



NATIONAL  
MINORITY QUALITY  
FORUM



# Community Engagement Event

Toolkit

# INTRODUCTION

In celebration of **National Minority Health Month**, the National Minority Quality Forum's NMQF Connect is distributing an event toolkit to promote community engagement in health equity.

Enhancing minority health is essential for overall community well-being. By hosting events centered on minority health, we can increase awareness, offer valuable resources, and cultivate a supportive community environment.

This toolkit is tailored to aid community members in efficiently planning and coordinating diverse events to effectively tackle minority health disparities.



## Define Objectives

Identify the specific minority health issues prevalent in your community.

Determine the goals of your event, whether it's raising awareness, providing resources, offering screenings, etc.



## Form a Planning Committee

Recruit members representing diverse backgrounds and expertise.

Delegate responsibilities such as logistics, marketing, programming, and outreach.



## Finances

Create a budget (venue, catering, rentals, etc).

[Download the template](#)

Reach out to local businesses and organizations for sponsorship.

[Download the template](#)





## Choose Event Type



### Health Fair:

Provide access to health screenings, information booths, and interactive activities.

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### Educational Workshops:

Host sessions on nutrition, mental health, preventive care, etc.

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### Panel Discussions:

Invite experts and community members to discuss relevant topics.

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### Fitness Activities:

Organize group exercises, walks, or sports events promoting physical activity.

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### Cultural Celebrations:

Combine health education with cultural festivities to engage diverse communities.





## Secure Venue and Resources

Find a suitable location accessible to the target audience.

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Arrange necessary equipment, tables, chairs, and various signage (directional, promotional, etc.)

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Obtain permits or permissions required for the event.



## Collaborate with Partners

Reach out to local health organizations, community centers, schools, and businesses for support.

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Partner with healthcare providers, NGOs, and advocacy groups specializing in minority health.



## Develop Program Schedule

Plan a diverse range of activities catering to different age groups and interests.

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Allocate time for speakers, demonstrations, workshops, and interactive sessions.

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Ensure a balance between education, entertainment, and engagement.





## Promote the Event

Utilize various channels such as social media, community newsletters, local newspapers, and radio stations.

Create visually appealing posters, flyers, and digital graphics.

Encourage word-of-mouth promotion through community leaders and influencers.



## Arrange Health Screenings & Services

Coordinate with healthcare providers to offer free or low-cost screenings for conditions prevalent among minorities.

Provide information on accessing healthcare services, insurance, and financial assistance programs.



## Offer Resources and Support

Set up information booths with pamphlets, brochures, and resource guides in multiple languages based on the community.

Connect attendees with local support groups, counseling services, and community resources.





## Ensure Accessibility and Inclusivity

Accommodate individuals with disabilities by providing wheelchair access, sign language interpreters, and accessible materials.

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Consider cultural sensitivities and preferences when planning activities, food options, and communication strategies.



## Collect Feedback and Evaluate

Distribute surveys or feedback forms to attendees to gather input on the event's effectiveness and areas for improvement.

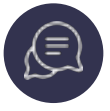
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Analyze attendance, engagement levels, and outcomes to assess the impact of the event.

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Use feedback to refine future events and initiatives addressing minority health disparities.





## Follow-Up and Sustain Momentum

Maintain communication with attendees through follow-up emails, newsletters, and social media updates.

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Continue to advocate for minority health issues and support ongoing efforts within the community.

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Explore opportunities for partnerships and collaborations to sustain momentum and drive long-term change.

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