

# Establishing Syringe Services Programs: A Virtual Series

WEBINAR 5: DOING EFFECTIVE OUTREACH  
JUNE 10, 2020  
PRESENTER: CAITLYN PHILLIPS



# Doing Effective Outreach

# What is Outreach?

Reaching out to others or becoming involved in a community effort to help those in need of services

# Why is Outreach Important?

- 1) To build relationships within the community
- 2) To get the word out/promote SSP (Syringe Services Program) services
- 3) To dispel myths and be a resource to those in need of services

# The Base of Outreach: Cultural Humility

- Openness and willingness to learn from others
- Entering a relationship with another person with the intention of honoring their beliefs, customs, and values
- Acknowledging differences and accepting people for who they are and meeting them where they are at

# Cultural Humility is CRITICAL for

- 1) Building relationships and trust
- 2) Legitimizing your program within the community
- 3) Making people feel welcome and want to access your services

# Know the Community

Who are the trusted leaders of this community?

Identify these groups/people and make connections

What relationships already exist?

Utilize established relationships with other organizations to help get the word out about your program

# Peer Outreach Models

- One of the MOST EFFECTIVE STRATEGIES for outreach is to have PWUD (people who use drugs) get the word out about your SSP
- Cultivate these relationships and compensate people for their time and effort!



Go to WHERE people are WHEN they are there

1) Show up!

2) Ask about best locations

3) Ask about best times

4) Provide transportation when necessary/available

# How to Open the Door

- 1) Show up and build relationships
- 2) Take time to get to know people and build trust
- 3) Ask people what they need!

# Outreach Materials

- List services and hours online, storefront, and on flyers or attached to supplies
- Printed on physically small items (key chains, business cards)
- Pair promotional materials with other supplies offered
- Leave in key locations identified within the community
- What are other programs doing? Visit neighboring programs and get ideas!

# Examples of Outreach Materials



## Johnston County Syringe Exchange

Free Rigs, Free Condoms,  
Free Naloxone, and  
Free Health Referrals

Call/Text for Mobile Delivery  
Every Friday in Johnston Co.

910-228-6090



TWIN CITY HARM REDUCTION COLLECTIVE

639 s. green st. w-s, nc  
336.529.4492

drop-in hours:  
mon | 1p-7p  
wed | 1p-7p  
sat | 12p-5p

delivery hours:  
tue | 10a-6p  
thu | 10a-6p

hiv/hep c/sti testing  
mondays 3p-6p

judgment-free services  
and supplies for people  
who use drugs

SAFELY & SECURELY DISPOSE OF SYRINGES TO PREVENT  
INJURY TO YOUR COMMUNITY, MUNICIPAL SERVICES  
WORKERS & YOURSELF

## DISPOSING OF SYRINGES SAFELY

- Recap syringe after use. Do not break the tip off; this can leave loose pieces of sharp metal that are difficult to see.
- Collect used sharps (syringes, lancets, and other medical tools) in a hard-walled plastic container, like a laundry detergent bottle or medical biohazard container.
- Fill the container until it's  $\frac{3}{4}$  full. Overly full containers can burst and sharps can poke out.
- Put the lid on and wrap it tightly with tape. Write "Biohazard - Do Not Recycle" on the container.
- Put the container into household trash. Do not recycle sharps containers.
- You can also dispose of sharps containers at syringe exchange programs. Find a list of exchanges in North Carolina at [www.tinyurl.com/ExchangeNC](http://www.tinyurl.com/ExchangeNC).

FOR MORE INFORMATION, VISIT:  
[www.safeneedledisposal.org/state-search/?state=NC](http://www.safeneedledisposal.org/state-search/?state=NC)

Syringe exchanges are free & legal programs that provide new syringes & other injection supplies to prevent the spread of HIV & other infectious diseases.

Learn more at [www.tinyurl.com/NCsaferSyringe](http://www.tinyurl.com/NCsaferSyringe)



QUEEN CITY NEEDLE EXCHANGE

FREE SYRINGES, NALOXONE, BIOHAZARD  
CONTAINERS, HIV/HCV TESTING, & MORE

For Locations, Hours, & More Information, Visit:

[www.QCNE.org](http://www.QCNE.org)

PLEASE SHOW YOUR APPRECIATION BY NOT USING  
OR DISCARDING OF SYRINGES ON THE PHARMACY  
PROPERTY



## DURHAM NEEDLE EXCHANGE

**WHAT:** GET CLEAN RIGS, NALOXONE, RUBBERS  
AND MORE AT THE DURHAM NEEDLE  
EXCHANGE

WEDNESDAYS

FRIDAYS

MOBILE EXCHANGE. FIND  
US IN THE TRUCK!  
CALL US AT 919-370-0671  
TO FIND OUT WHERE  
WE'LL BE!

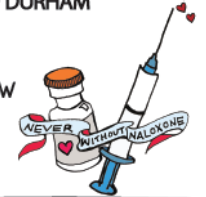
3-6PM @ THE HAYTI (804  
OLD FAYETTEVILLE ST)  
INSIDE THE OFFICE OF  
RECOVERY COMMUNITY  
OF DURHAM

**SAY WHAT?! FOR REAL!??**

YES! NEEDLE EXCHANGE IS NOW

LEGAL IN NORTH CAROLINA!

COME BY AND STAY SAFE!



CAN'T MAKE IT THOSE DAYS?  
CALL OR TEXT US TO MEET UP  
919-370-0671

# Outreach Materials: Getting Input

- Are there opportunities for participants and PWUD to guide the development of educational materials to ensure the resources that are being used work for the community?
- Make sure the people you are serving have a voice!

The best way to  
learn  
outreach...



VISIT OTHER  
PROGRAMS



TALK TO YOUR  
COMMUNITY



CREATE  
COMMUNITY



NETWORK AND  
SHARE IDEAS!

# Thank you!

If you have additional questions, please email us  
[syringeexchangenc@dhhs.nc.gov](mailto:syringeexchangenc@dhhs.nc.gov)

