Outreach Strategies and Techniques
Group 1

What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

- LGBTQ+ youth might not self identify because they are guarded and even defensive because of ways they are used to being treated in the community.
- Provide services for everyone the same. Someone who identifies can be provided with some services specific to their needs.
- Pregnant/parenting youth might decline services when they find they are not tailored to their needs.
- They might not always self identify.
- Lack of trust and difficulty feeling comfortable identifying freely.
Group 2

What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

- Youth who don't self-identify - If I say something, I will get treated differently or not be eligible for certain things
- Transportation issues especially for more rural areas
- A-walled youth who don't trust the system
- Distance between providers and clients in rural areas. Limits access to services without having staff in field.
What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

**Focus is on youth of color, pregnant/parenting/caregiving youth.** Other agencies serve LGBTQ+ youth so we do have some clients but not a significant number that we know.

**Permanent housing challenge for those who are under the age of 18 due to legal issues.**

**Focus is on LGBTQ+ youth, no capacity for pregnant/parenting/caregiving youth.** Referrals out for housing due to funding.

**Location is a struggle with outreach youth of color.**
What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

- Fear of discrimination. Been burned by the system before, mistrust of a system not built for them.
- Limited number of groups or places for LGBTQ youth, white and conservative populations can make outreach difficult.
- Community bias. "There's no homelessness here."
- Not traditional family, Chosen family, doubled up living.
- Government funding tends to fund traditional family structures and individuals.
- Governmental systems make youth assistance difficult.
- Rural area leads to transportation issues and lack of resources.
- Tendency to avoid services and shelters, less likely to reach out because of expected lack of acceptance.
- Youth trying to stay off the radar, especially minors.
- Youth need mentors, and support to develop voice.
What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?
Group 6

What barriers exist in your community when attempting to outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?
Group 1

What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

- Having information on website that shows that you are a safe space.
- Pay attention to the language you use on brochures etc. to ensure that you are showing that you are a safe space.
- Warm handoffs to partner agencies that are affirming of the youth.
Group 2

What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?

- Put yourselves in their shoes
- Hospitality Approach
- Being present. Meeting YYA where they are.
- Relationship building

- Help their children feel comfortable as well
- Trauma informed care and approach
- Outreach materials and assisting in meeting basic needs.
- Start where they are
What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?
What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caring youth?

- Have resources at the ready to assist with legal name changes
- Making flyers and marketing more inviting
- Communicate with schools about what they know
- Pregnant youth—examples like yoga groups, activities that will be attractive
- Increased training for outreach
- Professional training on best practices and equity for LGBTQIA+, racial equity
- Show up where you know they are
- Introducing and respecting pronouns
- Not assuming identity
- Navigator vs Case Worker relationships
- Using other youth to make the connections and build trust.
- Symbol showing it's a safe space in your marketing and physical space
- Partnerships with groups and events likely to reach these demographics
What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?
Group 6

What is one concrete action you can take to promote outreach to LGBTQ+ youth, youth of color and pregnant/parenting/caregiving youth?