Access to Justice Initiative
Communication & Outreach

December 15, 2021

Part 1 - Ideation

Goals & Strategy

Set a goal

To give critical information to the most amount of people possible.

Create a strategy/roadmap

- Who are you trying to reach?
- What information are you trying to give them?
- How will you get that information to them?

Create personas to try to capture different perspectives.

Curate the media used & information bites to match those personas.

Information

❏ Curate a thoughtful agenda of digestible pieces of information using plain language

Cognitively Accessible Toolkit Types

Plain Language

- Important details come first
- Active voice
- Simple, familiar language
- Few acronyms

Easy Read

- Clear and easy to understand
- A picture for every idea
- Fewer ideas on a page

SARTAC

Outreach

How will you reach your audience with the information?

- ❏ Leveraging technology to reach the most amount of people
    - ❏ Zoom
    - ❏ Youtube
    - ❏ Facebook
- ❏ Ensure that those without technology are still able to access information
    - ❏ Local newspapers
    - ❏ Local tv channels
    - ❏ Local radio
- ❏ Ensure accessibility
    - ❏ Simultaneous interpretation
    - ❏ Closed captioning

TAUNTON
DAILY GAZETTE

Part 2 - Development

Form your team

❏ Assemble your team
 ❏ i.e. Judge, Clerk, Chief Court Officer, Chief Probation Officer
❏ Engage that key community partner to assist in planning the session
 ❏ Consider that local organizations that have a wide reach and provide valuable expertise and resources to the community
 ❏ i.e. Local Government, Social Service Organizations
❏ Identify other stakeholders/panelists for the session based on the concerns of the community you are trying to address
 ❏ i.e. Law Enforcement, Health Care, Education, Community Groups, Local Businesses, etc.
❏ Work with local agencies or partners to arrange language interpretation based on the top languages spoken in the community

Logistics

- ❏ Confirm a date and time for the Town Hall/event
- ❏ Create a poster in several languages (if possible)
- ❏ Determine the platform to host and stream
  - ❏ Zoom events can be live-streamed to Facebook *or* YouTube
- ❏ Schedule the zoom meeting or webinar
  - ❏ A Zoom Pro license is required to stream
- ❏ Contact your Public Information Office, Comms team, or the local newspaper(s) and tv stations, with the specific information so they can release some information
- ❏ Communicate with your team
  - ❏ Send out an email/calendar invite for the event
- ❏ Create separate tech and speaker agendas and distribute
- ❏ Schedule a technical run through for all speakers interested to review last minute details and crosscheck social media/live tie ins
  - ❏ Review zoom technical pieces, i.e. spotlighting, sharing screen, moderating chat, and timekeeping

Facebook Live   YouTube Live

Zoom   Microsoft Teams

Part 3 - Launch

Hold the event!

Follow up

- ❏ Send a thank you to all panelists, partners and technical support team members
- ❏ Download the zoom and youtube recordings for your files
- ❏ Upload the recording to your site and/or push via social media channels for additional viewing
- ❏ Circle back with local media/tv to see how often they can repeat the program and what data they can provide on viewership
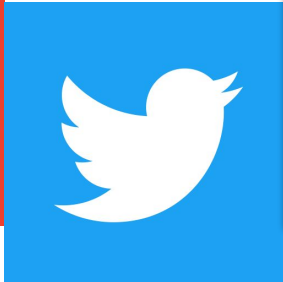
Part 4 - Repeat!

Trial Court Town Hall Information

Town/City	Date & Time	Topic	Community Partners	Virtual Town Hall Link
Chelsea	May 29th at 11:30 a.m.	COVID-19 Information, Housing Moratorium	Chelsea Collaborative	Chelsea Virtual Town Hall (English/Español)
Brockton	July 22nd at 12:00 p.m.	COVID-19 Information	City of Brockton Mayor's Office, Brockton Neighborhood Health Center, The Enterprise of Brockton	Brockton Virtual Town Hall
Worcester	July 27th at 4:30 p.m.	COVID-19 Information	City of Worcester	Trial Court Virtual Town Hall in Worcester
Lawrence	August 4th at 12:00 p.m.	COVID-19 Information	Mayor's Health Task Force, YWCA Northeastern MA	Lawrence Virtual Town Hall (English) / Reunión Virtual para la Comunidad de Lawrence (Español)

Town/City	Date & Time	Topic	Community Partners	Virtual Town Hall Link
Springfield	September 10th at 12:00 p.m.	COVID-19 Information	Representative Carlos Gonzalez, Way Finders	Springfield Virtual Town Hall (English) / Reunión Virtual para la Comunidad de Springfield (Español)
Holyoke	October 28th at 12:00 p.m.	COVID-19 Information, Substance Use, Housing Resources	Holyoke Safe Neighborhood Initiative, Way Finders, Holyoke Housing Authority, HEALing Communities Study, Holyoke Hospital, Hope for Holyoke, Holyoke Board of Health, Holyoke Media	Holyoke Virtual Town Hall (English) / Reunión Virtual Para La Comunidad De Holyoke (Español)

https://bit.ly/macourttownhalls