



soilSHOP Tutorial Series

Part 2 of 5: Planning and Preparation

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Expectations

By the end of Part 2, you should be able to:

- Explain why soilSHOP planning and preparation are important.
- Identify the different areas of planning and what each entails.
- Describe how a soilSHOP event works.
- Identify proper soilSHOP set-up.
- List the resources available for planning.

Introduction

Planning and Preparation

- Requires the most time and effort of any stage of the soilSHOP event
- Facilitates proper coordination
- Increases efficiency and directs your soilSHOP team in the right direction
- Helps set and achieve the objectives and goals of your event planning and preparation

Planning and Preparation

Areas of planning and preparation

Pre-event

- Establish soilSHOP team
- Set planning timelines
- Create materials

During event

- Ensure soilSHOP site is set-up properly
- Maintain flow of event

Post-event

- Meet with soilSHOP team
- Evaluate event
- Send thank you letters to partners

soilSHOP Planning

Steps to planning your event

1. Think about your event and when you'd like to host it. Consider co-hosting your soilSHOP with another local event (such as a farmers market, health fair, community garden event, or children's event)
2. Engage partners
3. Form teams and assign stations and roles
4. Set planning timeline: Plan team meetings, site visits, partner meetings, trainings, and event communication efforts. Gather equipment and create a material list of needed equipment
5. Inform your community!
6. Tell us: Submit your event to soilSHOP@cdc.gov

Pre-event

soilSHOP planning tools

Outreach and Partnership tools you can use to begin planning your soilSHOP event.

The screenshot shows the ATSDR website's 'soilSHOP Toolkit' page. The header includes the ATSDR logo and navigation links for 'MENU', 'ATSDR A-Z', and 'SEARCH'. The main heading is 'soilSHOP Toolkit'. Below this, there is a section titled 'soilSHOP Outreach and Partnership' with social media icons for Facebook, Twitter, and a plus sign. The text describes two key components: Outreach and Partnership. An image of diverse hands joined together is shown. Below the text is a section titled 'Toolkit Resources for Outreach and Partnership' with a list of downloadable files: 'Soil Sampling Cartoon - Black and White' (PDF - 3MB), 'Soil Sampling Cartoon - Color' (PDF - 6MB), 'soilSHOP Logo.pdf' (PDF - 131KB), 'Example Outreach Flyer (English)' (PPT - 2MB), and 'Example Outreach Flyer (Spanish)' (PPT - 2MB). A blue circle highlights this resource list.

The screenshot shows the 'soilSHOP Toolkit' page's 'Toolkit Resources for Planning and Preparation' section. It lists three downloadable files: 'Example soilSHOP Planning Timeline' (DOC - 51KB), 'Example Staff Roles and Functions' (DOC - 35KB), and 'Example soilSHOP Equipment and Printed Materials Checklist' (XLS - 31KB). A blue circle highlights this list. Below the list, there is a paragraph explaining that the checklist is a tool to help track physical components like tables, chairs, and forms. A 'Top of Page' link is visible at the bottom right.

Planning and Preparation tools you can use to begin planning your soilSHOP event.

