



Office of Citizen Involvement
MULTNOMAH COUNTY OREGON

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SUBJECT: Summary of Tips Presented to Conduct Successful Outreach to Cultural and Underrepresented Communities

FROM: Diversity Outreach Workshop with Central City Concern

HOST: Multnomah County Citizen Involvement Committee

DATE: May 16, 2012

Concerning your organization's own outreach:

- Ensure services you are delivering are culturally and language-specific as much as possible.
- Identify important community elements and characteristics when doing outreach to particular communities and involve them when delivering services (i.e., families are critical to involve in the Latino community).
- Hire staff from the communities you are trying to reach (i.e., veterans, bilingual speakers) and involve them in direct client interactions as much as possible.
- Exercise patience with clients and members from the targeted communities given they may have significant distrust with institutional organizations (i.e., veterans who have had poor VA experiences).
- Deliver services and locate your organization within geographic proximity to the communities you are targeting.
- Be prepared to address the fears community members are likely to have when interacting with organizations like yours.
- Identify and interact at events and institutions (i.e., schools, community centers) where the communities you want to engage congregate. Also consider holding your own activities within the communities.
- Minimize assessment procedures as much as possible in order to lessen the burdens that community members have to endure in order to participate.
- Be consistent and responsive when building relationships with communities and delivering services to them.
- Develop long-term relationships within communities to build visibility and trust.
- Communicate clearly to community members about what you do and why you are engaging them.
- Always provide accurate information during interactions.
- Use media appropriate to particular communities when delivering information (i.e., radio with Latino communities).
- Offer free items and services at community events to attract participants (i.e., free services for veterans at The Stand Down). Also provide services that allow community members to participate (i.e., lockers and pet care for homeless veterans).
- Be prepared to make referrals and then follow-up to make sure community members ultimately received services.
- Rely on personal relationships to increase inroads into communities and with potential partners.

Building partnerships to increase outreach capabilities:

- Use partnerships with other organizations working within the same communities to leverage resources and create liaisons.
- Seek partners who can maximize the efforts of your impacts and resources.
- Identify important coalitions (i.e., Hispanic Roundtable) and leaders in the communities to use as liaisons and to distribute information.
- Partnerships are most effective when they are mutually beneficial.
- Show gratitude to partners for their contributions to your efforts.