, New Brunswick, Manitoba, NWT
- Working together to complete French guide



Next steps

- Complete French version of Guide
- Wider dissemination of Guide – now available from NCCID by request, CATIE online ordering centre
- Prioritizing and developing additional tools and support
- Online component





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Thank you

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