

COMMUNITY OUTREACH TOOLKIT

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Confirm your grant type

Identify the types of community outreach events that are allowable under your grant type. **IMPORTANT:** If your grant is a 154 funded Enforcement of Tennessee Driving Under The Influence grant, then your community outreach event must address the dangers of driving under the influence of drugs and/or alcohol.

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Download the Community Outreach Event Activity Form

You may use no more than 20% of your grant's personnel budget to pay for overtime costs. You may assign officers, administrative staff, and personnel from area law enforcement or EMS partners approved by your agency. Remember to submit your [THSO Community Outreach Event Activity Form\(s\)](#) and photos with your quarterly claim reports.



**Community
Outreach
Activity
Form**

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Identify activities your agency already participates in or provides

Rather than working from scratch, you may piggyback on annual, pre-planned events coordinated by others in your area. By developing and expanding community partnerships, you can increase your opportunities for community outreach with various populations. Examples include events like annual county fairs, seasonal fairs, sports tournaments, and Halloween Trunk-or-Treat. This strategy can also help you address multiple traffic safety issues during one event.

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Reach out to a traffic safety task force

Law enforcement agencies unite to bring years of combined experience to collaborate on community outreach and traffic enforcement events. Reach out to your regional LEL or program manager to find out more about the community outreach events these traffic safety task forces offer or inquire on how to start a task force in your area.

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Identify traffic safety issues and high risk groups

- Does your data reflect high crashes involving distracted or impaired drivers, teen drivers, older drivers, pedestrians, etc.?
- One or more traffic safety issues may be addressed in your community outreach event. But remember that if you have an Impaired Driving grant that the focus must be impaired driving and only overtime hours may be reimbursed for staff addressing impaired driving during your event.

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Determine date, time, and location

- **IMPORTANT:** Start planning your event early to ensure availability of location, resources, and community partners. Ideally, you want to start planning six weeks out, depending on how long you want to promote in advance.
- Contact your program manager and regional LEL to let them know what you're planning and find out how they can assist you. Keeping your program manager and LEL aware of your plans allows them to provide resources you will need in time for your event, like a seat belt convincer.
- As soon as you decide you need press support from THSO, inform your program manager so he/she can notify THSO's public information officer to assist you. Examples of press support include creation of an event flyer, posting on social media, assistance with press releases, and more.

Decide when and where

- Community Events: Identify where a large representation of your community members will gather, like seasonal and holiday festivals.
- Identify events where your target audience will gather, for example: parks during baseball practices and games, senior activity centers, schools, daycare facilities, and local car club gatherings.
- Outdoor Events: Be mindful of weather conditions and times of year for outdoor events. For example, an outdoor event for seniors would be best held during mild temperature seasons. If possible, identify an adjacent indoor space to safely move to in case of inclement weather. Consider a postponement date in the event of unexpected weather or events.
- Indoor Events: These are typically planned with a community partner. Work with your contact to ensure the available area will meet your needs for the specified date and time, size, accessibility, and equipment loading area if needed.
- Road and Parking Access: Ensure that the location you choose for your event has adequate parking options and provides easy and safe access. For example, identify surrounding roads under construction that may hinder easy and safe access to your event space.

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Promotion

- Identify how/where you will need to promote your event to ensure success, in addition to your social media accounts. These include your city/county, local media outlets and any agency that you may be partnering with.
- Remember to reach out to your THSO program manager if you would like your event promoted by the THSO public information officer on our social media pages.

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Event run-of-show sheet

Consider utilizing a “run-of-show” planning sheet to keep tasks and assignments organized. This typically includes a list of activities and tasks for the day from arrival/set-up to the end of your event and take-down with times noted for each.

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Staffing

- Identify all available internal and external department/organization staff members.
 - IMPORTANT: Reach out to Tennessee Trucking road team captains to find out about the programs and staffing they can provide.
- Make sure that everyone is aware of planning meetings, assignments, and when/where to report and set-up on the day of the event.
- For large-scale events, assign team captains to ease communication before and during the event.
- Establish a communication process that specifies how information is to be shared before and during the event.
- At least three weeks before the event, reconfirm availability of staff and resources, and complete a site-visit.
- Consider having an on-site meeting prior to the start of the event.
- Provide a staff sign-in sheet.
- Assign a photographer. Photos should include staff interacting with members of the community and leading/participating in activities.
- Assign at least one person to greet people and, if applicable, at the exit to gather comments, contact information, answer questions, and hand out resources.

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Post event

- Remember to submit your [THSO Community Outreach Event Activity form\(s\)](#) and photos with your quarterly claim reports.
- IMPORTANT: Submit one (1) Community Outreach Event Activity form for each officer/staff member you are claiming for overtime reimbursement.
- Remember to submit your community outreach events for [Law Enforcement Challenge Points](#).
- Schedule an event follow-up meeting with staff members to gather input about their experiences. Record improvements that should be made for the next event, things that went well and new ideas that will make future events run smoother and improve overall outcomes.



**Community
Outreach
Activity
Form**



**Law
Enforcement
Challenge
Points**

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