

VISTA Assignment Description (VAD)

Title: Outreach Specialist VISTA - CDAC

Sponsoring Organization: United Way of Escambia County
Project Name: Strengthening our Community by Aligning Systems
Project Number: 16VSSFL002
Project Period: 06/11/2017 - 08/04/2018

Site Name (if applicable): CDAC Behavioral Health, Inc.

Focus Area(s)

Primary: Education

Secondary: Capacity Building

VISTA Assignment Objectives and Member Activities

Goal of the Project: Prevent and reduce substance misuse and its negative effects on health. our focus is on pregnant woman who are either at-risk or show an indication of substance misuse such as heroin, cocaine, prescription opiates, alcohol and other drugs.

Objective of the Assignment (*Period of Performance: July 2017-June 2018*)

Collaborate with the Substance Abuse Outreach Coordinator on strategies to engage community members through one-on-one meetings, emails, and social media.

Member Activity: Provide outreach to the community designed to encourage, educate and engage prospective individuals who show an indication of substance misuse. 1. Discuss marketing plan with outreach staff. 2. Develop and track progress of the marketing and awareness. 3. Create social-media advertisement, brochures, press releases for the project. 4. Implement the marketing and awareness plan. 5. Develop and track progress of the marketing and awareness plan.

Member Activity: Conduct presentations to the citizens of circuit one that include useful information regarding wellness and substance misuse that reflect the current needs of potential clients and the community. 1. Engage community partners. 2. Establish sites. 3. Schedule presentations and trainings. 4. Track number of presentation, training, and participants.

Member Activity: Develop new referral sources and strengthen current referral sources to meet the needs of the clients and the community. 1. Identify community partners that serve pregnant women that might be at risk for substance misuse. 2. Identify the community partners that offer services for the target audience. 3. Research how to fill the gaps, and collaborate with community partners. 4. Track number of Presentations to referral sources and conversion to community partner status.