Pre-event

Planning materials available within the soilSHOP Toolkit website

Dates	Action Items & Notes	Toolkit Resources
Monthly/1 YEAR 3-4 months before event	<ul style="list-style-type: none"> <input type="checkbox"/> Kick off meeting with core planning team <input type="checkbox"/> Identify stakeholders and partners <input type="checkbox"/> Draft list of educational resources – use input from partners to update <input type="checkbox"/> Determine venue, event date and duration, and name <input type="checkbox"/> Develop and initiate communications plan <p><i>*Distribute save-the-date announcements when event details are confirmed.</i></p>	<ul style="list-style-type: none"> • Example soilSHOP Planning Timeline • Example Resources Sheet for Further Information
Monthly/1 YEAR 2 months before event	<ul style="list-style-type: none"> <input type="checkbox"/> Develop communication and outreach materials (flyers, logo, announcements, soil sampling kit) <input type="checkbox"/> Continue meetings and calls with stakeholders/planning team <input type="checkbox"/> Review supplies and equipment needs (XRFs, gloves, calculators, log books, forms; tables, chairs, pop up tents) <input type="checkbox"/> Discuss logistics – venue, AC outlets, parking, restrooms, rain plan, etc. <input type="checkbox"/> Address translation (if needed) - are community volunteers available? <input type="checkbox"/> Identify potential personnel for event (volunteers, agency staff, etc.) <p><i>*Note any upcoming vacations for key personnel</i></p>	<ul style="list-style-type: none"> • Soil Sampling Cartoon - Color • soilSHOP Logo (writable pdf) • Log In Form • Example Outreach Flyer • Example soilSHOP Equipment and Printed Materials Checklist • Example Staff Roles and Functions
Monthly/1 YEAR 1 month before	<ul style="list-style-type: none"> <input type="checkbox"/> Confirm personnel commitments from various agencies/volunteers <input type="checkbox"/> Assign staff to station teams (Log In, Screening, Health Ed.) and schedule team calls <input type="checkbox"/> Implement communications plan (through web sites, list serves, newsletters, local papers, businesses, community meetings, etc.) <input type="checkbox"/> Finalize all event materials (Log In Form, Labels, Sample Result Card, Health Education Consultation Evaluation Form, signage, Etc.) <input type="checkbox"/> Hold group call to finalize sample kit distribution plan 	<ul style="list-style-type: none"> • Health Education Consultation Evaluation Form • Example soilSHOP Sample Labels • Example Screening Result Card • Example Staff Roles and Functions • Example soilSHOP Equipment and Printed Materials Checklist
Monthly/1 YEAR 3-4 weeks before	<ul style="list-style-type: none"> <input type="checkbox"/> Schedule team calls – Log In/Registration Team, Screening Team, and Health Education Team – and schedule training calls <input type="checkbox"/> Continue implementing communications plan (Round 1 of Sample Kit Distribution) <input type="checkbox"/> Continue logistics planning <input type="checkbox"/> Finalize educational materials (Resources Sheet, Trifold, etc); print materials as needed or post on a community/event web site <input type="checkbox"/> Review equipment and printed materials checklist; order any materials/supplies needed 	<ul style="list-style-type: none"> • soilSHOP Trifold – Eng/Spa • Example Resources Sheet for Further Information • Example soilSHOP Equipment and Printed Materials Checklist
Monthly/1 YEAR 2-3 weeks before	<ul style="list-style-type: none"> <input type="checkbox"/> Continue outreach meetings in community <input type="checkbox"/> Continue logistics planning <input type="checkbox"/> Confirm availability of all materials/supplies <input type="checkbox"/> Develop soil screening plans (Example Soil Screening Guidance) <input type="checkbox"/> Finalize health educator materials; reach agreement with partners on key messages <input type="checkbox"/> Discuss health, safety and other special considerations 	<ul style="list-style-type: none"> • Example soilSHOP Equipment and Printed Materials Checklist • Example Soil Screening Guidance
	<input type="checkbox"/> Continue logistics planning	<ul style="list-style-type: none"> • Example Staff Roles and Functions

Example Planning Timeline

Primary			
Role	# of Staff	Staff Name(s), Agency or Organization (e.g.)	Function
Event Lead	1	Elena, ATSDR	Periodically checks in on all stations to make sure communication between tents is going smoothly. Lead all-staff meeting the morning of the event. Discusses health/safety and overall event logistics. Ideally this is someone who is with an agency, and is not assigned to a specific soilSHOP station.
Event Ambassador	1-3	Jessica, City Brownfields Program	The face of the soilSHOP event. Does meet and greets with local leaders and press, mingles with event partners, promotes event and soilSHOP model. Preferably local with involvement in partner events.
Log In Staff	2-3	Giles, Consultant Muriel, Local Leader Shana, Resiliency Non-Profit	Logs in soil samples and provides participants information on sample flow, where to go for results and health ed. Ensures Log In Form is sufficiently and correctly filled out by participant. Labels the Log In Form, sample, and Sample Result Card with the sample ID number. Places completed sample packets in a bin for XRF Runner to deliver to XRF screening station. Provides attendee with sample ID number imprinted on note card, clothespin or other item.
XRF Screening Station Operator	3-4	Scott, EPA N/A - EPA Mobile Lab	Accepts sample packets from Log In station. Records screening start time on Log In Form. Screens all samples for lead (and other metals) with XRF, and records readings in data log book. Records final screening result on Sample Result Card, and places the sample packet (without the actual sample) in a bin for Health Ed Runner to deliver to Health Ed station.
Health Educator	3-4	Leah, ATSDR Mark, EPA Kristen, City Health Department Damarus, multi-lingual staff for	Conducts one-on-one health education consultation with soilSHOP participants (discusses soil sample results, shares best practices for health protection and safer gardening). Shares resources provided by soilSHOP, including Tri-Fold brochure, Resources Sheet, and best practices gardening handouts.

