

Correlation **WP 5** e-Health

Online Outreach: Two-day training event and presentation of a new social intervention tool for online outreach.

by **Pjer Vriens,**
Municipal Health Service Rotterdam

Why?

Did your target group disappear from the streets? Are you having a hard time reaching certain vulnerable groups? Do you wonder whether online strategies can help make the services you provide more accessible?

If you are considering to offer your services through the internet then you might be interested in participating in this event.

Several experienced welfare and health service providers throughout Europe already offer their services online. Starting from their experiences and lessons learned, we have developed a social intervention tool and a 'train the trainer' programme targeting outreach organisations who want to start online outreach.

We are offering a free Social Intervention Tool (SIT), two day training and guidelines to get your organisation started.

Who?

Our main goal is to train participants in the use and implementation of the SIT within their own organisation. Participants should be in a position suitable to do so. Therefore, in this training we aim for participants who have their organisation's mandate to train at least two outreach workers and to conduct the implementation pilot.

Service Providers who qualify to apply for the training should have the following profile:

Outreach is one of your organisation's core activities

- You are planning to do, or already doing, online outreach
- Your organisation is a leading welfare or healthcare organisation in your region or country
- You are interested in participating in the pilot
- You are willing to implement the SIT and train at least two other employees who will work with the SIT
- You will collaborate in evaluating the SIT

What?

In the training we will focus on different aspects concerning the use of online strategies.

Three main topics will be:

- practical use of the SIT (software)
- online communication methods and conversation techniques
- guidelines for successful implementation (quality framework, code of conduct, etc)

The first part of the training will be mainly practice oriented. We will learn how to use the tool and how to conduct online conversations by means of exercises and role-plays.

On the second day we will focus on how to ensure quality of the provided online services and look into what is needed for successful implementation of online strategies in your organisation.

When? Where?

The training will take place from
17 to 19 March 2011
at **University of Padova**
in **Padova, Italy**

How?

You can apply for our training by filling in a questionnaire on the Correlation website. Places are limited, so a selection of candidates will be made.

Contact:

MPHS
Pjer Vriens
PO Box 70032
3000 LP Rotterdam
The Netherlands
vriensp@ggd.rotterdam.nl