Casting a Wider Net: Outreach Across the State of Tennessee

Bring, Brag, Borrow 2022
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Outreach Coordinator
IDENTIFY TARGET POPULATIONS

- % of Black and Brown people by county
- Identify Large Cities within Counties
- Develop Target Areas
SET CLEAR GOALS

- 4–6 outreach events per month (tabling, group meetings, etc.)
- At least 4 meetings/coffees/lunches with key stakeholders per month
GETTING TO WORK

- Connections lead to connections
- Go to where the people are
- Email, Call, KNOCK!!
- Keep going back!
- Build relationships
EDUCATE & ADDRESS BIASES

• Need to educate: Often people don’t even know what respite is
• Cultural biases about asking for help/getting outside help
Understanding the Needs of Families

- Often overwhelmed: Be Present
- Many families working at least two jobs, on top of caregiving duties
REACHING OUT!

- Go to them, don’t expect them to come to you
- Go into neighborhoods—do the uncomfortable
- Can look like being at a gym, church, or farmers market
- It’s not always dressed up—we dress is up!
PARTNERSHIPS

- Partner with local trusted facilities
  - Tabling
  - Fairs
  - Pass Out Fliers
  - Host Bingo
  - Host Holiday Parties
- This lets communities know we are there for them!
MAKE IT EASY
(BECAUSE WE KNOW HOW SHORT ON TIME CAREGIVERS ARE!)

- Bring the tools
- Easy information
- Website signup
Swag!!!
Let them be your walking billboard