Example Staff Roles and Functions

Pre-event

Planning materials available within the soilSHOP Toolkit website

EXAMPLE soilSHOP Equipment Checklist		
Category	Item	Responsible Party and Notes
Educational Materials	soilSHOP Trifold Brochure	Example: Jessica - email to Carla by 9/11. Carla - print, fold, and bring to event.
Educational Materials	Additional Resources Sheet	Example: Emily - print 100, bring to event
Educational Materials	Other educational resource handouts, if applicable	
Educational Materials	Brochure holders	
Educational Materials	Bags for educational hand-outs, tri-folds, terrariums, sample result cards, etc.	
Educational Materials	Paper weights (rocks will work)	
Event Kit	Camera (we should have several, and video capability is preferred)	
Event Kit	Plastic table cloths	
Event Kit	Duct tape (for signs and table cloths)	
Event Kit	Sharpie pens and markers	
Event Kit	Pens	
Event Kit	Highlighters	
Event Kit	Contact list for all staff, volunteers, and other participants	
Event Kit	Staff Roles and Functions Guide	
Event Kit	Health Education Reference Guide	
Event Kit	Freezer baggies - Gallon (to group multiple samples that arrive with the same participant.)	
Event Kit	Freezer baggies - Quart (for people who don't bring their sample in an appropriate bag)	
Event Kit	Hand sanitizer	
Event Kit	Purell wipes	
Event Kit	Masking tape	
Event Kit	First Aid kit	
Event Kit	Stapler and staples - 1 for registration, 1 for health education	
Event Kit	Scissors	
Event Kit	Sunscreen	
Event Kit	Water	
Event Kit	Name tags	
Event Kit	Badge holders (for name tags, if applicable)	
Event Kit	Health and Safety Plan (HASP)	
Event Space	Tables - minimum 2 tables: 1 table for registration, 1 for health education/educational materials. (Additional table needed for XRF screening station, if applicable.)	

Page 1

Example Material and Equipment List

The screenshot shows the ATSDR Agency for Toxic Substances and Disease Registry website. The header includes the ATSDR logo and navigation options like 'MENU', 'ATSDR A-Z', and 'SEARCH'. Below the header is a green banner for 'soilSHOP Toolkit'. The main content area features a 'Frequently Asked Questions (FAQs)' section with social media icons for Facebook, Twitter, and a plus sign. The first question is 'What is a soilSHOP?' followed by a detailed answer explaining the program's purpose. Other questions include 'What happens at a soilSHOP event?', 'Why should I go to a soilSHOP?', 'How can a soilSHOP be held?', and 'How is my soil screened?'.

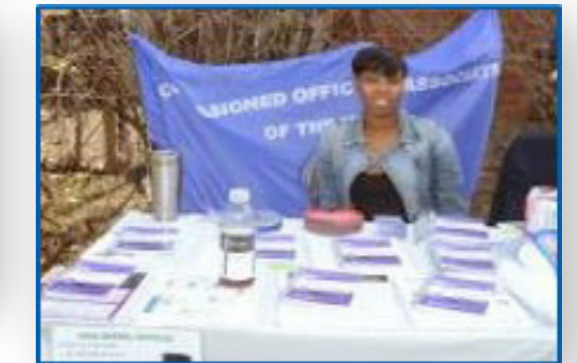
Frequently Asked Questions

Pre-event

Tips: Engaging Partners/Volunteers

- Engage partners early in the process
- Leverage resources wherever possible (e.g., find partners with XRF equipment)
- Confirm soilSHOP staff and volunteers early and assign volunteers to specific soilSHOP roles.
- Track volunteers in [Example Staff Roles and Functions](#)

