

### **Printable Checklist – Take Action: Engage the Community**

- Step 1. Identify General Program Parameters
- Step 2. Research Similar Programs
  - Identify similar programs and reach out to people who have implemented them
  - Identify the components of similar programs that fit your circumstances
  - Decide whether to tie into an existing program or create a new program
- Step 3. Engage Stakeholders
  - Understand your target audience's values, motivations, and barriers
  - Acquire your target audience's input on program options
  - Solicit partners for program implementation
  - Engage community leaders and elected officials
- Step 4. Design Program Mechanics
  - Consider different incentive systems
  - Develop a budget, timeline, and measuring metrics
- Step 5. Design Outreach Plan and Materials
  - Develop messages that are tailored to target audience
  - Develop outreach plan and materials
  - Identify best venues to reach audience
  - Work with the local media
- Step 6. Take Care of Administrative Steps
- Step 7. Roll it out!
  - Consider an incremental roll-out
  - Identify and foster early adopters, and tell their stories
- Step 8. Monitor and Adjust