Marketing & Outreach Resource Guide
Maine CDC Office of Population Health Equity

Conducting Effective Outreach

BASIC GUIDELINES

If you are unsure how to begin outreach or have never conducted outreach, these resources provide the foundational guidelines for planning and starting your organization's community outreach.

The first questions you want to consider are:

- Who is your target audience?
- From whom are they getting information?
- What are their preferred channels of communication?
- Who are your potential collaborators and partners?

  ▶ Strategies for Outreach | *CommunityToolBox*
    Module describing the basics of outreach and guidelines for implementing effective outreach
  ▶ Good Practices |*Ottawa Neighbourhoods Social Capital Forum*
    Lessons learned from community outreach
  ▶ Top 5 Nonprofit Marketing Tips| *LYFE Marketing*
    17-minute video
  ▶ Sample Plan Template | *New York Association for Independent Living*
    Basic template to start thinking about outreach plan
  ▶ Creating an Awareness Campaign | *OneCause*
    Comprehensive guide to building a campaign to raise awareness about issues

CONNECTING WITH RURAL COMMUNITIES

These resources include strategies, techniques, and advice on how to connect with rural communities. Rural communities may be more difficult to engage with because they have limited access to resources, services, and media. Community members may be hesitant to work with "outsiders."

Key steps to take include:
- Building **trust and relationships**
- **Respecting local efforts** and existing networks
- **Letting the community lead**

  ▶ 5 Ways to Conduct Outreach to Rural Communities | *InsureKidsNow*
    Short flyer with links to additional research on outreach to rural communities
  ▶ A Guide to Supporting Engagement and Resiliency in Rural Communities | *FEMA*
    Narrative review of essential elements of successful engagement and practical suggestions to work with rural communities
  ▶ Strategies for Outreach to Families Living in Rural or Remote Areas | *National Center on Parent, Family, and Community Engagement*
    Resource guide in building an effective outreach approach towards specifically families in rural areas
  ▶ User Guide for the Rural Communities Toolkit | *Department of Health and Human Services*
    Toolkit with tips and materials to engage with rural communities

DEVELOPING A SOCIAL MEDIA STRATEGY

Social media can be an effective and powerful way to connect and engage with your audience online. Using platforms effectively will allow you to reach a greater number of your community members and establish yourself as a credible source of information. These resources provide strategies, advice, and plans on how to use social media effectively.

- ▶ Social Media Strategy for Nonprofits | *Canva*
- ▶ How to Create a Social Media Marketing Plan | *HootSuite*
- ▶ Tips for Social Media for Nonprofits | *Hootsuite*
- ▶ Social Media Marketing 101 for Nonprofits | *KeeLabs*
  Hour-long recorded Webinar
- ▶ A Social Media Strategy for Nonprofits | *Elevation Web*
  Hour-long recorded webinar
- ▶ Social Media Toolkit | *CDC (Centers for Disease Control)*
- ▶ Guidelines on how to create messaging and utilize various social media platforms
- ▶ Social media for public relations: Lessons learned | *Northwestern University*
  Research paper describing four case studies of media campaigns

ENSURING EQUITABLE COMMUNICATIONS

Equitable communication means your media, outreach, and messaging is culturally appropriate and community-based, ensuring that people have fair and equal access to information. These resources provide guidance and practical applications of ensuring your messaging and outreach is inclusive and equitable.

- ▶ Federal Plain Language Guidelines
  Basics of using Plain Language (also available as a pdf)
- ▶ Plain Language Self-Guided Training | *Department of Health and Human Services*
- ▶ Tips for Using Plain Language | *Office of Personnel Management*
  Fast tips on how to use Plain Language
- ▶ Everyday Words for Public Health Communications | *CDC*
  Tool to find more simple words for technical terms
- ▶ Health Equity Guiding Principles | *CDC*
  Guidelines of best practices to creating an inclusive approach in communications
- ▶ Equitable Language Guide | *University of Washington*
  Practical guidelines on how to use inclusive language regarding identity: race, ethnicity, religion, gender, sexuality, and disability
- ▶ Developing an Equity Lens | *University of Washington*
  Short guide to creating inclusive images

TRANSLATION RESOURCES

These resources can help providers find a translator/interpreter in Maine or provide translated materials about certain health topics. Using materials and providing interpretation in different languages during your outreach efforts and service delivery will facilitate the access of community members with limited English proficiency to your programming. It is important to research the preferred and most spoken languages in your community. A language identification chart can help.

