**Form F-2: Client Engagement or Outreach Plan**

Form F-2: Client Engagement or Outreach Plan must be no longer than five (5) pages.

1. Street-based and venue-based outreach

Applicant must complete the table below the with the client engagement activities proposed:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Location/Agency | Target Population | Engagement Venue | Why location is a good engagement & recruitment site | Anticipated Date  Month/Year |
| *Examples:* |  |  |  |  |
| *123 Bar, Rainbow, Texas* | *Hispanic MSM* | *After hours testing* | *Bar services Latinx populations and is in a Hispanic neighborhood with high HIV incidence.* | *March 2026* |
| *Grindr* | *Black MSM* | *Website Ad* | *[complete]* | *[complete]* |
| (Add additional rows as needed) |  |  |  |  |

1. Other engagement/outreach strategies

Applicant must provide a description of the proposed activities that will address each of the strategies in this table.

|  |  |
| --- | --- |
| Internet outreach | Involves reaching the focus population through online venues, such as chat rooms, social networking sites, hook-up sites, and other mobile geosocial applications. Internet-based outreach may be especially useful for reaching young people and men who have sex with men (MSM) who do not identify as gay or who cannot be found in traditional outreach settings. |
| Description: | |
| Internal Referrals | Accessing the focus population through other services offered by the DSHS Grantee such as substance misuse programs, mental health services, evidence-based HIV prevention interventions, STI testing and treatment programs, and HIV medical care (for partners of people already in care). |
| Description: | |
| External referrals | Persons from the focus population are referred to HIV testing services by agencies outside of the DSHS Grantee. External agencies may include substance misuse programs, mental health services, evidence-based HIV prevention interventions, STI testing and treatment programs, HIV medical care, and homeless shelters. These offsite programs identify people who are accessing their services that may benefit from HIV testing or other related services e.g., HIV/STI testing, ARTAS, or other risk-reduction interventions). Building strong partnerships with external agencies that tend to serve clients at risk of acquiring HIV is important, as is sharing information with them about how to make appropriate referrals to your program |
| Description: | |
| Social networking | A peer-driven approach to recruitment involves identifying persons living with HIV or individuals vulnerable to HIV from the community to serve as “recruiters” for Grantee. Recruiters deliver key messages and encourage HIV testing among persons at risk of acquiring HIV in their social, sexual, or drug-using networks. Partner referral is a type of social networking that involves recruiters referring their sexual partners to an HIV testing program or other risk reduction interventions. |
| Description: | |
| Social marketing | The use of media (e.g., flyers and brochures, posters, or advertisements using print, radio, television, or social media) to recruit clients into HIV testing programs and other risk reduction interventions. Grantees can develop their own social marketing campaigns but are encouraged to use existing resources, such as those available from CDC, and tailor them to their community’s specific requirements. CDC’s Let’s Stop HIV Together is a collection of resources and campaign materials that can be accessed at [www.cdc.gov/stophivtogether](http://www.cdc.gov/stophivtogether). Additional materials are also available at [www.cdc.gov/hiv/effective-interventions.](https://www.cdc.gov/hiv/effective-interventions/index.html) |
| Description: | |