

Developing and Implementing an Outreach and Engagement Plan

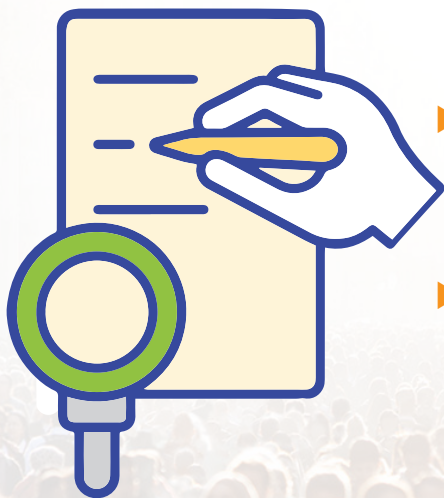
Building the partnerships and foundation to enhance outreach and engagement

A key aim of Los Angeles County's R95 Initiative is to engage more people more meaningfully in substance use disorder (SUD) services. One important way to achieve this is by optimizing outreach and engagement, particularly for the 95% of people with SUDs who don't access services because they either don't want or believe they need treatment.

Building new partnerships can increase access to new and larger populations of people with SUD and there are different ways to strengthen outreach and engagement services. Some practical strategies to plan for improving the reach of SUD treatment services through new partnerships are below:



Preparation



- ▶ Identify where your agency receives referrals from now and consider how you can cultivate partnerships with these settings to increase appropriate referral numbers.
- ▶ Identify new community, health and mental health, and social service providers your area that serve people who otherwise may not know of your SUD services.
- ▶ Connect with providers serving individuals at different stages of readiness to change including those who are unsure if they want SUD treatment services and/or who may not be ready for abstinence.

Focusing on New Partnerships

- ▶ Create a contact list of new partners and be sure to include geographic areas served, organization type and populations(s) served.
- ▶ Schedule meetings with perspective partners as the first step in developing new partnership agreements to expand access to services.
- ▶ Establish Memoranda of Understanding (MOUs) with local health, mental health, and social service providers to facilitate bidirectional referral processes.
- ▶ Clarify referral criteria that is reflective of a lower barrier approach to SUD care, including accepting referrals of those who may not yet be ready for abstinence.
- ▶ Determine procedures for making referrals.
- ▶ Determine how new outreach and engagement efforts can be sustained.



Developing an Outreach and Engagement Plan

- ▶ Summarize where your agency currently receives referrals and your efforts to establish partnerships with organizations in those settings to increase referrals.
- ▶ Summarize your efforts to identify new community, health and mental health, and social service providers in your area that serve individuals who otherwise are unaware of your SUD services.
- ▶ Summarize your referral workflow and planned activities to increase number of referrals from new partner settings.
- ▶ Summarize your efforts to educate your partner agencies on how you expanded access to services to reach individuals who need services but are not.
- ▶ Describe plans for disseminating information and/or conducting presentations to new community partners.



- ▶ Develop a sustainability plan for maintaining partnerships and keeping the referral process in place beyond the R95 Initiative.
- ▶ Summarize lessons learned, new opportunities and recommendations for your agency to optimize outreach and engagement.

Enhancing outreach and engagement for individuals with SUD is an essential focus of the R95 Initiative and an important step in meeting people where they are at, both figuratively and literally.

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