

COMMUNITY OUTREACH



GETTING STARTED

Public outreach initiatives are a great way to generate awareness and understanding about the benefits of chiropractic care. Participating in outreach activities also presents members with the opportunity to be ambassadors for the profession by becoming engaged and involved in their local community. To assist our members in identifying, coordinating and executing successful outreach we have developed a series of simple steps to follow.

Step #1 Outreach Opportunity

Once you have received a request for outreach or identify an outreach opportunity you will need to do the following:

- Identify your audience; other health care professionals, students, employees, seniors etc.
- Determine your outreach objective(s); public education and awareness.

Step #2 Determine Type of Outreach

- Theme: health talk, ergonomics, golf, falls prevention, backpack etc.
- Format, i.e. booth, presentation, interactive, talk, lunch and learn etc.
- Set targets and goals, i.e. number of people, teach a specific topic such as backpack safety or snow shovelling techniques, etc.

Step #3 Determine & Coordinate Logistical Requirements.

- Space required, electrical, AV, signage, booth, volunteers, agenda, handouts, props, giveaways etc.
- Contact the OCA for related materials, brochures, booth etc.

Step #4 Execute the Activity

- Ensure you stay on message.
- Brush up on your knowledge of OCA public education materials, OCA outreach Q & A's, and protocols and tips for success (see reverse).
- If you're not sure of the answer to an inquiry, don't guess. Get contact information and indicate you will get back to them.

- Don't talk negatively about other professions or professionals.

Step #5 Measure Success & Refine

- Determine if your activity was well received.
- Is there an opportunity to return or present your activity again?
- Ask for feedback from the organizers and participants.
- Submit a feedback report to the OCA.

Treatment Outreach Information

While the OCA does not promote treatment outreach as part of its community engagement program, we want to remind members that should they pursue this type of activity they must follow CCO Regulations and Standards of Practice, and Policies and Guidelines.

These include but are not limited to:

- handle the activity as an extension of your office
- be aware and sensitive to a "patient's" comfort level and right to privacy and confidentiality
- obtain informed consent (see CCO Standard of Practice S-013)
- maintain a complete patient record (see CCO Standard of Practice S-002)
- act in a competent and ethical manner (see CCO Code of Ethics Guideline C-001)

For more information please visit the CCO website at www.cco.on.ca.

TIPS FOR A SUCCESSFUL EVENT

Try to:

- keep activities educational and promote the chiropractic profession, as a whole, not your individual service.
- get the maximum number of members involved.
- have a professional looking display.
- have appropriate handouts and give-away materials from reputable sources.
- refer the public to the OCA's "Find a Chiropractor" feature at www.chiropractic.on.ca, or our toll-free referral number 1-877-327-2273.
- demonstrate using models and props.
- remember you are representing the profession as a whole when dealing with the public.
- ensure that you are familiar with and follow the CCO Public Display Protocol Policy — (P-016) and the Advertising Standard of Practice (S-016).

Avoid:

- pre-screening patients or performing spinal screenings.
- providing treatment to anyone in a mall or trade show setting.
- offering free consultations as a result of someone coming to the booth.
- performing any examination procedures at a mall display (including thermography scanning, SAM machines, etc.)
- guessing — if you're not sure of an answer to an inquiry don't guess. Get contact information and indicate you will get back to them.
- talking negatively about other professions or professionals.
- handing out your own business cards or booking appointments with potential clients.
- making an on-the-spot diagnosis.
- providing specific treatment advice or discussing specific back issues with participants.

Chiropractic Representation: As per CCO it is required that at least one licensed chiropractor be present at a public display / health screening at all times.

OCA DISPLAY BOOTH USER PROTOCOL AND TERMS OF USE

Access to the OCA display booth is provided to OCA members for free and is granted for public education purposes only.

The OCA developed these suggested best practices (see Tips for a Successful Event) to ensure that chiropractic is consistently promoted in a professional manner with personal accountability. Using OCA materials in public education displays provides an excellent opportunity to promote chiropractic, and to inform and educate the public.

The OCA requires notification, in writing advising of a public display at least three business days prior to the event. The notification must include the name(s) of participating member(s) and the event date, time and location.

The distribution of all chiropractic information and communication materials (ie: pamphlets, posters, handouts, video/audio materials etc.) at public health displays must comply with the CCO advertising standard of practice. The OCA recommends that such materials be forwarded to the OCA for pre-approval. Turnaround time for approval is approximately 10 business days.

Please share with us any stories of successful events/ approaches you or your Society have used in your community.

INQUIRIES

Questions and requests for assistance or further information may be directed to:

OCA
416-860-0070
toll-free 1-877-327-2273
oca@chiropractic.on.ca