

# How to Meet a Target Population Where They Are



Ensure translated material matches target health literacy.



Understand target population's needs (support, supplies, language barriers).



Establish trust with the target population.



Ensure representation among staff.



Have previous meetings with the target population.



Establish personal connections.



Utilize communication channels (Text, WhatsApp, Instagram, Facebook, in-person sessions, Zoom).



Engage target audience at community events.



Seek partnerships for additional outreach or support.

