

Street Outreach as Social Action Research



What is SOSAR (Street Outreach as a tool for Social Action Research)?

- A proactive approach that enables you to find, approach and engage seldom heard voices (including the people less likely to engage with formal involvement activities, services and support).
- A research tool with an informal approach, that creates opportunity to capture meaningful insight, anonymised data and insights that can be analysed and brought to life using your conversation data.
- Goes to where people are in the community, and uses informal conversational approaches and practical street outreach skills to have light touch conversations.
- SOSAR can help you to capture insight and understanding from your seldom heard voices around issues, such as barriers to engagement, preferences for social connection, and loneliness and social isolation.



What does SOSAR involve?

Step 1 - Review how SOSAR fits with your engagement and involvement needs, tapping into support from the GPM team

Step 2 - Utilise GPM's briefing document to invite, inform and engage your team

Step 3 - Map out and co-design your SOSAR engagement plan - via an online session with the GPM team

Step 4 - Practical in-person street outreach skills training, including supported SOSAR activity - supported by the GPM team

Step 5 - Review your SOSAR insights (the GPM team will analyse and present your SOSAR data) and decide next steps

Step 6 - Plan the next part of your engagement and involvement journey with GPM support





If you would like to discuss how GPM could support you to reach, engage and connect with your community then please drop us an email:

✉ GPM@syha.co.uk

For more information and resources please visit our website:

🌐 [GPM Website](#)

Please see our Eventbrite page for our upcoming workshops

👉 [GPM Eventbrite](#)