



Considerations for inclusive outreach

Inclusive outreach is the practice of designing meaningful and accessible outreach opportunities that enable people from all walks of life to participate in their community.

Bringing forward an inclusive approach is about recognizing the different circumstances that impact the ability to participate, while providing us with new lines of thought that can be used to design outreach strategies that keeps inclusion front-of-mind. The points below are a summary of some of the first steps to take when developing a plan for inclusive outreach, based on The City of Calgary's Inclusive Engagement Guide.

The suggestions below do not outline a specific step-by-step process. Instead, they provide a quick reference and starting point for different considerations to keep in mind when planning in-person outreach sessions.

4 Steps to Get Started:

1. Understanding Inclusive Outreach

- What is inclusive outreach and how do we achieve it?
- What frameworks can we use to better understand diverse social identities and individual needs?
- What barriers to inclusion exist? How do we identify them?

2. Gaining Stakeholder Perspective

- What does your community look like?
- Who's missing from the conversation and why?
- What are these individuals experiencing? How do they perceive inclusion?
- Consider asking questions about their experiences, listen to their perspectives.

3. Designing and Implementing Inclusive Outreach

- What do stakeholders need and want?
- How do we better design strategies to support inclusive engagement?
- What kind of tools will support more inclusive public engagement opportunities?
- Brainstorm, co-create and plan inclusive strategies with others.

4. Evaluating Success

- Learn from stakeholders. What do they have to say?
- How do we collect feedback?
- What can be done better next time?



- How do we learn from our work?
- What is success and how do we measure it?

Questions to consider when creating inclusive in-person outreach sessions**Checklist:**

- ✓ What does your community look like? Are there individuals or groups who are often missing from engagement opportunities? Who are they?
- ✓ What are these individuals experiencing? What barriers might exist that limit their participation in outreach opportunities?
- ✓ How might we address barriers that limit participation? What barriers are within our capacity to address? What barriers are we unable to address and why?
- ✓ How will you capture participants' experiences of outreach events? Are post outreach evaluation surveys or questionnaires accessible? How will you use this information to inform your work in the future?
- ✓ Understanding what barriers exist, what tools or strategies exist that we can use to design and implement inclusive opportunities that address them?
- ✓ Who needs to be part of the design and implementation of strategies and tools (i.e. content experts)?
- ✓ What additional supports are needed the day of the event to ensure stakeholders needs are met? Is the space and location accessible? Are clients able to access transportation?
- ✓ Are inclusive materials and content present for participants to access?
- ✓ Are there needs for language translation services? Visit The City's language map at <https://maps.calgary.ca/language> to get a better understanding of the language needs of the community you will be working in?
- ✓ How was your team's experience designing and implementing new tools and strategies?
- ✓ Did they successfully achieve desired outcomes? Consider capturing post-outreach learnings through an after-action review.