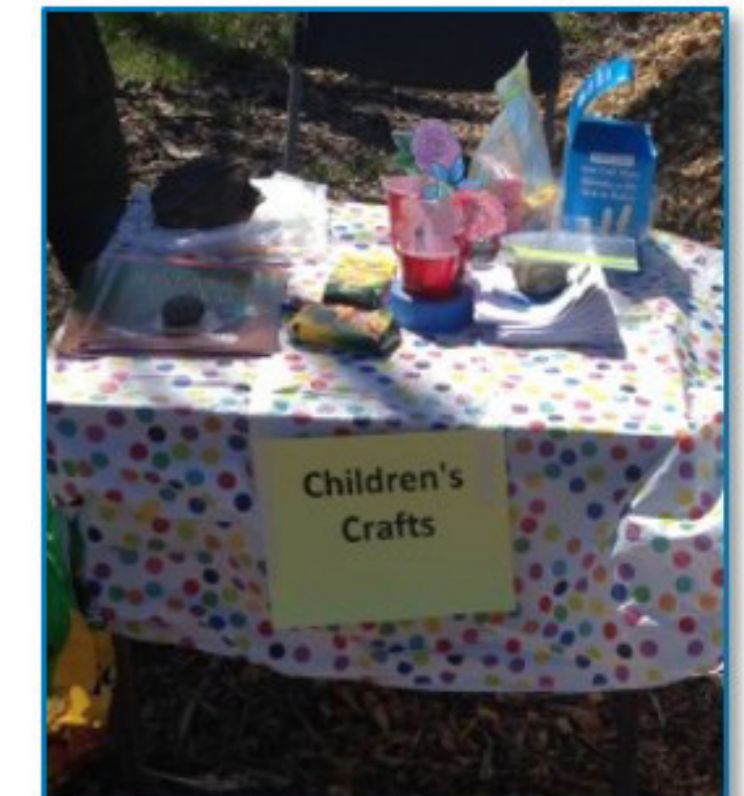
Getting partner buy-in can be time intensive, but involving local partners improves the event and ensures that the areas listed here are covered.



Pre-event

Tips: Event planning

- Understand and involve your audience
- Include complementary activities (e.g., children's activity areas, healthy snacks, raffle prizes)



Pre-event

Tips: Conduct staff trainings

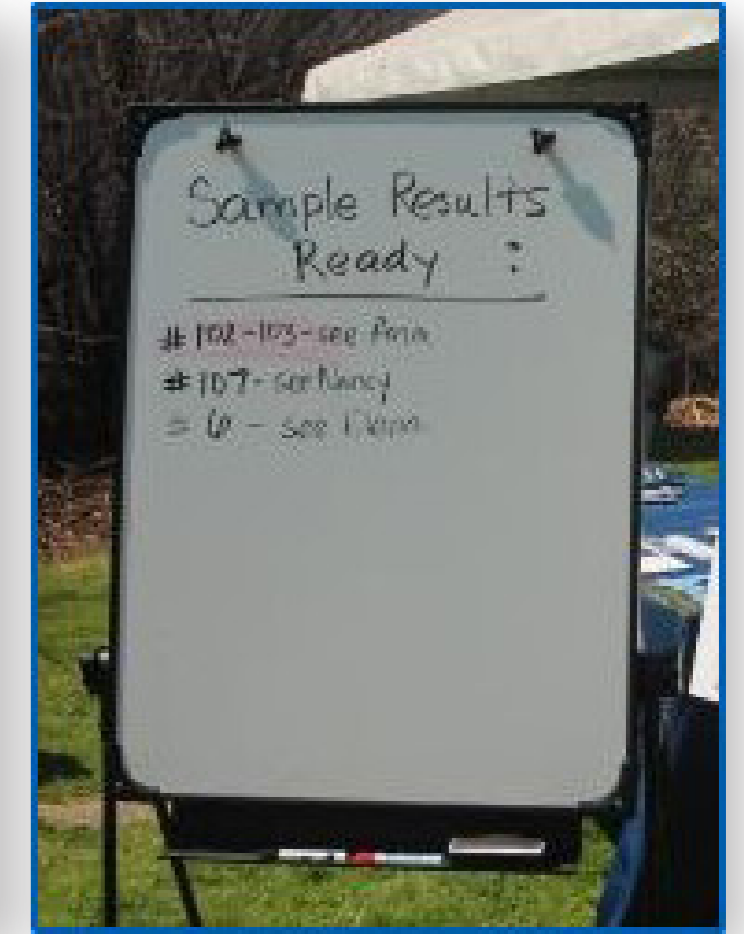
- Pre-event calls/meetings
- All-staff orientation
- Individual team trainings (health educators, soil screeners, log-in/registration)



