

# Using Virtual and Remote Outreach to Meet CPEP Requirements



This job aid expands on [Title X requirements](#) for community participation, education, and project promotion (CPEP) and presents best practices for providing outreach through virtual and remote strategies that do not require in-person participation.

## Review and Understand Purposes of CPEP

Reimagining outreach through a virtual lens can help meet CPEP requirements. Title X agencies are required to:

- Address **community participation** by providing persons broadly representative of the significant elements of the service population and those who are knowledgeable about the community's needs for family planning with opportunities to help with program planning, implementation, and evaluation (42 CFR 59.5(b)(10)).
- Address **project promotion** by conducting activities that support community members, clients, and potential clients to be aware of the availability of services, be educated about the project objectives, have access to project services, and be retained and continually engaged in project services (42 CFR 59.5(b)(3)).

## Gather and Review Data

To determine how to best use virtual and remote outreach strategies, think about who you want to reach.

Gather and review information from **internal sources**, including:

- Needs assessments, FPAR data, and client outreach and engagement data. Review your client satisfaction data, in addition to how clients and community members tell you they like to receive information.

Next, consider **external sources**, including:

- Census, population-based, local, state, and regional data and virtual engagement trends such as those presented in reports released by organizations, like the [Pew Research Center](#). These trends summarize national, regional, population, and specific demographic social media, application, and internet use.

## Identify Populations

Utilizing these data, you can identify the populations you want to engage in virtual outreach, including:

- **Those currently being reached by your project.** Who are you engaging successfully with your current outreach strategies?
- **Community members that would most benefit from project services.** Who in your community has unmet needs with regards to family planning?
- **Those who are knowledgeable about the community's needs for family planning.** What community partners can you engage (youth and client advisory committees, social service organizations, primary care agencies, faith-based organizations, schools, etc.)?

## Develop or Review the CPEP Plan

Develop or review your CPEP plan and specify where to include or adapt virtual outreach strategies, being mindful to:

- Determine your communication objectives for outreach.
- Engage diverse community members and clients, including adolescents based on the objectives you identified.
- Utilize an appropriate range of methods, such as virtual platforms, to reach the community.
- Specify ways that community members will be involved in efforts to develop, assess, and/or evaluate the program.
- Include documentation and evaluation strategies, along with how program activities have been modified in response to any evaluation findings.

## Outreach strategies will vary, depending on the audiences

If you have seen a decline in adolescent clients, a revised outreach strategy may start with identifying the barriers to them seeking and engaging in services. If these barriers relate to lack of awareness about available services and programs, consider developing an Instagram campaign, as adolescents ([Statista](#)) increasingly rely on this social media platform for information. If you are trying to reach adult clients, they may respond favorably to receiving information in an email or being part of a Facebook group. The RHNTC has a [CPEP Template](#) that you can use to develop your strategy.

## Virtual and Remote Outreach Strategies

Within each of the CPEP-related “who to reach” categories in the table below, consider your strategies specific to demographic groups.

Outreach Objectives			
Who to Reach	Provide opportunities for participation in project planning, implementation, and evaluation	Provide awareness and education about project services and objectives	Support access to and retention in project services
<b>Clients</b>	<ul style="list-style-type: none"><li>• Conduct online or telephone interviews, focus groups, or surveys to inform services</li><li>• Develop an online or telephone feedback mechanism for client reviews of services</li></ul>	<ul style="list-style-type: none"><li>• Promote your social media channels on project materials</li><li>• Send out relevant events, updates, and information to your mailing list</li></ul>	<ul style="list-style-type: none"><li>• Conduct online client satisfaction surveys at the end of telehealth visits</li><li>• Hold virtual client appreciation events with trivia and other activities</li></ul>
<b>Potential Clients</b>	<ul style="list-style-type: none"><li>• Hold virtual community events where survey responses are solicited for a raffle or incentive</li><li>• Conduct virtual focus groups with community members</li></ul>	<ul style="list-style-type: none"><li>• Create social media messages, images, memes, gifs, and other graphics about family planning-related topics for community members</li></ul>	<ul style="list-style-type: none"><li>• Develop a text messaging referral service</li><li>• Conduct surveys to identify barriers around access to services for community members</li><li>• Conduct virtual clinic tours</li></ul>
<b>Partners</b>	<ul style="list-style-type: none"><li>• Conduct stakeholder phone interviews with partners from local organizations</li><li>• Host Facebook, Instagram, or YouTube Live events with project partners to share family planning-related information</li><li>• Gather input via electronic surveys</li><li>• Conduct virtual town halls or virtual listening sessions</li></ul>	<ul style="list-style-type: none"><li>• Develop presentation slides and videos to share with partners</li><li>• Share program fliers, brochures, and info sheets with partners to include in mailings to their clients</li><li>• Use local hashtags and tag local organizations on social media posts</li></ul>	<ul style="list-style-type: none"><li>• Co-host virtual drop-in office hours with current and potential partners to answer questions about services, technology needs, and other access-related issues. Incorporate a partner appreciation activity.</li></ul>

# Putting Outreach Strategies Into Action

Select outreach strategies based on how best to reach your intended audience. Align these strategies with your agency's overall marketing and communications efforts and then coordinate with outreach staff and partners. The box below presents best practices for determining an outreach strategy, along with virtual platforms, remote approaches, and other strategies to consider.

## Best Practices for Determining an Outreach Strategy

- Identify who you want to reach
- Select platforms and activities based on who you want to reach
- Understand staff capacities required for effective implementation
- Keep the outreach strategy information simple, short, and interesting
- Let your CPEP objectives determine outreach tools and messages
- Acknowledge strengths and limitations of both virtual and in-person engagement when considering each strategy
- Consider confidentiality when selecting a strategy
- Commit to continuous learning about virtual tools and activities
- Be patient as effective virtual outreach can take time

## Virtual Platforms

- Your clinic or agency's website
- Interactive web platforms (Mural, Miro, Kahoot!, Menti, Jamboard, etc.)
- Neighborhood apps and groups (NextDoor, HOAs, Facebook groups, etc.)
- Social media and dating apps, platforms (Facebook, Instagram, Tinder, Bumble, etc.)
- Text messaging
- Video-conferencing (Zoom or Skype)
- Live streaming on social media
- Pay for ads on different social media platforms
- Virtual events, webinars, and conferences
- Videos (such as on YouTube or Vimeo)

## Remote Approaches

- Public service announcements on local radio or TV programming
- Announcements or paid-for ads in local newspapers or newsletters
- Print media (fliers, door hangers, tear-off contact cards, etc.)
- Mailed media (letters, cards, postcards, etc.)
- Outdoor marketing (billboards, marquees, outdoor signage)

## Other Strategies

- Email listserv and newsletters
- Slide presentations
- Discussion forums or boards
- Collaborative platforms (Google documents or spreadsheets)
- Phone interviews
- Online focus groups and surveys
- Virtual office hours
- Phone banking
- Podcasts

## RESOURCES

[Community Participation, Education, and Project Promotion Plan Template](#)

[COVID-19 Social Media Toolkit for Family Planning Providers](#)

[Show and Tell of Virtual Tools](#)

[Connecting Virtually: A Toolkit for Success](#)

[Emerging Practices for Virtual Community Engagement](#)

[Media Outreach and Social Media Promotion](#)

[Adapting to COVID Webinar Series Part 1: Virtual Outreach Strategies](#)

[Tips For Recruiting and Retaining Youth in Virtual Programs](#)