

3-3.B POST ENROLLMENT CREATIVE OUTREACH (CO)

REQUIREMENT

3-3.B Families disengaging from services are placed on Creative Outreach (CO) with activities continuing for at least 3 months (or 3 cumulative months over six consecutive months). Outreach may end earlier if families re-engage, decline services, move, or other allowable reasons (see Policies & Procedures).

How is this rated?

- **Exceeds Standard (3)** - Families are appropriately placed on CO when disengaging and sites conduct activities to re-engage the family for at least three months, with outreach ending prior to the three months only after meeting specific criteria.
- **Meets Standard (2)** - In the past, families were not appropriately placed on CO; however, recent practice (past 3 months) indicates this is now occurring.
- **Does not Yet Meet Standard (1)** - Any of: the site **does not yet** appropriately place families on CO, conduct activities while on outreach, or continue CO for at least three months.

DOCUMENTATION REVIEW

CO documentation includes all of the following:

- ☐ Beginning and end date of CO ☐ Reason for CO
- ☐ Unique activities conducted (beyond contact attempts)



TIPS FOR COMPLETING

- Families are placed on CO after 2 consecutive missed visits
- Document strategies used beyond call logs and contact attempts to demonstrate tailored outreach efforts
- Examples of “creative” outreach can include:
 - Handwritten letters, invitations to program gatherings, a heartfelt text message to check in, etc.