

HillsboroughHATS Community Outreach Plan

HillsboroughHATS will be attending community events in the upcoming year with a goal of enhancing our visibility and promoting the resources available through FloridaHATS. To accomplish this goal we have devised an outreach plan and request the participation of each coalition member/organization to assist in carrying out the plan by participating in at least one activity.

Calendar of Community Events	Leader	Participants	Completion Date
Create calendar of events for the upcoming fiscal year July 2011 – June 2012. <ul style="list-style-type: none"> • Research community organizations • Make phone calls and emails to find out about upcoming events • Add events to calendar 	Marybeth Palmigiano		Ongoing as events come up.
Send items for calendar and leads to community organizations on an ongoing basis to Marybeth Palmigiano		Coalition Members	Ongoing
Sign up to represent HATS at an event (please plan to attend or send staff to at least one event.)		Coalition Members	Ongoing
Maintain master list events and representatives. Ensure we are properly staffed	Marybeth Palmigiano		Ongoing

Existing Community Events Calendar	Leader	Participants	Completion Date
Determine which events members/organizations are already planning to attend. Ask them to bring HATS materials with them.	Marybeth Palmigiano	Coalition Members	August 5th
Disseminate required materials to organizations for distribution at event.	Janet Hess		Ongoing
Follow up and record feedback on events.	Marybeth Palmigiano		Ongoing

Provider Outreach (Services Workgroup)	Leader	Participants	Completion Date
Compile list of Hillsborough County Primary Care Providers.	Marybeth Palmigiano		Completed
Compile list of Hillsborough nurses and ARNPs.	Judy Rosenberg		July 29th
Review list of PCPs and nurses and assist in drafting outreach plan which would include walk in visits, mailings, etc.	Lynn Ringenberg, Danny Plasencia		July 29th
Identify point person at area hospitals who can help us reach their providers. <ul style="list-style-type: none"> • Schedule Grand Rounds • Send Email announcements • Submit article to newsletters (do hospitals have newsletters)? 	Janet Hess, Marybeth Palmigiano	Lynn Ringenberg, Danny Plasencia	Ongoing
Identify clinician networks e.g. Hillsborough County Medical Association, nursing associations, nurse practitioners <ul style="list-style-type: none"> • Exhibit at events • Get on agenda at meetings • Submit article to newsletter • Submit write up for listserve 	Janet Hess, Marybeth Palmigiano	Lynn Ringenberg, Danny Plasencia	Ongoing

Speakers Bureau	Leader	Participants	Completion Date
Develop Speakers Bureau. <ul style="list-style-type: none"> • Determine training date, location • Draft content for training 	Martha Kronk, Joane White	Janet Hess, Marybeth Palmigiano	August 19th
Finalize content and agenda	Martha Kronk, Joane White	Janet Hess, Marybeth Palmigiano	September 9 th
Recruit Members	Marybeth Palmigiano	Martha Kronk, Joane White, Janet Hess	September 16th
Conduct Trainings	Janet Hess	Martha Kronk, Joane White	2 dates??