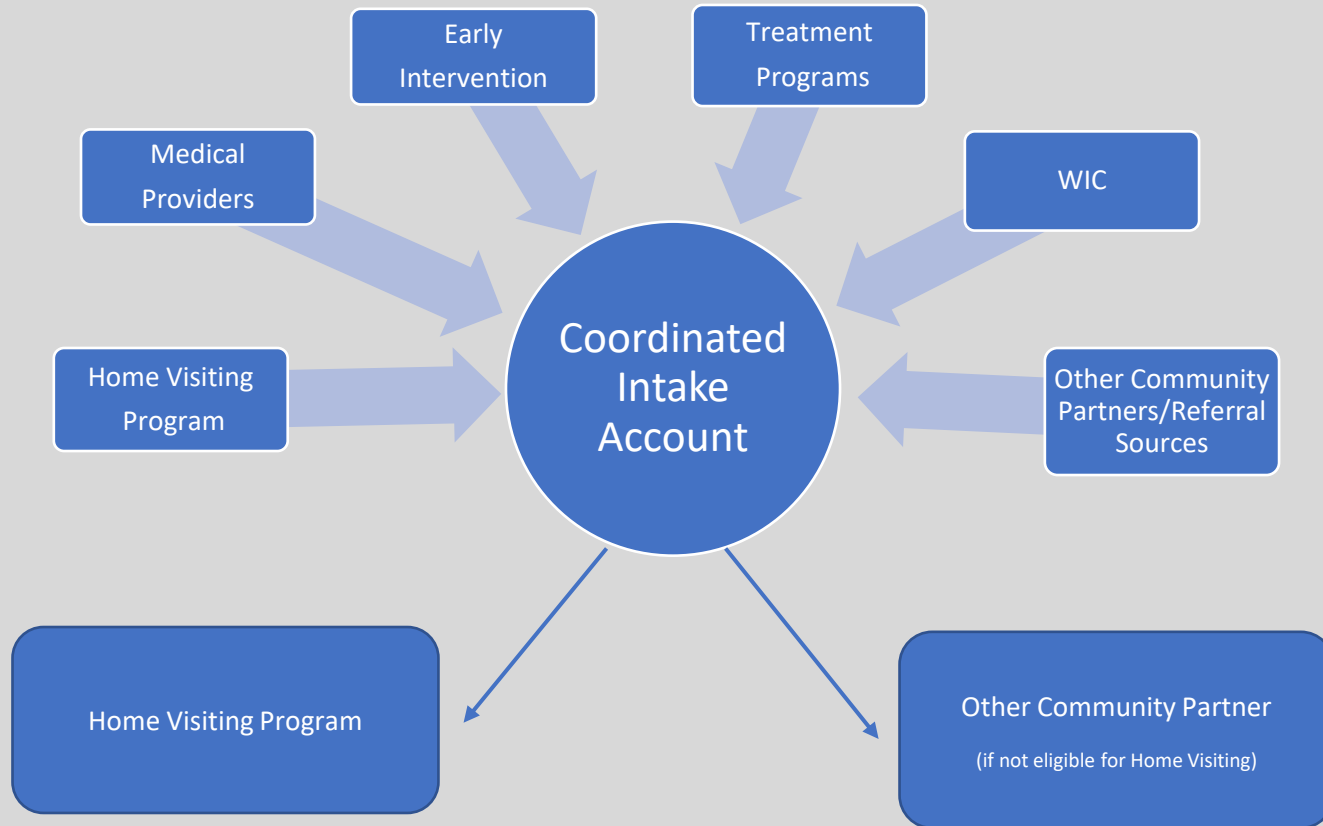
A woman with blonde hair is looking down at a smartphone she is holding in her hands. The image is dimly lit, with a dark overlay. A white rectangular border frames the central text area. The text is in white, with the main title in a large, bold, sans-serif font and the subtitle in a smaller, regular sans-serif font above it.

