

Best Practices for Your Community Outreach Activity

All the documents referred to are in the Member Downloads/Community Outreach Documents. You need to be logged in to the Members Area to access them. Please check out this page; you'll find all the resources you need to create a great community outreach activity.

1. Effective presentations

- a. include a welcome letter to the venues reminding them of when you are coming.
- b. use effective PowerPoints – see the sample “Introduction to Therapeutic Touch” PowerPoint on the website/Community Outreach Documents/Community Outreach Planning.
- c. provide demonstration sessions and/or mini-sessions.
- d. include a “Call to Action”. This can be signup forms for more information [see the website] or scheduled classes, either Foundations or Self-Care.
- e. enjoy an event space that is large enough and comfortable for everyone.
- f. provide a welcoming setting. Provide food when appropriate.
- g. are tailored to the specific needs of the audience.
- h. develop relations that are sustained, e.g. hospice providing space and becoming an agency member of the TTNO, being invited back to yearly events.
- i. include thank you notes sent to all your community partners. Include a few statistics that highlight the success of your activity. You'll find the template for thank you notes on the website, Community Partner Planning section.

2. Planning your Community Outreach Activity

- a. Advertise ahead of time using Facebook, digital billboards, flyers, poster presentations on display boards, handouts, local radio and television station.
- b. Send information out ahead of time that is appropriate to the specific community partner.
- c. Send posters advertising the event for your community partner to post in their facility.
- d. Use the Therapeutic Touch Awareness Week Press Release.
- e. Verify your community outreach contact information – it often changes from one year to the next.

3. Outreach Activity Locations

- a. There are many places where you can organize a Therapeutic Touch Awareness Week Activity. Check out the “Where Can I Organize a Community Outreach Activity?” document available on the website.
- b. For hospice, long-term care homes and hospitals, contact the volunteer co-ordinator, nurse educator or occupational health department.
- c. Some schools offer a **Specialist High Skills Major (SHSM)** program, a concentration of courses and out-of-school experiences with a health and wellness focus.

- d. Don't forget Zoom! You can do an "Each One Bring One" in person or on Zoom. Your branch members each bring a friend to the meeting. An introduction to Therapeutic Touch® (TT) is given [Use the PowerPoint example on in the Community Outreach Planning section and adjust to your needs]. After the introduction, the members give a TT session to the person they invited. They would be in separate breakout rooms on Zoom. Then they return to share their experiences and to ask questions.
- e. Some libraries will allow you to leave a display board and handouts for the TT Awareness Week. They may allow you to provide mini-sessions as well.
- f. Distant Therapeutic Touch is a community outreach activity. You can plan on giving TT to a group or to family and friends.
- g. You can plan to teach Therapeutic Touch for Self-Care during TT Awareness Week. It's easy, just use Crystal and Alison's book *Be Your Own Healer: Self-Care with Therapeutic Touch* as your guide.
- h. Tap into the fact that Therapeutic Touch Awareness Week is also Nursing Week, Hospice-Palliative Care week, and often Mental Health Awareness Week.
- i. Perhaps you might rent a room, share the cost, and put on a TT Awareness Week activity.

4. How to keep in contact and sustain the relationship with your community partner

- a. Have a signup form those who want further information.
- b. Send thank you notes after the event.
- c. Keep a spread sheet of all previous and continuing community partners.
- d. Ask for and use testimonials.
- e. Ask for feedback from participants - keep the conversation going.
- f. Keep in contact with community partners by sending occasional information and updates.
- g. Establish clinics in long-term care homes and other groups where this might be a good fit.
- h. Set up a date to return for another event.
- i. Develop a relationship with a key person with whom to communicate.

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