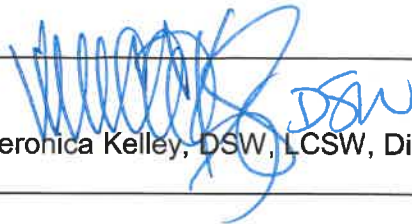




Outreach Events Policy

Effective Date 01/05/2021
Revised Date 01/05/2021


Veronica Kelley, DSW, LCSW, Director

Policy It is the policy of the San Bernardino County (County) Department of Behavioral Health (DBH) to designate the Public Relations and Outreach (PRO) program to oversee and coordinate outreach events for the Department and its programs. DBH will ensure standards are in place for DBH personnel to attend outreach events; and shall utilize PRO for any DBH-hosted events or outreach activities. Outreach events are an effective method for promoting County and DBH program services; and hosting and participating in outreach events promotes collaboration with community members, community partners, and strengthen established relationships.

Purpose To ensure standards are in place for DBH personnel to attend outreach events and for PRO to host DBH-sponsored events, which promote awareness of DBH services to the community, according to DBH and County requirements.

Definitions *Outreach events* are events that provide educational and/or informative resources to community members, but are not limited to:

- Resource Fairs
- Health & Wellness Fairs
- Grand Openings
- Open Houses
- School functions and events (i.e.: Back to School Night, Suicide Awareness Fairs)
- Community Based & Faith Based Organization Events
- County partner agency events

Outreach Associates are DBH staff members who have been designated by their Program Mangers and/or PRO as subject matter experts (SMEs) in a DBH program, service, or behavioral health topic and possess the following skills and/or prerequisites:

- Appropriate an effective customer service
- Cultural competency and sensitivity
- Approval from their direct supervisor to attend/participate in events after-hours and/or on weekends
- Ability to lift and transport outreach supplies (e.g., outreach kits, tables, canopies, chairs)
- Able to commit to attending a Outreach Orientation Training

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Outreach Events Policy, Continued

Definitions, continued

Event Sponsors are individuals or agencies who are hosting a community event and/or are requesting DBH participation at a community event. This includes community members, contract providers, agencies, and DBH and other County staff.

Outreach Associate Expectations

Staff designated as Outreach Associates by their Program Managers and/or PRO are expected to adhere to the following:

- Be cordial and conduct themselves professionally, according to DBH and County conduct standards
 - Maintain a clean and organized area
 - Track the number of visitors to DBH's outreach table
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Outreach Taskforce

The Outreach Taskforce is comprised of PRO staff, Outreach Associates, and other SMEs with knowledge of DBH programs, projects, and/or community events. Members of the taskforce shall obtain, retain, and share information regarding DBH programs, services, and community resources with fellow members and/or community stakeholders at outreach events.

Training

PRO will host quarterly Outreach Orientation trainings for staff members identified as Outreach Associates. Training subject matter includes, but is not limited to:

- Promotional materials
- Table set-up
- Program knowledge
- Presentation
- Communication
- Networking
- Dignitaries/elected officials
- Presentation

Note: Outreach Associates, if possible, are to attend an outreach orientation training *prior* to operating a DBH table/booth at an outreach event.

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Outreach Events Policy, Continued

**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, Educational, and/or Informational Materials Procedure ([BOP3032](#))
 - DBH Review Panel for Promotional, Educational, and/or Informational Materials Procedure ([BOP3032-1](#))
 - Employee Recognition Policy ([BOP3037](#))
 - Outreach Events Procedure ([BOP3046-1](#))
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