- ▶ Translator and Interpreter Services | *Maine Department of Education*
  List of available agencies and organizations to request services
- ▶ Translation Services
  Service provided by *Catholic Charities*
- ▶ Find a Translator/Interpreter | *Association of Maine Interpreters and Translators*
- ▶ Translated General Health Information | *CDC*
  Materials about health topics available in languages other than English

COVID-19 SPECIFIC RESOURCES

- ▶ [Maine DHHS Community Care for COVID-19 Referral Form](#) | *Maine Department of Health and Human Services*
- ▶ [COVID-19 Outreach Guide](#) | *Department of Health and Human Services*
  Tools as part of the "We Can Do This" public education campaign
- ▶ [Overview of Barriers and Facilitators in COVID-19 Vaccine Outreach](#) | *Office of Health Policy*
  Research report with lessons learned from multimedia campaigns and successful programs regarding vaccine outreach
- ▶ [Vaccine Outreach in Rural Areas](#) | *Administration for Community Living*
  Short flyer with practical tips and links to resources
- ▶ [Rural Community Response to COVID-19](#) | *CDC*
  Archived content of recommendations to connecting with rural communities (can download as pdf if hard to read)
- ▶ [Tailoring Your Message to Your Audience](#) | *CDC*
  Guidelines on how to present COVID-19 information to different audiences
- ▶ [COVID-19 Resource Hub](#) | *Association of Asian Pacific Community Health Organizations*
  Complied resources on how to connect with API communities
- ▶ [Latino Views on COVID-19 Vaccinations](#) | *Latino Center for Health*
  Policy brief, including overview and recommendations, about COVID-19 vaccine beliefs and hesitancy in the Latino community
- ▶ [Strategies to Address Vaccine Hesitancy in Latinx Population](#) | *Cohear*
  Report with key insights and recommendations for working with the Latinx population in Cincinnati, OH
- ▶ [Strategies to Promote Vaccine Uptake in Latinx Communities](#) | *Journal of Racial and Ethnic Health Disparities* Research article detailing review of interventions to promote vaccine uptake
- ▶ [Strategies to Promote Vaccine Uptake in Black Communities](#) | *Journal of Urban Health*
  Research article detailing review of interventions to promote vaccine uptake
- ▶ [Messaging Resources](#) | Public Health Collaborative
  Infographics, talking points, shareable graphics, and webinars on COVID-19 communication
- ▶ [COVID-19 Communication Resources](#) | CDC
  Toolkit and resources, including for Limited English Proficiency, regarding COVID-19
- ▶ [COVID-19 Vaccination Field Guide](#) | *CDC* Strategies to boost vaccination in your community
- ▶ [Translated COVID-19 Information](#) | *Office of Minority Health*
  Already translated materials in Spanish, Chinese, Vietnamese, and Korean
- ▶ [Translated COVID-19 Information](#) | Maine Department of Education
  Already translated materials about what to do if you have been exposed to or have COVID
- ▶ [Translated COVID-19 Resources (Español)](#) | *CombateCOVID – DHHS* Information in Spanish

ADDITIONAL GRAPHIC DESIGN TOOLS

- [Color palette generator](#) - Find and check aesthetic pleasing color schemes
- [Image background remover](#)
- [The Noun Project](#) - Free icons and stock images, but users must make an account and leave attributions to the creator
  [Iconmonstr](#) - Free simple icons, no account necessary
- [Vecteezy](#) - Free vector art, no account necessary but be sure to "free license" when searching
- [Pixabay](#) – Free stock images
- [Pexels](#) – Free stock images
- [Black Illustrations](#) - pay for packages of illustrations featuring Black people

- [The Gender Spectrum Collection](#) – free stock images that are LGBTQ+ inclusive
- [Disabled and Here](#) – free stock images of people with disabilities