



New York State  
Family Planning  
Training Center  
[nysfptraining.org](https://nysfptraining.org)

# Adapting to COVID-19: Reimagining Outreach

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# Moderators

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# Objectives

- Describe two ways that family planning outreach can be provided differently during the COVID-19 public health emergency.
- Identify one challenge related to virtual outreach and one strategy for overcoming this challenge.
- Describe two strategies family planning programs may use to ensure outreach is inclusive.
- Identify one new outreach strategy described by a peer that could be implemented in your family planning program.

# What We Mean By “Reimagining” Outreach

- Finding new ways to connect with partners and community members
  - Letting go of in-person events (e.g. tabling/booths)
  - Participating in COVID-19 response activities
- Physically-distanced activities
  - Virtual events and other activities (e.g. radio, print, etc.)
- Considering what in-person events will look like in the future
- Quality over quantity
- Networking and collaborating with new partners

# Physically-Distanced Outreach Activities

- Establishing/Maintaining an effective social media presence
  - Facebook ads
  - Facebook live with an expert
  - Social media hashtags/conversations (e.g. Instagram, Facebook, Twitter, TikTok)
- Widgets on partner websites
- Virtual office hours with clients
- Webinars
- Using local radio and/or TV programming
- Print media
- Mobile device strategies

Resource: [Website Audit Form](#)

# We Want to Hear From You

*How do you build inclusive outreach programs?*

*What principles of inclusive outreach do you integrate into outreach planning?*

*How does this look right now with COVID-19?*

# Inclusive Outreach

## Considerations

- WiFi access
- Technology literacy
- Language proficiency
- Different ways communities access information
- Disparate impact of COVID-19 in communities of color

# Hear From Your Peers

Olivia Catalano,  
Reproductive Health  
Program Manager  
Finger Lakes Community Health



Laura Gallery, Director of Clinical Quality  
Management, Rachel Marcey, LGBT Outreach  
and Engagement Manager, & Cassandra  
VanNostrand, Regional Community Educator  
Planned Parenthood of Greater New York



# Questions?

# Virtual Break Out

# Questions to Consider

- How have your outreach activities changed?
- What challenges have you encountered?
- What have you heard today that you might want to try in the future?
- How do you see family planning outreach evolving in the long term?
- How have you worked to ensure inclusive and equitable outreach?

# Report Out

*What new outreach strategy did your group think could be successfully implemented given COVID-19?*

*What is one strategy your group identified to ensure outreach activities are inclusive?*

# Resources

- [Patient Experience Improvement Toolkit](#)
- [Women & Health Care Reform: An Outreach and Education Toolkit for Coalition Members](#)
- [COVID-19 Social Media Toolkit for Family Planning Providers](#)
- [What Family Planning Providers Can Do to Meet Client Needs During COVID-19](#)
- [Safe and Equitable Engagement Spaces in the Age of COVID-19](#)
- [Practices for Engagement in the Time of COVID](#)

# Upcoming Sessions

- October 22, 2020: Telehealth
  - [Register Here](#)
- TBD November 2020: Safely Providing In-Person Services
- TBD December 2020: Collective Trauma and Moral Distress

# Thank you!

Contact:

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