



Community Conversation Outreach Tips

COMMUNITY CONVERSATION OUTREACH TIPS

Here are some tips for recruiting community members to attend your community conversation.

How many people should attend a community conversation?

- We suggest bringing together around eight to ten people for your community conversation.
- You may also consider hosting a “cluster conversation.” For a cluster conversation, you would recruit 30 to 50 people, then organize them into smaller discussion groups of 8 to 10 people each. This allows more people to participate and may provide more diverse views.

Who should I invite?

- Think about people you know who might be interested in public health and chemical exposures. Consider, for example, neighbors, friends, family, members of community organizations, members of your place of worship, people who live near a source of pollution or waste site, and parents at your child’s school. Make a list of these people.
- Try to recruit a diverse group. When people from different backgrounds talk about their experiences and brainstorm solutions to problems, they form new relationships and come up with innovative ideas. A group of diverse members of your community is more likely to come up with solutions that benefit your community—and our nation.

How do I get people to attend?

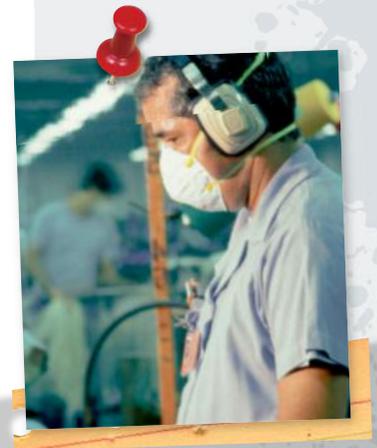
- A personal invitation is the best recruiting strategy. Send a personal email or make a telephone call and, if you haven’t heard back within a few days, follow up quickly. You can also invite people face-to-face. If you attend a community meeting, make an announcement or pass around a sign-up sheet, and to confirm attendance, follow-up with e-mails, phone calls or both.
- Partner with another organization and work together to recruit attendees through each group’s network. Your partner organization may have membership lists, a listserv, meetings where announcements could be made, and other ways to reach potentially interested people. This is also a great strategy for organizing a cluster conversation.
- Ask invitees to help you plan the meeting, make reminder calls, or bring snacks. When people have a job to do, they often are more eager to participate.
- Help people understand that their voices will matter. Express your personal wish that they participate in this event. For example, you can say that it would mean a lot to you if they would come, that their experience will help enrich the discussion, or that their presence will help ensure chemicals are used in safer ways.
- The day before the event, remind people about the community conversation.



* HERE ARE SOME TIPS FOR RECRUITING COMMUNITY MEMBERS TO ATTEND YOUR COMMUNITY CONVERSATION.

Prepare for your meeting

- Review the “Instructions for Conveners and Facilitators” to ensure you are prepared for your discussion.
- Consider emailing the “Understanding the Issues” background paper to participants before the meeting and asking them to read it ahead of time.
- Consider creating a short list of local governmental and non-governmental organizations that work on issues related to public health and chemical exposures before your meeting. You can provide this list as a resource to participants who want to stay involved after your conversation.
- Review the Community Conversation Summary Template so that you are familiar with the information you will need to send back to the National Conversation team.
- Contact us at nationalconversation@cdc.gov if you have any questions.



CONSIDER CREATING AND
HANDING OUT A SHORT
LIST OF GROUPS THAT
WORK ON THIS ISSUE.