



# OUTREACH METHODS

WHAT DOES "OUTREACH" MEAN?



# OUTREACH

Is the activity of providing services to people that might not otherwise have access to those services.

It involves looking for and meeting someone in need of a service at the location where they are.



# 3 METHODS

1. Domiciliary: undertaken at individual homes (the staff reaches people in residential areas);
2. Detached: undertaken in public environments and targeting individuals;
3. Peripatetic: undertaken at public or private environments and targeting firstly organizations or a manager rather than the individuals concerned.



# TOOLS

- striking up a conversation;
- leaflets distribution;
- newsletters;
- dedicated events (basically placed in local community institutions such as libraries, community centres and places of aggregation).



# WHY IT IS IMPORTANT?

- Outreach is often meant to fill in the gap in the services provided by mainstream services.
- Sometimes a “service” is simply an occasion to promote integration and a way to create links.