

IPV Implementation Toolkit

Sample Outreach Script



Blue Shield Promise tested an outreach script to pilot the CUES framework by providing large-scale IPV universal education via telephonic outreach.

Universal IPV Education

(8th Grade Reading Level)

- In addition to helping you get the care you need, we also care about your overall well-being.
- Sometimes people experience behaviors from a loved one that makes them feel afraid, stressed, or unsafe.
- And, because it is so common, we are sharing information from the National Domestic Violence Hotline about healthy and safe relationships with everyone we talk to so they can get support or help someone else get support.
- There are several ways to reach them, including texting the word “START” to 88788.
- A counselor who is trained to help people dealing with hard relationships is ready to help.
- They can help people dealing with hard relationships – either yours or if you want to talk about how to help a friend.
- This service is free; however, standard message and data rates may apply.
- If this is something that is happening to you or a friend or family member, it can impact your health – we are here to help.



Implementation Tip: Members respond best to conversational and empathic communication – maintain genuine connection by treating scripts as guidelines to drive the interaction. Effective universal education is delivered at multiple entry points by person-centered approaches.