Pre-event

Tips: Plan screening procedures

- Anticipate wait time for results
- Identify how results will be recorded and shared
- Discuss how information will be collected and managed
- Plan ahead for soil sample management



Pre-event

Outreach materials found in soilSHOP Toolkit that you can use to promote your event.

FREE SOIL SCREENING
at CITY PARK

Saturday, May 3, 2016
10 a.m. to 4 p.m.
RAIN OR SHINE!

Bring a soil sample in a Ziplock plastic bag, and we will screen it for lead!

Our partners will be there to share information on:

- Your screening result
- Best practices to avoid lead exposure
- Tips to garden safely
- Resources for blood lead level testing
- Healthy eating and exercise

PARK AND MUSEUM ENTRY ARE FREE!!
Tour the museum, stop by the plant sale, learn to build a raised bed...enjoy all City Park has to offer!

City Park is at 1000 West Street (on bus routes E20 and E22; ask for the City Park stop); free parking available. For more information go to <http://www.website.org>



TOOLS
Shovel
Ziplock bag
Gloves
Trowel
1 QT. FREEZER BAG

PLAY AREA
DIG 2 INCHES

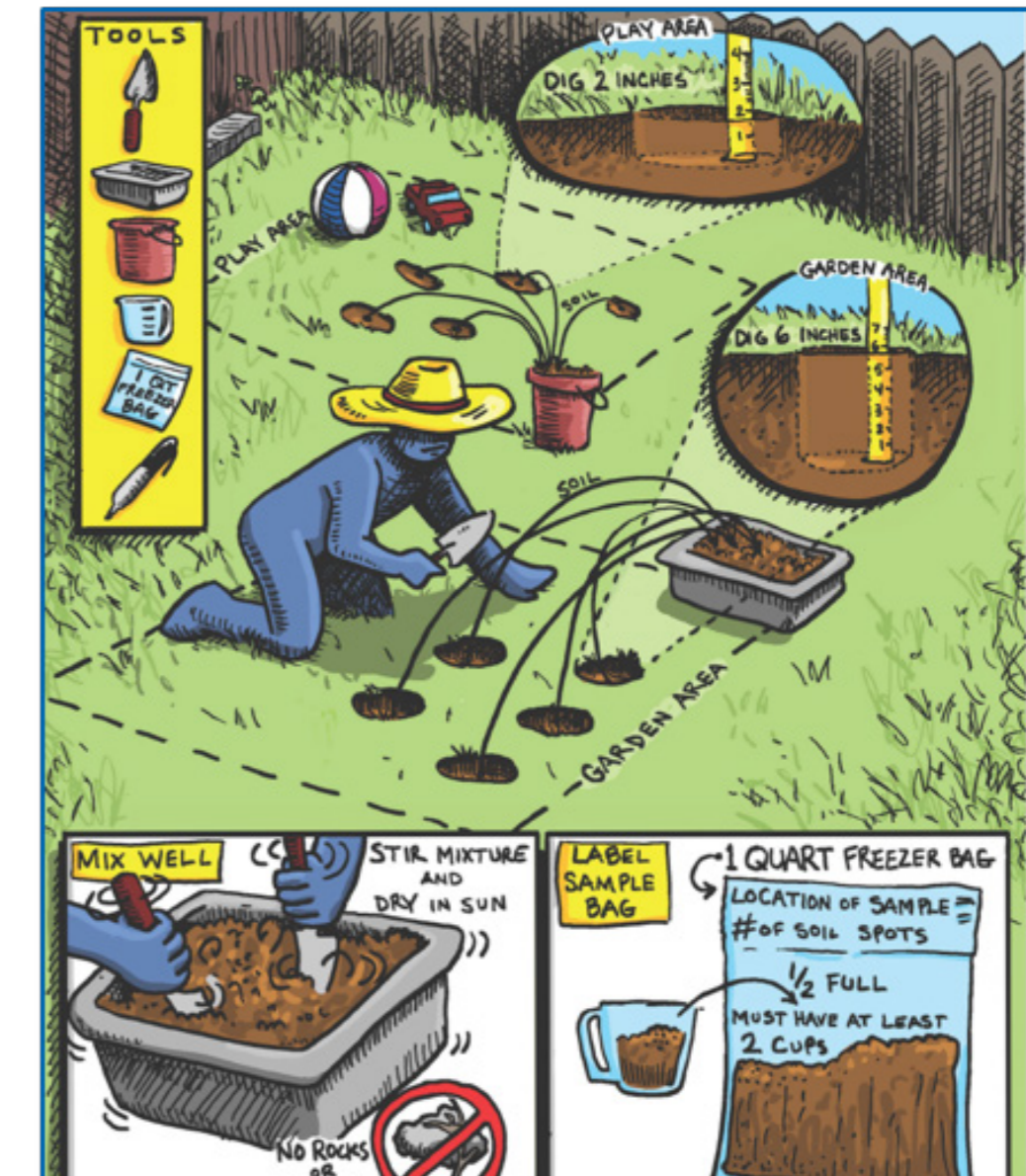
GARDEN AREA
DIG 6 INCHES

MIX WELL
NO ROCKS OR TWIGS

STIR MIXTURE AND DRY IN SUN

LABEL SAMPLE BAG
1 QUART FREEZER BAG
LOCATION OF SAMPLE
OF SOIL SPOTS
1/2 FULL
MUST HAVE AT LEAST 2 CUPS

