

Tennessee
CR
Coalition
Respite

CASTING A
WIDER NET:
OUTREACH ACROSS THE
STATE OF TENNESSEE

Bring, Brag, Borrow 2022

Breion Dixon

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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



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YOU CAN'T POUR FROM AN EMPTY CUP

HELPLINE

SENIOR COMPANIONS PROGRAM

SWAG!!!

Let them be your walking billboard