

TIPS FOR CONDUCTING OUTREACH

Following is a list of suggested outreach strategies to spread the word in your community about Green Mountain Care. Remember, the key to reaching uninsured Vermonters is to reach them where they live, work and play. Also think about leveraging limited resources and develop a coordinated strategy wherever and whenever possible.


Also included in this toolkit and on the Green Mountain Care Web site are materials that can help you conduct outreach. These materials can be found in the [Outreach Materials](#) section of this toolkit and in the [Outreach Center](#) on the Green Mountain Care Web site at www.GreenMountainCare.org.

- ❑ **Work with local community clubs and organizations.** The YMCA, Boys & Girls Club, Boy Scouts and Girl Scouts are good places to reach parents and their kids. Contact community coordinators about posting fliers on the bulletin board, distributing brochures alongside other information for parents, including information in newsletters and mailings to parents, and handing out materials at events.
- ❑ **Reach out to businesses.** Employers can serve as powerful spokespersons in telling their employees about Green Mountain Care. Be sure to contact local businesses and ask that they hang posters in their offices and include brochure information in their newsletters and pay stubs. Offer to set up an informational meeting with the person who manages the benefits for their employees and come prepared to talk about Green Mountain Care and hand out information about how their employees can enroll.
- ❑ **Check out your local library.** The library is a great way to reach parents and their kids. Check to see if you can distribute brochures and put up posters in your library zone. Work with the state to determine the best way to disseminate information through your local library.
- ❑ **Just what the doctor ordered.** One of the best ways to get information to uninsured Vermonters about Green Mountain Care is to give them information at the time they are receiving medical care, either at a doctor's office, a local community clinic or the emergency room of a hospital. Identify the local health care providers in your community and work with them to hand out information about Green Mountain Care.
- ❑ **Teach others how to talk to the uninsured.** Included in this toolkit is a PowerPoint presentation about Green Mountain Care which includes an overview of the programs, ideas for outreach and tips for talking to the uninsured. Use this presentation to inform your organization or others who may be interested in reaching the uninsured about Green Mountain Care.
- ❑ **Everybody's got to eat.** Whether it's the local family diner, the coffee shop around the corner or the new restaurant that opened, ask store managers if they can display information about the program near their cash registers.
- ❑ **A little faith goes a long way.** Contact faith leaders and their congregants and ask them to include information about Green Mountain Care in their bulletins and programs and to speak about Green Mountain Care in their sermons.

Don't forget the neighbors!

Sometimes the easiest people to reach live just across the street! Your next-door neighbors are involved in a variety of organizations and clubs. Be sure to ask them if they'd be willing to share information about Green Mountain Care with their groups.

- **Include information in your organization’s communication materials.** Included in this Outreach Toolkit is a template newsletter article that you can tailor to your organization and include in listservs, e-newsletters or print publications. The template newsletter can be found in the [Outreach Materials](#) section of this toolkit and an electronic version can be accessed in the [Outreach Center](#) of the Green Mountain Care Web site so you can tailor it to your organization.
- **Milk anyone?** Grocery stores and convenient stores are great locations to hang posters and distribute brochures. Talk to the local store manager and ask them to help you distribute materials in their stores and to host on-site enrollment events.
- **Go to the seasonal festivals and fairs.** What better way to reach Vermonters than at a festival? These annual events attract lots of people and are great places to hand out information about Green Mountain Care.
- **Focus on outreach and enrollment during the back-to-school season.** Encourage parents to put enrolling kids at the top of the back-to-school checklist by letting them know that their kids may be eligible for a Green Mountain Care program. You can also work with local businesses where parents will shop for school supplies and clothing to hand out information about Green Mountain Care. *Note:* The Vermont Department of Health (VDH) works closely with Vermont public schools to disseminate information about health coverage for kids. Please contact your local office of the VDH before reaching out to schools directly to coordinate outreach efforts. VDH local offices can be found here: http://healthvermont.gov/local/district/district_office.aspx.
- **Plan a health and enrollment fair.** Work with your local community health providers and other community partners to plan a health and enrollment fair for families. Health fairs can include services such as on-site enrollment, immunizations, mobile health units, health screenings and entertainment for families. Ideal locations for health fairs include:
 - Hospitals
 - Community health centers
 - Schools
 - Shopping centers or malls
 - Local stadium or sporting event venue
 - Store parking lot
 - Places of worship
- **Let’s go shopping!** Discount clothing stores can put up posters and display information about Green Mountain Care during the back-to-school season.
- **Promote the Green Mountain Care Web site.** If you work for an organization that has a Web site where potentially uninsured individuals may visit, promote the Green Mountain Care Web site by adding a Green Mountain Care Web button to the home page of your Web site. Instructions for accessing and posting this Web button can be found on the Green Mountain Care Web site in the [Outreach Center](#) at www.GreenMountainCare.org.
- **Making the grade.** College and university students and recent graduates are in need of health coverage options as they head into the “real world.” Ask school and career counselors to give information about Green Mountain Care to graduating and recently graduated students. Also, work with the school to include information in the campus newspaper, and display information in common areas such as the cafeteria and student union.



Here’s a bright idea.
Join with the local utility company and encourage them to include brochures in their mailings.

- **Location, location, location.** The best way to distribute information about Green Mountain Care is to go to places where potentially uninsured Vermonters may be. Some of these locations have been mentioned, but here is a comprehensive list of where you can disseminate information throughout your community:

Health Provider Locations

- Doctor offices
- Community clinics
- Free clinics
- Hospitals
- Dentists offices
- Eye care providers
- Health Fairs

Community Activities/Events

- State and county fair
- Festivals
- Sporting events
- Summer camps for kids
- Farmers markets
- Religious gatherings and celebrations

Retail/Service Stores

- Grocery stores
- General stores
- Convenience stores
- Pharmacies
- Shopping centers
- Clothing stores
- Discount stores
- Office supply/school supply stores
- Bookstores
- Outlet malls
- Restaurants
- Home improvement/farm equipment stores
- Outdoor retailer stores
- Health centers/gyms

Education-related Institutions

- School functions
- Colleges
- Universities
- Career centers

Family-Friendly Locations

- Libraries
- Community centers
- Recreation centers
- Community social service centers
- Local churches