

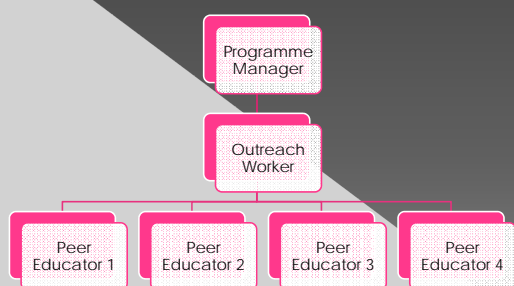
Planning Outreach

Tools for planning,
implementation
and monitoring

Importance of Outreach Planning

- Facilitates individual-level planning and follow-up
- Is based on individual risk and vulnerability profiles of HRGs
- Gives a visual picture of the site
- Can be used by illiterate/semi-literate PEs
- Can be used to identify and monitor problem areas

Structure for Outreach Planning



Elements of Outreach Plan

- Pictorial depiction of site
- Number of registered FSWs/MSM/IDUs in the site
- Number of new and dropout FSWs/MSM/IDUs
- Number of FSWs/MSM/IDUs accessing services
- Number of FSWs/MSM/IDUs who are members of the NGO/CBO
- Key stakeholders
- Location of condoms depots, clinic and health camp areas and location of other relevant resources

Outreach Tools

Tools and their Purpose

Objective	Quantifier	Tool
	Reach all contacts at least once	<ul style="list-style-type: none"> •Spot analysis •Contact mapping •Geographical and social networks
Improve quality of outreach	Reach all contacts regularly	<ul style="list-style-type: none"> •Sex work typology-wise outreach planning •Site load mapping •Seasonal calendar •Force field analysis
Improve service levels	STI clinic attendance, condom distribution	<ul style="list-style-type: none"> •Preference ranking •Peer map for condom distribution •Condom accessibility and availability mapping
Build PE capacity to monitor her/his own performance	Monitors own performance and fills gaps proactively	<ul style="list-style-type: none"> •Peer education card •Peer calendar
Continuously improve programming	Uptake of services	<ul style="list-style-type: none"> •Opportunity gaps analysis