

STEP 7: PLAN YOUR COMMUNITY OUTREACH STRATEGIES

The groups that are typical targets of LTBI programs are frequently hard to reach and difficult to motivate. Your program’s ability to achieve its goals will depend in large measure on your success in engaging and interacting with its target groups, the individuals within them, and the organizations that work with them in your community. It is vital to identify and employ outreach strategies that are specific to the particular groups you want to reach and communicate with them in ways that respect their culture, their needs, and their personal modes of belief and behavior.

To locate more detailed information on outreach to various ethnic groups, refer to the EthnoMed listing in the “Foreign Language Patient Information Resources” section of the [Resource Guide](#) included in the Tools section. To locate more detailed information on outreach to the homeless, see the National Health Care for the Homeless Council listing in the “Cultural Competency” section of the [Resource Guide](#).

ACTIVITY 7-A

Research outreach strategies that have been demonstrated to be effective in reaching your target groups.

ACTIVITY 7-B

Explore possible ways that you might collaborate with community partners on your outreach efforts.

ACTIVITY 7-C

Develop an outreach action plan.