



Outreach Events Procedure

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Purpose The provide guidance to San Bernardino County (County) Department of Behavioral Health (DBH) staff regarding the roles, responsibilities and steps for participating in DBH outreach events – including request submission, approval, completion of pre-requisites, and attendance.

Outreach Event Requests Event sponsors are required to submit an outreach event request to DBH Public Relations and Outreach (PRO) via email DBH-Outreach@dbh.sbcounty.gov to have DBH staff attend their event. The email request must include the following information for the event:

- Event Name
- Date
- Event times (setup, start and end)
- Location (address or website, if virtual)
- Approximate number of attendees
- Need for canopy, table, chairs, etc.

Event sponsors should make every effort to submit outreach event requests at least thirty (30) days prior to the date of the event.

PRO Staff Review Procedure The following outlines the steps PRO staff will take upon receiving an outreach event request submission:

Step	Action
1	PRO staff log the event in the "Outreach Log" for the fiscal year.
2	PRO staff confers with Public Relations (PR) Manager or designee to obtain approval for event attendance.
3	If approved, the PR Manager or designee will assign PRO staff to attend or will ask members of the Outreach Taskforce to attend. PRO staff will also email and/or call the requestor to advise if the request has been approved or denied.
4	PRO staff completes the registration documents and forwards to appropriate requestor. PRO staff also contacts Risk Management for insurance/liability verification, if needed.
5	PRO staff sends a calendar invite to the assigned staff and outreach event calendar with event details.

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Outreach Events Procedure, Continued

Outreach Event Procedure The following outlines the steps Outreach Associates assigned to outreach events will take once assigned to attend an outreach event:

Step	Action
1	Confirm event attendance and schedule a date/time to pick-up the Outreach Kit from the PRO office at 303 E. Vanderbilt Way, 1st floor. Note: PRO staff will prepare the Outreach Kit for use at the event and have it ready at the scheduled pick up date and time.
2	Coordinate coverage during breaks/lunch periods prior to the start of event.
3	Upon arrival, set up the table and be present at the table throughout event. Note: DBH tables and/or booths at outreach events are only to be operated by designated and assigned Outreach Associates.
4	Complete and submit the online PRO Event Survey within five (5) business days.
5	Return outreach kit to the PRO office within three (3) business days after event.

Related Policy or Procedure

DBH Standard Practice Manual:

- [Public Information and Media Release Policy \(BOP3007\)](#)
- [Guidelines for Promotional, Educational, and/or Informational Materials Policy \(BOP3031\)](#)
- [DBH Review Panel for Promotional, Educations, and/or Informational Materials Procedure \(BOP3032\)](#)
- [DBH Review Panel for Promotional, Educations, and/or Informational Materials Procedure \(BOP3032-1\)](#)
- [Employee Recognition Policy \(BOP3037\)](#)
- [Outreach Events Policy \(BOP3046\)](#)

Reference(s)

- [PRO Event Survey](#)
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