

OUTREACH TIPS

HISPANIC COMMUNITY OUTREACH TIPS

- Have you done your research? Who is in your community? To include businesses those who are minority owned.
- Form or build an outreach team-to include members of all diverse groups.
- Are you prepared to provide information in other languages? Do you have access to an interpreter?
- Have you worked with a cultural broker?
- Do you know what may be the best communication or marketing tools for the target population you are trying to reach in your community? (radio, community Hispanic market “tienda”, newspaper, church) Work with someone who is bilingual and bicultural and who the community has great respect and trust.
- When presenting a program take time to meet and greet all members of the family that are present and do not just “get right to the point” and begin talking about what you are there to do. Not culturally appropriate or sensitive.
- Keep in mind that there are generational differences. Your approach and language barriers will vary among each generation and your approach may vary as individuals may be more acculturated and assimilated into the American culture.

AI/NA COMMUNITY OUTREACH TIPS

- When reaching out to the communities remember you are setting precedence for others to follow as to what they will see your agency as.
- When visiting adapt your tone, volume and voice to those who you are communicating with.
- Body language, personal space is important and should be observed according to the community norms and personal relationship. Allow them to initiate this.
- If you sense mistrust, frustration or disappointment, don't take it personal. It may be as a result from a prior incident. Don't take it personal.
- If you are teased this may be a form of building a rapport and if you can laugh with them this may bring acceptance into their group. This is their way of correcting you or bringing something to your attention.
- Remember you are a guest. Observe and ask questions humbly.
- Don't be surprised if members from the community speak to you about highly charged issues such as suicide, sexual abuse, etc. if they see you as an objective expert.
- Males and Females have distinct social rules for behavior in every day interactions and in ceremonies.
- Gender issues: eye contact, style of dress, physical touch, personal space, decision making, influence of male and female, elders all play a role and service providers need to know how these behaviors relate to how services should be provided. Advice from community members will help with these issues as they vary according to local customs.

Resource provided and adapted by CMA: Information obtained from www.SAMHSA.gov/shin