

Organizing and leading an effective workshop is key to the success of your **Action Model** project. Here are some tips on how to plan and run your meeting with the **Development Community**.

Prepare for Your Workshop

Find a space. You can usually find an established group or organization that will allow you to use a space, like a conference room, for free. For example, previous Action Model workshops have been held at:

- Libraries
- Local health agencies
- Local hospitals
- Salvation Army facilities
- Schools

Advertise your meeting. See if a member of the Development Community can volunteer to make and print flyers. Your city's office of development can be a great resource for this.

Get supplies. These supplies will help you run your workshop:

- Copies of the blank Action Model form (available in the toolkit)
- Sign-in sheets
- Something to write on — like a white board or butcher paper you can tape to a wall
- Pens, pencils, markers, and painters tape
- Nametags
- Food and drinks
- The Action Model PowerPoint presentation available in the training
- A computer and projector (if you need them)

Ask if members or other organizations can donate or loan any of these materials. For food, you could just have a potluck.

Create an agenda. An agenda will make you feel more confident about leading your meeting. It's a list of what you want to talk about, who will discuss it, and what you want to get done. Ask members of the Development Community beforehand what they'd like to add to the agenda.

When making an agenda, write down an estimate of how long it will take to get through each item. Remember that discussions will probably take longer than you expect. Plan breaks at least every 2 hours so you have a way to catch up if you're running behind schedule.

Use the Speed Talk Strategy for Making Decisions

To keep things moving, try this:

- Each person gets 1 minute to talk
- Go around the room so everyone gets a say

This approach can feel like a game. Everyone gets involved and you save time.

Lead the Discussion

Get people talking. Use the categories of the Action Model to start discussion — **health, land and environment, community, and buildings and infrastructure.** People can write down ideas on blank copies of the Action Model form.

Ask people what they feel are the problems in your community. Abandoned buildings? Harmful substances in the water or ground? A lack of places to get healthy food? Rising crime or low property values? Then ask them what they think would help. New businesses? Repaired sidewalks? A health clinic?

Take charge. Use these tips to keep your meeting effective.

- **Be encouraging and grateful.** Tell your team that you appreciate their time, passion, and dedication. When people know they're respected, they'll feel more positive about the project.
- **Resolve disagreements.** Team members will disagree at times. That's expected. Keep things positive by going back to the points you have in common and working from there.
- **Break into smaller groups for part of the meeting.** People will like the chance to have a more in-depth conversation with a few other people. Afterward, each group can share its ideas with everyone.
- **Make sure everyone feels heard.** Every person at your meeting should feel comfortable offering ideas. Don't let the loudest voices control the conversation. It helps to write down people's suggestions on a white board or paper taped to a wall. People will see and appreciate that their ideas are being considered.

- **Consider taking a vote.** When you're ready, you could have the group vote on your project's goals. First, write the goals or ideas on a white board or paper. Give everyone a few Post-It notes or stickers. Ask people to vote by placing a sticker next to the ideas that they like best. Then, count up the votes and you have your project's goals.
- **End the meeting with clear next steps.** During the meeting, keep a list of decisions, next steps, and — most importantly — who is responsible for them. Make sure each person leaves knowing what she needs to do next.

Get Help

If you have questions or face challenges while using the Action Model, reach out to ATSDR and get help. Remember, ATSDR designed the Action Model, so we can help you create a plan for your community.

For help with your Action Model project, email the ATSDR land reuse team at atsdr.landreuse@cdc.gov or visit the ATSDR Brownfield/Land Reuse Health Initiative website at <http://www.atsdr.cdc.gov/sites/brownfields/index.html>.

