



READI Community Outreach and Engagement Checklist

Engaging in the Community with READI

The following steps must be completed by READI Community Partnership and Engagement Workgroup Leadership.

- Identify the date, location, estimated participation costs, and contact person for the event.
- Provide this event information, along with submission documents and any other associated costs to READI leadership, **for approval prior to proceeding.**
- Confirm participation approval with READI Leadership.
- Update the Qualtrics volunteer recruitment link and forward it to the Community Advisory Council (CAC) and interested volunteers.
- Email the Qualtrics recruitment link to volunteers and CAC members to confirm that they are willing to volunteer during the event.
- Email event and confirmation details to registered volunteers one week prior to the event.
- Monitor the number of volunteers registered via Qualtrics and confirm participation at the event.



Event Table and Volunteer Logistics

To be completed by the Community and Partnership Workgroup Leadership
one week prior to the event.

- Confirm volunteers. Review volunteer shift times and overage.
- Communicate the event logistics to the volunteers, including:
 - vendor check-in times
 - table location
 - vendor and volunteer parking options
 - volunteer contact list
- Confirm event set-up, start and ending times.
- Confirm on-site contact for the event.
- Finalize and organize all materials, including but not limited to:
 - recruitment registry
 - blank Duke Media Consent forms (if needed)
 - printed volunteer contact list
 - brochures, QR code, and handouts
 - giveaways for event participants
- Finalize evaluation plan and ensure all mechanisms and tools (sign-up sheets, click encounters, etc.) are ready and available for the event.
- Volunteers and staff need to arrive on-site **at least 30-45 minutes before the event starts** to set up tables, chairs, and tent, if needed, and to organize materials before the event begins.



Post-Event Follow-up (Internal)

- Send a thank-you email/letter to volunteers and participating Community Advisory Council members.
- Document the number of encounters, number of trial registry registrants (via QR code or paper), number of marketing materials distributed, approximate number of event attendees, etc.
- Scan signed photo consent forms and upload event photos and signed consent forms to a Box folder for CTSI Marketing and Communications to access.
- Review, debrief, and document the program outcomes, successes, and opportunities for improvement.
- Report outcomes to READI Community Partnership and Engagement workgroup including a summary of the event.



Volunteer Thank You Letter/Email Template

Date:

Volunteer Name

Address

City, State, Zip

Dear:

On behalf of READI, I would like to thank you for volunteering your time and energy to the event that was held on _____ (date) in _____ (city).

The mission at this community event was to build awareness about how research and community partnerships can help to improve community health. More than ____ (insert number) community members attended the event.

Thank you for your efforts and for your willingness to make a difference in the health and well-being of our community.

Sincerely,



Volunteer Training and Event Script

Are you Ready for READI?

The role of READI volunteers at community programs and events is to increase awareness of the value of clinical research, and work with community members to foster trustworthiness in research at Duke.

Key components include providing opportunities to engage in clinical research by participating in studies, inviting communities to learn about our volunteer registry, and promoting career opportunities in clinical research.

We ask that our volunteers to:

Complete the [***Partnering with the Community to Improve Health***](#) module. Content includes:

- The basic understanding of community and Principles of Engagement
- Concepts of community health and effective community engagement practices

Watch the 9-minute [***Just Ask***](#) video

- Access more information on the Just Ask training module via this link.

Upon the completion of these trainings, you will receive an invitation to participate in a virtual training on “Engaging in the Community with READI.”



Community Engagement Script for READI Volunteers

Do you know about READI at Duke?

The goal of the Research Equity and Diversity Initiative (READI) is to improve the health of our communities and advance health equity by making it easier for community members and researchers to collaborate on health research that is important and relevant to our community.

Our approach to health research relies on the guidance and advice of our Community Advisory Council, made up of community faith leaders, patients, healthcare providers, and study participants. From this collaboration, we are working together to foster trustworthiness in research and increase broad and diverse representation in research participation and the research workforce.

Duke recognizes the importance of this work. When diverse communities are represented in clinical trials and studies, everyone benefits from new discoveries. And when Duke researchers and community members work together, they can achieve amazing things to advance the health and well-being of our communities.



Serve the Community with Optimal Customer Service

- Greet participants with a friendly smile and greeting.
- Ensure that your tone and message are authentic, sincere, and honest.
- Avoid being perceived as a medical expert by letting visitors know that you are not a clinician; always refer them to their own physician.
- Take staggered breaks during the event. A volunteer must be present at the table, at all times.
- Feel free to walk around and meet other vendors, tell them about READI, and invite them to visit your table. This helps to foster meaningful networks and collaborations for future events.
- Do not eat or drink at the table.
- When the event is wrapping up, clean up your area, and pack the materials neatly and in order. Pack and plan with the next event in mind.
- Before leaving the event, thank the point person for allowing READI to participate. Return the items to Sally Taylor at the Pickett Road clinic location.



Working in the Community in a COVID World

- Maintain safety by keeping sanitizer at the table and use antibacterial surface wipes to clean the area frequently.
- Observe event guidelines on masking. Some venues might require masking, especially at indoor events, while others might not.
- Remember to protect yourself and others!
- Always, *Know Before You Go!* **Know your COVID status** before participating in an engagement event in the community by completing an at-home COVID test and confirming a NEGATIVE test result. Take-home test kits are available at any local health department.



Sample Health Fair Table Designs

