

HANDOUT FROM OUTREACH SUBCOMMITTEE

for

5/25/21 Meeting

DEFINITION KEY:

Who = Who is your targeted audience?
What = What do you want to say? What's your message?
When = When do you want to reach out audience?
Where = Where do you want outreach to be?
Why = Why are we contacting them? What's the reason?
How = How do we reach out to them? What methods do we use?

Low Hanging Fruit – for Methods Used

No Cost – email, newsletters of others, iPods, free TV and Radio time (PSA)

Low Cost – Offer \$5 incentive to complete our surveys, offer indoor air quality giveaways (i.e., air filters, masks), flyers, tip sheet

Moderate Cost – Pay meeting attendees from the public to attend monthly meeting to establish a community-based focus group