



## Community Outreach for the People

By

Hemant Gawande

Academic Consultant, Anadi Educational Services, Bhopal

### Abstract

The Community Outreach Program aims at serving communities outside the educational premises. These services are offered individually by volunteers through their active engagement with various Non Government Organizations and also collaboratively by students and teachers by means of undertaking projects, arranging field trips, organizing workshops, seminars and presentations.

**Key Words: Community, Social Work, Development**

### Introduction

Community outreach helps to the ones who need of assistance. They work at not for profit organizations, educational institutions or as primary contact person to a community through a health clinic. The importance of community outreach reflects in the improved health and economic growth of beneficiaries.

Social workers and community outreach persons provide support for strugglers and their families in most of the cases. It is a growing sector of social work. The economic divide between those with adequate financial means and those that don't have has grown in the present century. Community outreach helps to equalise this by connecting individuals and bringing them to one platform and develop programs that benefit entire community.

How to successfully design and execute a community outreach program is a key component in the Community Development.





## Importance of Community Outreach

Community outreach helps a community function better. Social workers who practice community outreach work directly with an individual, assessing his needs and then guiding him to the appropriate outcome. Some may design large-scale programs that benefit an entire community.

The work of community outreach can affect different strata of the population. For example, youth outreach workers assist children and young adults through schools and colleges. Others may use their skills to benefit the aging or the specially gifted.

Some community outreach workers also focus on particular issues, like healthcare or education. Their work guides people how to adopt better health habits and motivate them to use education to achieve their life goals.

## Strategies for Community Outreach

Depending on their focus area and the population they want to reach, community outreach workers use various strategies to frame an outreach campaign that is effective. It starts by identifying a specific goal and performing the task to achieve it.

Community outreach can be divided down into three areas. These areas thrusts on assessing and implementing change at the community level.

1. **Core issue.** It ranges from improving health condition in the community to lowering child mortality rates or increasing voter participation. It requires performing a community need assessment to evaluate where help is most required.
2. **Education.** The key in here is to teach people to address an issue and take on the issue themselves as an influencer for others.
3. **Policy changes.** Community outreach workers focus on influencing government bodies to make policy changes in order to address specific issues.

## Methods Used For Community Outreach

- **In-House meetings.** Inviting community members to a meeting in someone's home, a restaurant, or a public park.
- **Canvassing.** Going at individual doorsteps and engaging in face to face conversation.
- **Rallies and Events.** Events focussing on festive atmosphere and creating bonds between community members and outreach workers.
- **Workshops and Seminars.** Organizers hold workshops at local community centers or other central locations. They focus on a certain issue, providing educational information and guidance on resources of help. E.g., helping feeding mothers find nutritional food sources or aids awareness among youth.

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