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.

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

Planning materials available within the soilSHOP Toolkit website

### Example Planning Timeline

<table>
<thead>
<tr>
<th>Dates</th>
<th>Action Items &amp; Notes</th>
<th>Toolkit Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month 1/2</td>
<td>Kick off meeting with core planning team. Identify stakeholders and partners.</td>
<td>Examples: <a href="#">SoilSHOP Planning Timeline</a> Example Resources Sheet for Further Information</td>
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<tr>
<td></td>
<td>Draft list of educational resources – use input from partners to update.</td>
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<td></td>
<td>Determine venue, event date and duration, and name.</td>
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<td></td>
<td>Develop and finalize communications plans.</td>
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<td></td>
<td>(Note: some scheduling announcements when event details are confirmed.)</td>
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<tr>
<td>2 months ahead</td>
<td>Continuous meetings and calls with stakeholders/standing team.</td>
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<tr>
<td></td>
<td>Review supplies and equipment needs (e.g., gloves, calculators, log books, fences,</td>
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<td></td>
<td>tables, chairs, pop-up tents)</td>
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<td></td>
<td>Discuss logistics — venue, AC needs, parking, restrooms, rain plans, etc.</td>
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<td></td>
<td>Address translation (if needed) — are community volunteers available?</td>
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<td></td>
<td>Identify potential partners for event (volunteers, agency staff, etc.)</td>
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<td></td>
<td>(Note: some scheduling announcements when event details are confirmed.)</td>
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<tr>
<td>1 month ahead</td>
<td>Confirm reserved commitments from various agencies/volunteers</td>
<td>Examples: <a href="#">SoilSHOP Equipment and Print Materials Checklist</a></td>
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<td>Assign staff to station teams (Log in, Screening, Health Ed.) and schedule team cars</td>
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<td></td>
<td>Implement communications plan (through web sites, lists, newsletters, local newspapers, business, community meetings, etc.)</td>
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<td></td>
<td>Finagle all event materials (Log-in Forms, Labels, Sample Result Card, Health Education Evaluation forms, signage, etc.)</td>
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<td></td>
<td>Hold group call to finalize sample kit distribution plan</td>
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<tr>
<td>3 weeks prior</td>
<td>Schedule team calls — Log-in registration, Screening, and Health Education Team — and schedule training calls</td>
<td>Examples: <a href="#">SoilSHOP Equipment and Print Materials Checklist</a></td>
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<td></td>
<td>Continuous plannning communications plan (Round 2 of Sample Kit Distribution)</td>
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<td></td>
<td>Continuous logistics planning</td>
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<td></td>
<td>Finalize educational materials (Resources Sheet, Trifold, etc.), print materials as needed</td>
<td>Examples: <a href="#">SoilSHOP Equipment and Print Materials Checklist</a></td>
</tr>
<tr>
<td></td>
<td>on a community/brand website</td>
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<td></td>
<td>Review equipment and printed materials checklist, order any materials/supplies needed</td>
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<td></td>
<td>(Note: some scheduling announcements when event details are confirmed.)</td>
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<tr>
<td>2 weeks prior</td>
<td>Continue outreach meetings in community</td>
<td>Examples: <a href="#">SoilSHOP Equipment and Print Materials Checklist</a></td>
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<td></td>
<td>Continuous logistics planning</td>
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<tr>
<td></td>
<td>Confirm availability of all materials/supplies</td>
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<td></td>
<td>Develop soil screening plans (Example: <a href="#">Soil Screening Guidance</a>)</td>
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<td></td>
<td>Finagle all health education materials, much agreement with partners on key messages</td>
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<td></td>
<td>Discuss health, safety and other special considerations</td>
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</tbody>
</table>

### Example Staff Roles and Functions

<table>
<thead>
<tr>
<th>Role</th>
<th># of staff</th>
<th>Staff Name(s), Agency or Organization (Org)</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Lead</td>
<td>1</td>
<td>Early, ATSDR</td>
<td>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.</td>
</tr>
<tr>
<td>Event Ambassador</td>
<td>1-3</td>
<td>Jessica, City Broward/Help Program</td>
<td>The face of the soilSHOP event. Does meet and greets with local leaders and press, mingle with event partners, promotes event and soilSHOP model. Preferably local with involvement in partner events.</td>
</tr>
<tr>
<td>Log in Staff</td>
<td>2-3</td>
<td>Cole, Consultant Mpunkt, Local Leader Shona, Non-profit</td>
<td>Logs in soil samples and provides participants information on sample flow, where to go for results and health ed. Insures log in form is correctly 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 VRF blames to deliver to VRF screening stations, provides attendee with sample ID number imprinted on note card, cloth/rispin or other item.</td>
</tr>
<tr>
<td>XRF Screening Station</td>
<td>3-4</td>
<td>Scott, JPA NIA 4MP Mobile Lab</td>
<td>Accepts sample packets from log in stations. 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 blaming to deliver to Health Ed stations.</td>
</tr>
<tr>
<td>Health Educator</td>
<td>3-4</td>
<td>Mark, JPA Kroten, City Health Department</td>
<td>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 T-Fold brochure, resources sheet, and best practices gardening handout.</td>
</tr>
</tbody>
</table>
Planning materials available within the soilSHOP Toolkit website

Example Material and Equipment List

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

Outreach Flyer (available in Spanish)

Participant Infographic on soil collection
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

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 Flourescence instrument. While you wait, please enjoy other activities. Results will be available between 15-20 minutes after submission (estimated).
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. Complete the registration form and present the same to the soilSHOP staff. Your number will be provided.
2. A member of the soilSHOP team will run your sample through the X-Ray Flourescence instrument. Please enjoy other activities while you wait. Results are available in 15-20 minutes after submission (estimated).
3. The soilSHOP team will provide you with your results, share resources, and answer your questions.

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
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.