

What is Outreach?

Outreach is a broad term that refers to serving individuals outside a physical structure. Outreach plays a key role in building rapport, and creating connections to services.

What type of outreach is required by the SUBG?

The ACC-RBHA Non-Title XIX/XXI Contract and 45 CFR § 96.126 outline outreach requirements for SUBG treatment service providers. Providers shall implement activities to encourage individuals in need of such treatment to seek and undergo SUD services. Outreach models must be scientifically sound or, if no such models are available for the local context, adopt an approach reasonably expected to be effective.

Outreach efforts should include:

Selecting, Training, and Supervising Outreach Workers: Ensure outreach staff are properly trained and supervised to engage high-risk individuals effectively while complying with confidentiality regulations.

Promoting awareness among people who use drugs by injection about the relationship between injection drug use and communicable diseases such as human immunodeficiency virus (HIV); as well as offer practical strategies to prevent HIV and other communicable disease transmission.

Contacting, Communicating and Following-up with high-risk substance users, their associates, and neighborhood residents while adhering to Federal and State confidentiality law, including 42 CFR Part 2.

Encouraging Entry into Treatment: Motivate and assist individuals in accessing treatment programs, by providing resources, referrals, connection to care including such as warm hand offs to appropriate services.

Special outreach and advertising should be conducted for pregnant and parenting women (PPW) with SUD. For PPW, providers must ensure SUBG eligibility is posted and advertised at community provider locations by using strategic methods including, but not limited to, street outreach programs, ongoing public services announcements, regular advertisements in local and regional print and electronic media, and posters placed in targeted areas and locations.