

Checklist for Booklet One *Getting Started with Community-Based Outreach*

Step One	Find Partners for Health Information Outreach
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Schedule opportunities to meet potential partners.</p> <p>Keep written notes about the time, date and location of your networking activities.</p> <p>Research the demographic and health status of your region to learn about the specific health needs of your area.</p> <p>Note the names, titles, and contact information of the potential partners you meet.</p> <p>Write down the ideas you and the potential partner have had about partnering together on health information outreach projects.</p>

Step Two	Learn More about the Outreach Community
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Identify opinion leaders</p> <p>Identify innovators and early adopters by looking for those who</p> <ul style="list-style-type: none"> - Are enthusiastic about the resources - Need better access to health information to do their jobs - Are responsible for getting health information for the community - Value access to health information - Have some experience with the technology - Will see immediate tangible results - Have computer access to practice the resources after training <p>Identify the stages of change for different members of the target community.</p> <p>Identify any particular health concerns in the community.</p>

Step Three	Inventory Resources and Assets
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>What events in the community would provide good outlets for exhibits and demonstrations?</p> <p>Who in each partnering organization can commit to giving time, financial support, or other resources to the project?</p> <p>What educational activities (such as GED classes or computer training sessions) can incorporate health information resource training?</p> <p>How do people currently get health information and how do they feel about the quality of the information?</p> <p>How computer literate are different groups in the community?</p> <p>What is the level of computer access of the community members?</p> <p>What facilities are available to demonstrate or train community members?</p>

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Planning and Evaluating Health Information Outreach Projects, Booklet 1

Outreach Evaluation Resource Center

National Network of Libraries of Medicine, National Library of Medicine, 2006