



HSMP Outreach Training

Why We Do Outreach

- Our resources are only effective if our community is aware of them
 - We can make a food pantry flyer but unless people who are food insecure know about it, it will not increase food access
 - We are able to give personalized resources in person
- We can target specific populations at events
 - Families often go to county events like the Cherry Blossom Festival
 - Military personnel will attend events on base
 - LGBTQIA+ community will be at Pride
- The community may not know about us
 - When we do outreach, we give a face for our organization and the community can learn about us

What to Expect

- Before you attend an event you will be sent specific details. Schedule a time to pick up outreach items a few days before the event
- Arrive to the event 30-60 minutes in advance, depending on the event
 - If the event is small with minimal vendors, you may only need 30 minutes to set up
 - If the event is county-wide, or expected to have more than 50 attendees, you will need 60+ minutes to set up
 - When in doubt, ask!
- Please stay off your phone. If you have to take a call, walk away from the table
- There must be 1 person at the table for the entire event

Attire

- Wear an HSMP polo, your organization's shirt, or a solid colored top and jeans or slacks
 - HSMP colors (dark red, orange, yellow, or white are preferred)
- Avoid wearing anything with graphics or logos that are not associated with a health organization, rips in jeans, or anything political
 - Our goal is to be approachable!
- Check the weather! If the event is outside, pack a rain-jacket, coat, and hat in your car just in case

How to Set Up

- Use the HSMP table cloth
- Set out flyers and promo items relevant to the event and population
 - You will receive all flyers and giveaway items you need
- Do not set out all promo items at once. People will take multiple at a time so it's better to slowly restock throughout the event (store extras under the table)
- Take a photo of yourself at the table to be shared on socials
 - Do not take photos of community members!
- If it is hot, we have a tent that can be used
- Bring chairs for downtime, but it is recommended to stand up when talking with community members



Outreach Tips

- Practice your pitch!
 - It's easier to direct attendees to specific resources. Most are not interested in joining HSMP as a member, so we want to focus on distributing resources
- Some resources carry a stigma which may make people hesitant to pick them up. When talking about your resources say "If you know anyone who may be interested"
 - Examples: Food security resources, parenting classes, domestic violence resources
- Be comfortable not knowing!
 - If someone has a question that you are not confident about, you can give them our business card or write down their name and contact information for us to follow up
- Remember to smile and say hello to everyone who passes by. Not everyone will stop and that's okay!
- Record how many people visit the table using a clicker. Children count!

Community Health Assessment

- Help us distribute the CHA!
- We have flyers with QR codes to the digital survey (in English and Spanish)
- We have a few paper copies but these must be completed at the event and returned to HSMP
- The survey closes on June 30, 2026



Community Health Survey

Open to all who live, work, or play in St. Mary's County, Maryland

Let us know what health topics are important to you in this 5-10 minute survey

Complete to be entered into a random drawing for ALDI gift cards and wellness items



Survey Closes June 30, 2026

Learn more at healthystmarys.com/cha2026



Scan to take the survey!



Encuesta de salud comunitaria

Abierto a todos los que viven, trabajan o disfrutan de su tiempo libre en el condado de St. Mary, Maryland.

Haznos saber qué temas de salud son importantes para ti en esta encuesta de 5 a 10 minutos.

Completa la encuesta para participar en un sorteo de tarjetas de regalo de ALDI y artículos de bienestar.

La encuesta se cierra el 30 de junio de 2026

Para más información, visita a healthystmarys.com/cha2026



Escanear para llenar la encuesta

Questions?

- Reach out to me at stmaryspartnership@gmail.com or lauren.arney@maryland.gov with any questions
- You can reference this [flyer](#) with quick tips

TIPS FOR OUTREACH

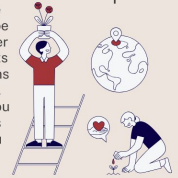
MAKE THE TABLE APPROACHABLE



- Use the HSMP tablecloth
- Mix in fun outreach items with resources
- Remember to smile and say hello to everyone who walks by
- Stay off your phone.

CUSTOMIZE YOUR TABLE FOR EACH EVENT

Use items that make sense for the event. If there will be families there, you can offer coloring books. If it is adults only, think about what items and resources make sense. HSMP will typically give you all the items and resources you need for the event. You can bring some relevant items and resources from your organization as well.



WORK ON YOUR PITCH

Practice a 1-2 sentence summary of HSMP to share with people. The general public may not be interested in attending meetings, but may be interested in resources. You can also direct them to sign up for the newsletter through the membership form.

Pick 2-3 items on the table to direct people to based on their demographics. Families may be directed to park resources, while adults may be directed to food pantry information.



MAKE ATTENDEES COMFORTABLE

Some resources may carry a stigma, which can deter people from picking up items, such as food pantry information or parenting classes.

You can direct them to the information by saying, "If you know anyone who may be interested." Some people are very comfortable sharing their struggles with you. Be compassionate and direct them to the best resource, even if it isn't HSMP.

RECORD THE EVENT



- Take photos of you at the table to be shared on social media
- Do not take photos of the general public without a completed social media release form!
- Use your clicker to count how many people come to the table - children count!

BE COMFORTABLE NOT KNOWING

It's okay to not have all the answers! If someone asks a question you don't know, write down their information & question and let them know that HSMP staff will reach out to them with an answer. You can also give them a business card.