ATSDR



Participant Infographic on soil collection

Outreach Flyer
(available in Spanish)

Pre-event

Tips: Communication

- Promote event on social media, flyers, and websites
- Manage expectations and emphasize event purpose
- Agree on health messaging
- Anticipate media and activist attendance

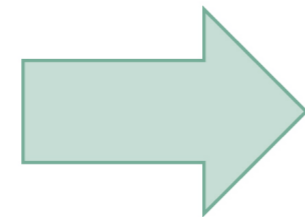


During event

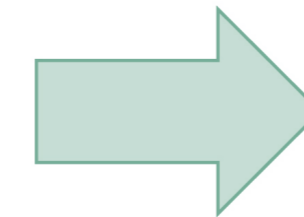
soilSHOP Planning



1. soilSHOP participants arrive with samples. Log-in staff assists with registration and sample identification.



2. Samples are delivered to screeners and soil is screened for lead.



3. Health educators receive sample results and conduct one-on-one health education with participants.

During event

We recommend:

- A seating area for participants to wait in.
- Keeping the screener station at least 3ft away from the general public.
- Clearly display signs for participants to follow.



During event

Event set-up examples for different venues and tent options.



Multiple tent set-up



Single small tent set-up

During event

Single Large Tent Set-Up



Outside of tent

- Signage
- Log-in/registration station



Inside of tent

- XRF station
- Health educator station
- Staff table

During event

Soil screener stations pictured here are properly labeled and separated from participant areas.



