

**OUTREACH STRATEGY – WORKING DRAFT
CHAPP RURAL RFA RE-RELEASE 2014**

1. Outreach Strategy - Phase I - Identifying target audience

- a. Utilize Data to drive outreach to counties hardest hit
 - i. Maps and Epi-data
 - ii. Ensure Advisory Committee reviews and highlights regions and focus areas
- b. Focus on areas with infrastructure to implement programming
 - i. i.e. – Local Health Departments, FQHCC, MH and SA, Non-Profit Organizations, Universities, School Based Clinics, Office of Health Disparities

2. Outreach Strategy – Phase II – Mechanism to disseminate information

- a. Utilize existing CDPHE email list serves for the outreach and RFA Announcement
- b. Coordinate with Communications team to ensure we are linking with internal communication resources and efforts.
- c. Identify Mechanisms to disseminate:
 - i. Email
 - ii. Website
 - iii. Twitter
 - iv. Newsletter
 - v. Other Internal Resources:
 - 1. Office of Planning and Partnership Community Relations
 - ✓ Met with Cathy White to discuss outreach Strategy
 - ✓ Utilizing her content expertise on existing partnerships in Colorado she was able to identify numerous regions that have already developed partnerships that have the infrastructure to implement programming:
 - a. For example she mentioned the partnership in the Northeast – between the Health Department there and community partners that utilizes Education and Social Media tools.
 - b. The Office of Planning and Partnership Community Relations is participating in the upcoming Public Health in the Rockies resource fair September 17-19th and that will be an opportunity to distribute the outreach letter to many other health departments and public health partners.
 - c. Additionally and very important – their office will disseminate the outreach letter and follow up RFA materials to their list serves. Which include but are not limited to:
 - i. Local Health Departments, FQHCC, MH and SA, Non-Profit Organizations, Universities that include but are not limited too; Mesa State, Lamar State, Adam State and a Western State, providers, Colorado School Based Clinics (connect us with them), HCV Testing Sites, Office of Health Disparities

just released a grant and they have a great list serve we could utilize.

- d. I also asked her, based on her experience what would be helpful information to include in the Outreach letter, she stated the following elements:
 - i. Purpose
 - ii. Funding background
 - iii. Types of Partnerships
 - iv. Amount of Funding
 - v. Focus on Rural Areas
 - vi. Timelines
 - vii. Removal of barriers for new applicants
 - viii. Contact Information
 - e. Based on this outline I created a rough draft that was review by others within CDPHE.
 - f. Outreach Letter - Advisory Committee Input needed at the September 11th meeting.
- d. Community Outreach – CHAPP Advisory Committee members will outreach to their communities. Identify their regional networks to announce re-release and direct them to Maria for more information.
- i. Send email reminder to list serve (waiting on outreach letter approval from Advisory Committee 9-11-2014).
 - ii. Received information from interested applicant – 9-10-2014
- e. Board of Health (Mel to lead this) – request time on an upcoming Agenda to notify them of the re-release and ask for their help in the outreach for rural candidates. Additionally ask if any member would be interested in sitting on the RFA review panel
- i. Identify board members who represent those areas hardest hit and outreach to them (check on internal protocol - Mel)
 - ii. BOH Meetings held on the 3rd Wednesday of Every Month.

3. Outreach Strategies – Phase III - Materials for Application Process (have them ready for outreach/pre-application phase):

- a. Factsheet
- b. Questions and Answers
- c. Letter of Intent Instructions
- d. Other Materials?
 - i. Get Advisory Committee Input
- e. Workshops and Web Conferences
 - i. In order to provide technical assistance and respond to any questions regarding the RFP application process, CDPHE will post a webinar on October 1 for interested applicants. To join the webcast conference calls, interested applicants will need a computer with Internet connection and a telephone.
 - 1. Post on Website:

- a. Date, Time, Phone Number and Pass code.
 - b. Additionally provide an email mailbox for potential applicants to ask questions about the application process. The mailbox should be open 24 hours a day for individuals to submit a message. In addition to their questions, agency name, phone number and email address where they can be reached should be provided. CDPHE staff will respond to all questions within 3-5 business days. Responses to all questions will be returned to the questioner by email and posted to the CDPHE Q and A section of the website. The mail box will be closed at (Insert date here).
 - ii. Bidders Conference – No longer outreach but one will take place on October 16th.
- f. After You Apply
- i. Application Submissions
 - ii. Application Review Information
 - iii. Notice of Award
 - iv. Applicant Resources