

## Quick Reference Guide

This Quick Reference Guide is intended to help users quickly identify what tool to use for specific activities. Please see the Agency for Toxic Substances and Disease Registry (ATSDR) Communication Toolkit User's Guide for more details on these tools and how each fits into the site assessment process in working with the community.

I Want To...	Tool To Use
<b>Find Out More About the Community</b>	
find out what the public understanding is of a potential environmental risk before interacting with the community	<b>Brief Community Survey</b>
have all the pertinent data about the community I'm working with in one place	<b>Community Data Worksheet</b>
determine the level of concern in the community I'm working with	<b>Community Concern Assessment Tool</b>
conduct a quick, informal analysis of media coverage to get a sense of community perceptions of risk and public outrage	<b>Media Analysis Guide</b>
conduct stakeholder interviews to learn more about the community and how the situation is affecting its members	<b>Stakeholder Interview Guide and Protocols</b>
identify and track contact information for key stakeholders and potential partners	<b>Stakeholder/Partner Outreach Tool</b>
<b>Materials to Use for Community Outreach</b>	
explain what ATSDR is, what ATSDR's role is, the health assessment process, and set expectations	<b>Introductory Video</b>
develop different materials about the potential hazard using emergency risk communication principles	<b>Guide to Materials Development</b>
use an ATSDR-approved slide deck to help explain the process and customize messages to my site's situation	<b>PowerPoint Presentation</b>
know how to craft messages to address community assessment findings	<b>Message Maps</b>
develop communication materials to keep in touch with the community to maintain its trust and support	<b>Continued Contact During the Assessment Period</b>
<b>Tips to Improve Communication</b>	
know what to do to convene a successful community meeting	<b>Community Meeting Guidelines</b>

I Want To...	Tool To Use
know how to effectively hold a community meeting where results of the assessment are communicated	<b>Tips for Communicating Assessment Findings</b>
<b>Evaluate Outreach and Communication Activities</b>	
assess whether community concerns have been addressed and whether site closeout can begin after ATSDR has delivered assessment findings	<b>Brief Community Survey</b>
assess ATSDR's outreach efforts at various community events	<b>Outreach Event Evaluation Form</b>