

INSILC Engagement Plan for Underserved Communities



*Dates are calendar year not fiscal year

1. Veterans

Goal: Build trust and raise awareness of Independent Living services among veterans with disabilities.

Engagement Strategies:

- **Partnerships:** Collaborate with Indiana VA hospitals, veterans service organizations (e.g., American Legion, VFW), and local veteran resource centers.
- **Veteran Ambassadors:** Recruit veterans who use Independent Living services to serve as peer advocates and speakers.
- **Targeted Events:** Host Independent Living info sessions at VA facilities, veteran job fairs, and military family events.
- **Accessible Materials:** Provide printed and digital materials explaining how IL services complement VA benefits.

Key Messages:

- "You've served your country — now let us help you live independently and on your terms."
- "Peer support and resources tailored for veterans with disabilities."

Timeline:

- Reach out to (2) veterans' organizations in 2025
- Attend a veteran focused event in Q1 2026
- Host veterans focus group Q3 2026

2. Rural Communities

Goal: Expand reach and service access for individuals with disabilities in underserved rural areas.

Engagement Strategies:

- **Mobile IL Units:** Use vans or mobile offices to bring services and awareness directly to rural communities.
- **Local Media:** Advertise via rural radio stations, local newspapers, bulletin boards, and social media ads.
- **Community Hubs:** Partner with rural libraries, schools, and places of worship to host resource fairs and workshops.
- **Tele-outreach:** Use phone-based outreach and virtual services to reduce transportation barriers.

Key Messages:

- "Independent Living is for *everyone*, no matter how far you are from the city."
- "We're bringing services to *you* — because access shouldn't depend on location."

Timeline:

- Purchased targeted Facebook ads in Q3 and Q4 2025.
 - Ask local libraries and schools to post town hall flyers in Q3 and Q4 2025.
 - **Host Rural focus group Q4 2026**
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3. Youth

Goal: Empower youth with disabilities to understand their rights, build self-advocacy skills, and plan for independent futures.

Engagement Strategies:

- **School Partnerships:** Work with high schools and transition programs to integrate IL topics into IEP planning and life skills classes.
- **Youth Councils:** Create a Youth Advisory Committee to shape outreach and act as peer influencers.
- **Social Media Campaigns:** Use platforms like Instagram, TikTok, and YouTube with youth-focused messaging and content.

Key Messages:

- "Your voice, your future, your independence."
- "We're here to help you take control of your own journey."

Timeline:

- Recruit a youth representative for our Engagement Committee in Q3 2025.
 - Develop youth-focused social media in 2026.
 - Identify a pilot school to partner with by Q2 2026.
 - Partner with an additional school by Q2 2027.
 - Host Youth focus group Q1 2027
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4. Ethnic Minorities

Goal: Increase awareness and trust within communities of color and ensure culturally competent services.

Engagement Strategies:

- **Community Leaders:** Partner with trusted local leaders, churches, and cultural organizations to co-host events and share resources.
- **Multilingual Materials:** Translate materials into other languages upon request.
- **Cultural Events:** Set up information booths at festivals, community health fairs, and ethnic markets.
- **Cultural Competency Training:** Ensure INSILC staff and centers are trained in anti-bias practices and inclusive outreach.

Key Messages:

- "Independent Living is for every culture, every language, every story."
- "Your community. Your independence. Your way."

Timeline:

- Find a resource to translate materials into alternate languages by the end of 2025
 - Attend a cultural event to promote the IL Network and Services by Q1 2026
 - Identify a trainer for Cultural Competency by Q2 2026
 - Complete the training by Q4 2026
 - **Host Racial/Ethnic Minorities focus group Q2 2027**
 - Identify and reach out to community leaders by Q4 2026
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Cross-Cutting Strategies

- **Accessibility First:** Ensure all events, materials, and digital content meet ADA and language accessibility standards.
- **Storytelling:** Highlight success stories from each community to personalize outreach and build trust.
- **Evaluation:** Track engagement data by demographic to adjust outreach and improve equity in service access.