

# **Building Momentum around the NCS in a Community: A Case Study of Community Outreach**

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## **Abstract**

### **Introduction**

It is well understood that community outreach and engagement efforts should be tailored to the demographics of each community, including race/ethnicity, religion, socioeconomic status, family composition, etc., in order to effectively approach potential participants for screening, recruitment and enrollment. Our aim is to illustrate our multileveled approach to community outreach and its development over time. Our original community engagement plan (CEP) consists of five steps ( Figure 1): (i) creating segment profiles, (ii) conducting stakeholder interviews, (iii) identifying segment liaisons, (iv) conducting meetings with local educational, religious and community organizations, as well as participating in local events such as health fairs, parent meetings, neighborhood festivals, etc., and (v) holding biannual meetings in the segments with all stakeholders.

### **Methods**

In one of our hard-to-reach communities, we attempted to establish a presence prior to the date our subcontractor conducted the first mailing to eligible households. At the same time, we strived to coordinate both paid and local media.

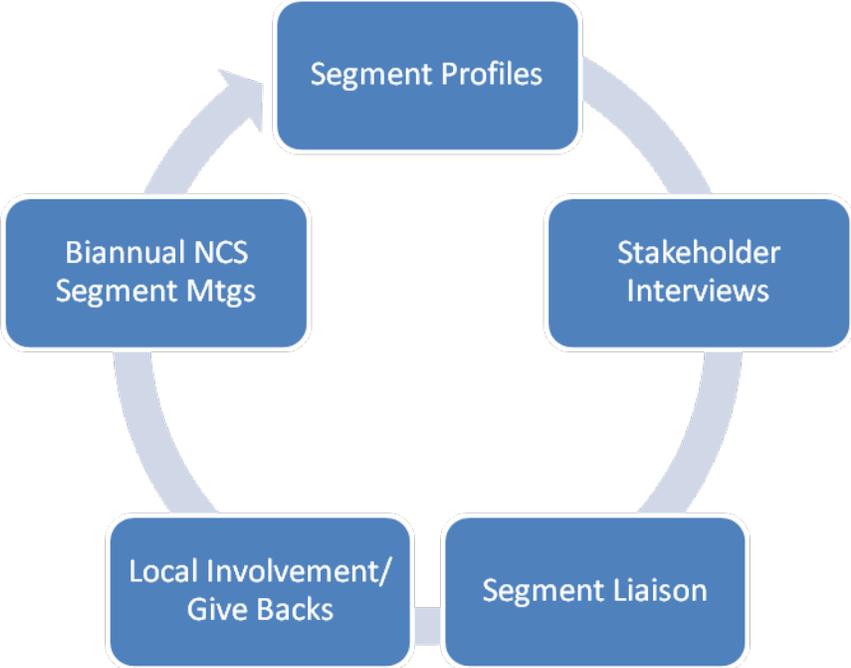
### **Results**

Analysis of our event timeline for this hard-to reach community reveals the wide range of activities we used to ensure that the selected community was “NCS-ready”. This examination also helps us identify changes we have made in our CEP over time. Initial results show that involvement in recurring meetings, mid-course stakeholder interviews, integration of media, and the hiring of community ambassadors have been additional steps necessary for effective community engagement and mobilization.

### **Conclusions**

Community outreach in a large urban county requires a multi-pronged approach with continuous review of activities to improve strategies for effective community engagement.

Figure 1



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Figure 2

### Selected Community Outreach Timeline December 7, 2010 – April 27, 2011

