

Whom Do You Want to Reach?

Outreach to Specific Target Groups

When doing outreach to specific groups it is important to have some understanding of effective methods and ways of reaching them. Whenever possible, hire outreach staff from the communities you are targeting.

Listed below are some suggestions for reaching out to specific target groups.

Ethnic Groups

For more detailed information on ethnic communities see:

www.public.iastate.edu/~savega/divweb2.htm

Latino Community

Note: the **majority** of California WIC participants are Hispanic.

Work with . . .

-  Churches
-  Promotora programs (community health promotion volunteers)
-  Comadres networks (godmothers who co-parent the children)
-  Latino community organizations
-  Latino community stores and businesses
-  Spanish language newspapers, magazines, radio, and TV (such as Telemundo and Univision)
-  Latino community events (such as Cinco de Mayo)

Native American Community

Note: In California there are over 300,000 Native Americans representing dozens of tribes.

Work with . . .

-  Native American radio and TV
-  Native American newspapers (such as *OCB Tracker*)
-  Native American magazines (such as *News from Native California*)
-  Mainstream media
-  Programs providing services to Native Americans (such as Bureau of Indian Affairs, schools, or food distribution programs)
-  Native American events, festivals, and gatherings (such as powwows)

Asian-American Community

Work with . . .

-  Asian community outreach workers
-  Churches and Buddhist temples
-  Asian community organizations
-  Asian markets and other Asian businesses
-  Asian language newspapers, magazines, radio, and TV

African-American Community

Work with . . .

-  Churches
-  Beauty salons and barber shops
-  African American organizations and programs (such as the National Association for the Advancement of Colored People (NAACP), the Urban League, and Black Infant Health (BIH) programs)
-  Newspapers, magazines, radio, and TV that serve predominantly African Americans

Other Target Groups

Prenatal Women

Work with. . .

-  Prenatal clinics
-  Women's clinics
-  Obstetricians and gynecologists
-  Local Comprehensive Perinatal Services Program (CPSP) providers

Homeless Families

Work with . . .

-  Homeless shelters
-  Organizations that serve the homeless (such as churches and food banks)

Migrant Workers

Work with . . .

-  Migrant farmworker camps
-  English as Second Language (ESL) classes
-  Migrant education programs

Teens

Work with . . .

-  Alternative or continuation high schools
-  Pregnant minor programs
-  Youth groups

Caregivers/Guardians

Single Fathers:

-  Dad's clubs
-  Child care organizations

Foster Parents:

-  Foster parent organizations
-  Department of Social Services
-  Prenatal clinics

Grandparents:

-  Grandparent organizations
-  Senior groups
-  Churches