



# Outreach 101

## Getting Involved....

# WEBINAR OUTLINE

- Introductions
- Evolution of Outreach
- Benefits of Outreach
- Programs
- Next Steps

# COMMUNITY OUTREACH CO-ORDINATORS



**Dr. Amy Brown**



**Dr. Jennifer Nash**

# WHAT IS COMMUNITY OUTREACH?

Ontario Chiropractic Association. **Treatment That Stands Up.**



# COMMUNITY OUTREACH IS...

- Public Education
- Advocacy
- Tradeshows
- Presentations
- Community Events

# COMMUNITY ENGAGEMENT AND LEADERSHIP PROGRAM

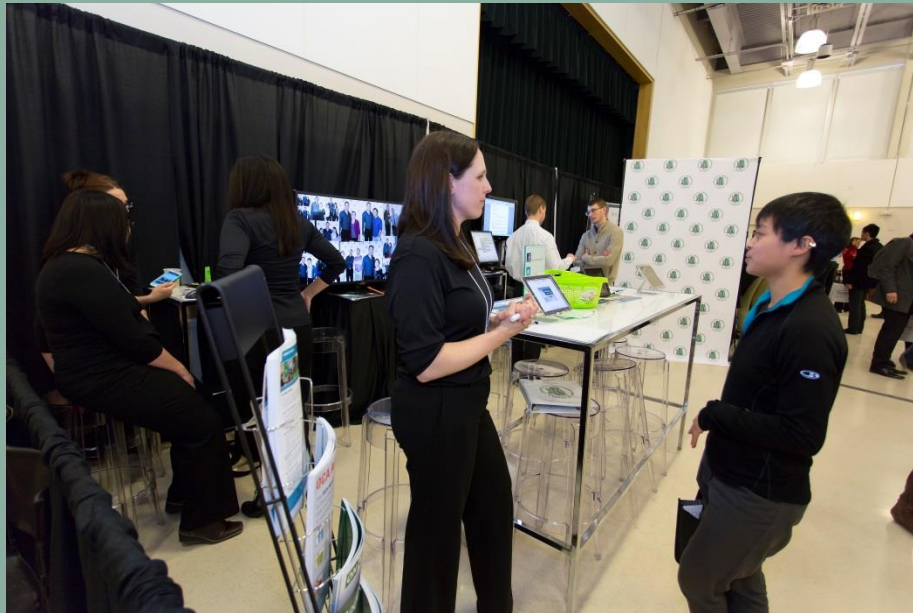
Ontario Chiropractic Association. Treatment That Stands Up.



# THE ROLES

## **Chiropractic Ambassador:**

Promote chiropractic to the general public and local communities



Dr. Amy Brown at OCA tradeshow booth

# THE ROLES

## **Chiropractic Advocate:**

Communicate key messages to your local political representatives



Dr. Corey Adler with MPP Linda Jefferies, 2013



# THE ROLES

## **Chiropractic Educator:**

Increase chiropractic credibility through speaking engagements



OCA Practice Realities Panel at CMCC Practice Opportunity 2014

# BENEFITS TO YOU:

- ✓ Develop/hone skills through training and experience
- ✓ Raises profile within the community
- ✓ Share knowledge and expertise
- ✓ Build a local support system with fellow chiropractors
- ✓ Advance the understanding of the profession while engaging with your community
- ✓ Opportunity to grow within the association through the various volunteer roles

# BENEFITS FOR THE PROFESSION...

- Builds credibility and trust
- Enhances support for Chiropractic
- Creates opportunities for broader participation in the healthcare system



Advocacy Day,  
2011

MD/DC Workshop

# NEXT STEPS

Ontario Chiropractic Association. **Treatment That Stands Up.**



# WHAT'S NEXT?

- Visit [www.chiropractic.on.ca](http://www.chiropractic.on.ca)
- Review roles
- Click on role of interest and APPLY!

# ROADSHOW



# CURRENT OPPORTUNITIES

- Tradeshows
- Advocacy
- [Community Based Funding Program](#)

# QUESTIONS



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