

Stay Covered! Academy

Module Five Companion

Creating Effective Outreach Campaigns



Outreach is a data-driven and strategic communications initiative that is culturally responsive and increases the knowledge or awareness of specific services, supports or practices in a specified community.

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Pre Session Questions

<https://www.surveymonkey.com/r/StayCoveredMod5Pre>

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Post Session Questions

<https://www.surveymonkey.com/r/StayCoveredMod5Post>

Learning Objectives

- Learn the distinction between passive and active outreach.
- Identify best practices for developing an active outreach strategy within an organization.
- Understand the six parts of the outreach cycle and how to use this model to increase community impact.
- Describe effective strategies for building a culture of outreach within an organization.

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covered!**

Don't Lose Your
Medicaid Coverage



Cycle of Outreach

