**Targeting Your Outreach**

High likelihood of being uninsured

Low likelihood of being uninsured

High number of people

Low number of people

**Potential Outreach Activities**

* Table at a local food shelf
* Speak at an event for health advocates from across the state
* Table at a community fair being held in a middle class neighborhood
* Go store-to-store at a shopping center and meet part-time employees
* Advertise assister services in the local Chamber of Commerce newsletter
* Talk to my organization’s clients - while they are using other services - about their coverage
* Table at a job fair being put on by the local technical college
* Talk to students in the same tech college’s student union during lunch
* Table at another local service organization’s event
* Talk to students in a 4-year university’s student union during lunch
* Go door-to-door canvassing a middle class neighborhood
* Go door-to-door canvassing in a new immigrant neighborhood
* Put up flyers in a community store in an extremely small, nearby town