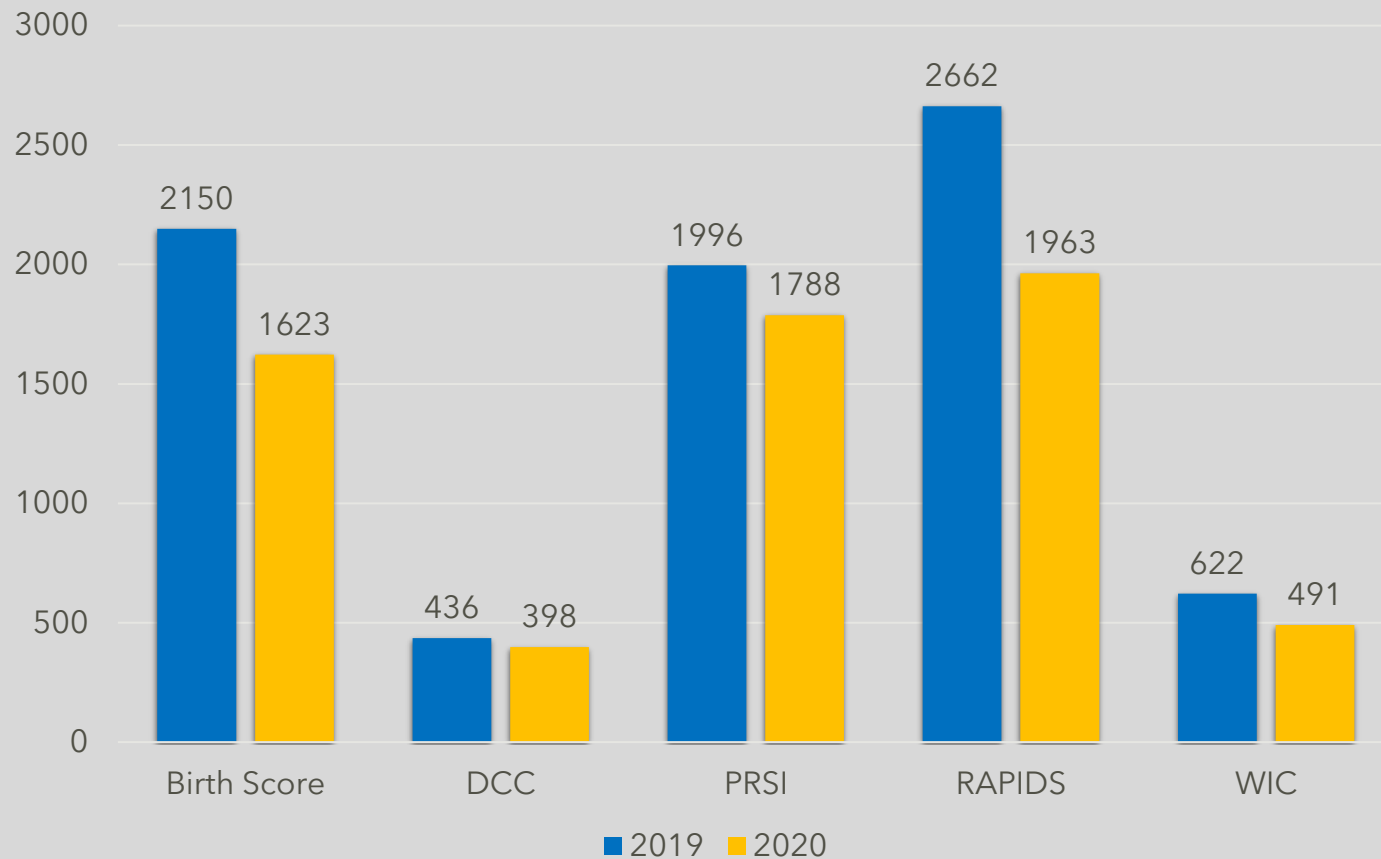
Right From The Start

# OUTREACH MEETING

# Coordinated Referral Intake - Katie



# RFTS Top 5 Referral Sources - Katie



# Engage, Engage, Engage - Dee

- It is best to engage the potential client by asking them a few questions pertinent to their situation as by the information provided on the referral that was received into our office. As an example: I see that this is your first pregnancy and that your due date is\_\_\_\_\_. How are you feeling? Do you have any concerns or needs at this time that we can help you with?
- Slow down the talk. Give clients time to process the information and respond.
- Remember to breath, listen, and allow them to talk.

# Main Script Part 1

Hi, my name is \_\_\_\_, with the Right From the Start Program. The reason I am calling today is that we have received a referral into our program for you from\_\_\_\_\_. We receive referrals from many sources including medical providers, hospitals, and other State programs. Are you familiar with RFTS?

# A Good Pitch: What is RFTS - Bev

RFTS is hard to explain because it can be different for everybody. Some people have high risk medical needs and some people need more social services support. So we sit down together and develop a plan of care together that we will work on while you are in the program. But our main goal is for you to have a healthy pregnancy and your baby to have a healthy first year of life.



# Main Script Part 2

We have Registered Nurses and Licensed Social Workers that provide our program services through your pregnancy, and through your baby's first year. We provide education on healthy pregnancy on topics such as childbirth, the benefits of breastfeeding, warning signs in pregnancy, parenting, and well child care including immunizations, infant CPR, developmental milestones, and nutrition. These are just a few of the topics that we cover. We will also address any concerns or needs that you have during your pregnancy and your baby's first year. The services that we offer are absolutely FREE to you.

# Main Script Part 3

- We can assist you with travel to and from your Doctor's appointments through mileage reimbursement, or if you need transportation, we can help schedule that as well.
- We can assist you with housing needs through HUD, emergency housing, and income-based housing.
- We work closely with medical providers, WIC, and other community agencies, and make referrals on your behalf to meet whatever need you may have.
- Our staff can meet with you at your home or at any other location that is convenient for you. We can also provide services to you by telephone and through telehealth.



# Main Script Part 4

## For Outreach within the RLA

I'd like to forward your referral to one of our Care Coordinators. When they receive your referral, they will give you a call, identify themselves as being with the Right From the Start Program, answer any questions that you may have about our free services, and set a time to begin services with you.

# Main Script Part 4

## For DCC doing their own Outreach

I'd like to make arrangements to meet with you so that we can begin services. We can meet at your home or at another location that is convenient for you. We can also begin services via telephone or telehealth.

# Special/Difficult Topics

- Miscarriage
- Infant Death
- Infant temporally removed by CPS
- ..... can you think of anything else?

# Bi-weekly Outreach Huddle

- 45 minutes to 1 hour each time
- Occurs every other week
- Submit topics to Han ([han.wu@wv.gov](mailto:han.wu@wv.gov))
- Brainstorm strategies to approach
- Zoom call will be recorded
- DCC's attending will be reimbursed by OMCFH
- Which days and times usually works better for you?



# LOOKS LIKE WE WILL BE SPENDING SOME QUALITY TIME TOGETHER!

Before logging off, please make sure your name and email address are left in the textbox so I can send you outreach related updates and meeting invites.

