

State Leaders Meeting 11.9.21 Digital Outreach Card Break Out Sessions

Pros

- Introducing staff
- Keeping up with trends of social media and having information be accessible; participants may share on Facebook
- Recruiting wonderful staff who hopefully are inspired by the work we do and can see examples.
- Impromptu Outreach; at the fingertips of referral sources
- Most people have smart phones
- Quick access to info at your own pace
- Visually manageable: you choose what you read
- Good resource guide besides referral guide
- Easy to update
- Cost efficient (vs printing and changing materials)

Cons

- Generational gaps- those who may not be technologically savvy
- Some organizations may have a policy against social media outreach; agency restrictions
- Some people have older cell phones that cannot capture the QR code or may not have a smart phone
- Could be challenging in rural areas/trouble with service
- Challenging if a program doesn't have videos/Facebook
- Keeping it updated and needing IT support to develop the digital business card
- Immigrant families have difficulty navigating these sites/barriers if the families don't speak English

Ideas for where to place the QR Code

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| <ul style="list-style-type: none"> • Agency website/Program's Website • Screening Form • Facebook/Social Media pages/ Tic Toc • Flyers/ Brochures/ HFNY Outreach Posters • Email signatures • Business cards • Welcome New Families Packet • Intake Packets at Women's Health Clinics • Bulletin Board in NICU • Maternity Unit Bulletin Board/Hospitals • Promotional Items/Pens/Giftbags • Office Doors • Building door (larger orgs- hospitals) • Educational Materials/Handouts • Family Folders • Mailings-on the return address • Referral Source Mouse Pads • Bumper stickers • Baby Section at Department Stores • Place where you can register for baby items • Baby showers • Customized Balloons • Ads on transit (Subway, bus line, taxi) • DSS/CPS/WIC Offices on posters • Bulletin Boards in public Buildings • Housing Offices • Homeless and DV Shelters | <ul style="list-style-type: none"> • Waiting Rooms of Provider Offices • Program staff shirts • Laundromats/ Barbershops/Nail Salon/Beauty Parlors • High schools/Colleges/Libraries • Churches • Screensaver on your phone • Shopping carts • Hospital cart racks • Back of your ID • Restaurants • Back of public bathroom doors/ Changing Tables • Back of kid's meals/ McDonalds • Give out QR stickers • Pregnancy and Family Resource Centers • Zoom background • Partner websites that advertise • Advisory Board Members • Grocery Stores/ Target • Sports Venues/Gyms • Breastfeeding cafes • LatchMe App • Public Parks • Coffee Shops • Food Banks • Disability Centers |
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- Family Court
- Substance Abuse Treatment Centers
- Family friendly venues (Legoland, Zoo)
- Daycare centers