

Outreach in a Virtual Environment

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Agenda:

1. Introduction
2. Leverage what you've got
3. New relationships and partners
4. Get creative
5. Questions and comments



Introduction



[ConnectforHealthCO.com](https://connectforhealthco.com)

What is outreach in our field?

Work that:

- Increases community engagement
- Builds and maintains community partnerships
- Increases brand awareness and knowledge
- and ultimately increases access to affordable health insurance

Traditional Outreach

Traditionally, our outreach efforts are focused heavily on *in-person* community engagement. For example:

- Tabling at health fairs and community events
- Presenting information to the community and to partners
- In-person meetings with potential partners
- Sponsoring events and attending them

Outreach during COVID-19 Pandemic

With the COVID-19 Pandemic and social distancing requirements, much of the in-person outreach activities have come to a halt.

- So what can we do?



Leverage What You've Got

Current Partnerships

In doing traditional outreach work, you have likely built valuable partnerships in your community with

- Community Based Organizations
- County offices
- Small businesses
- local leadership
- elected officials, etc.

Now is the time to really utilize these partnerships!

Set up some time with your current partners

Simple actions to leverage current partnerships:

- Create Shareable content for them:
 - share blurbs in their already existing newsletters
 - ask them to share social media posts
- present information to their staff or community members virtually
- sponsor their virtual events
- host virtual events in partnership with them
- Discuss new ways to partner- get creative!

Example: Job Loss Toolkit

<https://bit.ly/JobLossToolkit>

Many organizations, businesses and elected officials are looking for ways to help the many Coloradans who are losing their jobs due to the pandemic.

The Job Loss toolkit has social media content, a short video, and collateral they can easily share with their communities to help ease the burden.

Let them know that you are a resource and are here to help!

Example: One Colorado's Bridging the Gap "Tour"

<https://www.facebook.com/133608809985411/videos/3530595923631922>

One Colorado's existing virtual event needed a sponsor and presenter to join their events

We joined and have now been able to present virtually to regions all over the state informing folks on financial help, Open Enrollment, the Job Loss Toolkit, and the online store

Example of SUCCESS: Denver Housing Authority and the Department of Corrections

DHA heard about the Job Loss Toolkit through one of their partners and shared it in their newsletter (which I receive).

I reached out to DHA to see how we can strengthen our partnership.

Now I will be presenting to their entire staff about job loss options and Open Enrollment via Zoom!



New Relationships/ Partners

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Our Growing Audience

Pre-COVID, we had our target audiences...

BUT, with the pandemic causing a huge hit to the economy and mass job loss, EVERYONE needs to know about health insurance options now.

New (or already established) partners to focus on now

- HR Agencies
- Payroll Companies
- Small Businesses (especially those going out of business)
- Restaurants
- Chambers of Commerce
- County Work Force Centers and Human Services Depts
- Elected Officials

Other ideas from the group??

Value Proposition

These groups are struggling and working hard to help people thrown into vulnerable situations due to the Pandemic.

YOU CAN HELP

Let them know you're here!

Make it easy for them to share your information!

Set yourself up for referrals!

Example: SistahBiz Presentation

<https://www.sistah.biz/>

Sistahbiz is a business accelerator providing affordable options for coaching, training and services to help Black women build scalable, sellable models and access the back office support, financial and social capital that they need to play big in business

Lead a Masterclass webinar on health insurance options after job loss and on Connect for Health Colorado in general



Example: Chambers of Commerce

Job Loss Toolkit “blurb” in newsletters for the following Chambers of Commerce:

- Colorado Women’s Chamber of Commerce
- Colorado Black Chamber of Commerce
- Colorado Hispanic Chamber of Commerce
- Denver Metro Chamber of Commerce



Getting Creative!

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Get Creative!

Facebook lives

Virtual town halls

Sponsor virtual events

Videos for social media

Online toolkits

Virtual presentations

Foodbanks

Schools

Resource giveaways



Example: Message Boards

Creating message boards to ask elected officials, church leaders, social media influencers to hold up and photograph or record themselves and share!

Example: Black Health Matters Blog

<http://www.minoritytrends.com/>

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During the summer we sponsor and attend several events for targeted outreach to the Black Community (Juneteenth, Black Arts Festival, Five Points Jazz Festival)

Knowing we couldn't reach this audience in-person this summer, we sponsored a blog with the Colorado Black Health Collaborative (CBHC) that is being shared widely by many organizations (CBHC, Colorado Black Chamber of Commerce, many others)

We've been able to reach much of this audience virtually using this blog and are receiving great feedback!

In Conclusion:

- *Leverage what you've got
- *Build new relationships/partners to reach new audiences
- *Get creative!

Questions? Comments?