

## Stage 1 - Step 2

# Worksheet: Outreach Plan to Generate Buy-in and Build an Implementation Team

**Purpose:** To help you develop a plan to increase leadership and/or colleague buy-in and to build the implementation team that will help develop the ACE screening and toxic stress treatment initiative.

**Instructions:** Use this worksheet to define and keep track of your plan by doing the following:

- **Define outreach goals:** Outline your outreach goals; for example, “To engage leadership” or “To generate interest from clinicians”
- **Create a plan:** Create a list of who you will reach out to, by when, who will do it, what method will be used
- **Discuss and document progress and outcomes of outreach activities:** As outreach activities are carried out, document their outcomes
- **Keep going:** Continue until outreach goals are met

**Tip:** You may continue to evolve your plan and make changes to this worksheet if your outreach goals shift.

### Outreach Goals:

*Example: “To engage leadership” or “To generate interest from clinicians.”*

Outreach Plan					
Outreach to ...	By ...	... is Responsible for Outreach	Method/ Outreach tool	Contact	Outcome
<i>Medical Director</i>	<i>June 5</i>	<i>Molly</i>	<i>Email to ask for a meeting, attach "Why Should My Practice Screen for Adverse Childhood Experiences and Risk of Toxic Stress?"</i>	<i>cmo @ healthcare.com</i>	<i>Meeting</i>