During event

soilSHOP Signage



soilSHOP
Screening, Health, Outreach and Partnership

Welcome to the soilSHOP

Bienvenidos al Taller de Suelo

Follow the steps below to get your soil screened

1. Fill out a log sheet and submit the form and your soil sample to soilSHOP staff.
2. soilSHOP staff will provide you with your sample number. This is your ticket to getting your results!
3. The soilSHOP team will screen your sample using the X-Ray Fluorescence instrument. While you wait, please enjoy other activities. Results will be available between 15-60 minutes after submission (estimate).
4. When complete, your sample number will be posted near the results table. Partner staff will explain your results, share resources, and answer your questions

Siga estos pasos para realizar el cernimiento del suelo

1. Completar la forma de registro y entregue la misma junto a su muestra de suelo al personal del taller.
2. Personal del taller de suelo le asignara y proveerá con un número de muestra. Este será su boleto para coleccionar sus resultados.
3. El equipo del taller realizara un cernimiento a la muestra utilizando un instrumento de fluorescencia de rayos X. Mientras espera, disfrute de otras actividades. Los resultados estarán disponibles entre 15-20 minutos luego de la entrega de muestra (estimado).
4. A medida que finalicen los análisis, los números de las muestras serán escritos en una pizarra cerca de la mesa de "Resultados". Personal del equipo le explicara sus resultados, compartirá recursos informativos, y responderá a sus preguntas.

Welcome and Instructions Poster

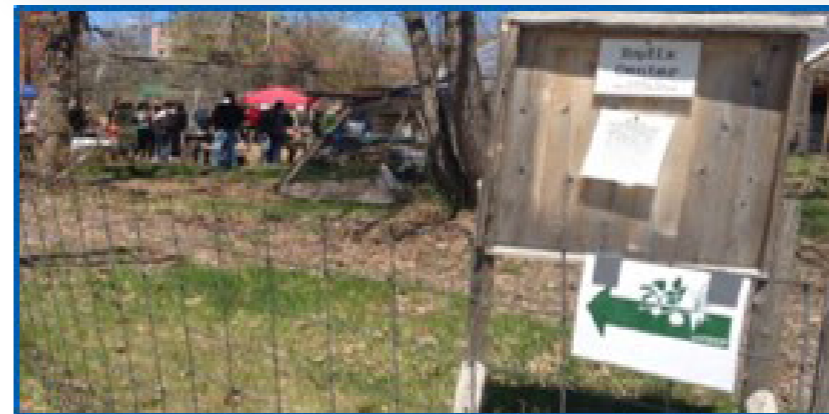
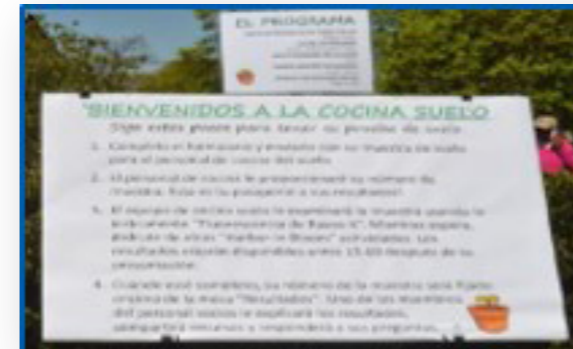


soilSHOP Directional Wayfinding and Station Signs

During event

Tips:

- Conduct an on-site meeting on the day of the soilSHOP
- Display lots of signs to assist people with identifying stations
- Take care of staff
 - Provide staff tent area and incorporate breaks



Post-event

soilSHOP Planning

- Meet with your soilSHOP team.
- Evaluate your event: Identify what worked, lessons learned, and any necessary follow-up.
- Submit your story: After your event, share your event stories, findings, and pictures with ATSDR.
- Begin planning your next soilSHOP event!

Resources

Planning and Logistics

[Example soilSHOP Planning Timeline](#)

[Example soilSHOP Equipment and Printed Materials Checklist](#)

[Example Staff Roles and Functions](#)

Outreach

[Soil Sampling Cartoon – Color](#) or [Black and White](#)

[soilSHOP FAQ](#)

[soilSHOP Logo](#)

[Example Outreach Flyer \(English\)](#) or [\(Spanish\)](#)

All tools are available on the soilSHOP website:

<http://www.atsdr.cdc.gov/soilshop/index.htm>

Please continue to **Part 3** of the series for
Log-in/Registration Staff Training.

Agency for Toxic Substances and Disease Registry

