

City of Alexandria, Virginia
FY 2023 Proposed Operating Budget & CIP
Budget Questions & Answers

March 23, 2022

Question: What would be the cost to add a Permanent Outreach Coordinator position to the Health Department's budget. What type of services would this position provide?

Response:

The Outreach Coordinator would supervise a team of outreach workers and community health workers which will provide community engagement, education and empowerment. The position would set team goals, monitor metrics and data and ensure that culturally appropriate educational materials are used throughout the Alexandria Health Department (AHD).

Specifically, the Outreach Coordinator would:

1. Work with AHD epidemiologists and City Geographic Information System (GIS) staff to identify census tracts, businesses, and community gathering places where outreach staff can best reach residents who are experiencing poor health outcomes.
2. Develop metrics and reporting tools to evaluate the efficacy and equity of departmental engagement work.
3. Coordinate health educational opportunities in conjunction with nonprofits and other City agencies for both community organizations and residents.
4. Plan and schedule outreach and engagement efforts (canvassing, tabling, etc.) around critical health topics.
5. Oversee the in-house visiting, assessment, and education components of AHD's Healthy Homes Initiative.
6. Collaborate with AHD staff to build culturally competent and multilingual educational materials to best serve all residents.
7. Support equity and systems change by sharing outreach team experience and feedback with other AHD and City staff for program and policy changes.

Estimated cost to the general fund for 1.0 FTE totals \$105,134.50 (Grade 20) in salary and benefit costs.