

# The Tribal Vaccine Equity Project:

## *Engaging Your Virtual Audience: Best Practices in Hosting Online Events*

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# Welcome!

Round of Introductions:

**Where are you joining from?**

**What is one thing you are  
looking forward to this week?**

# Agenda

- 5 Wise Practices for Virtual Community Engagement in Indigenous, Rural and Remote Communities
- Preparing and hosting the meeting
- Q&A and space to share
- Support with vaccine equity project



## WISE PRACTICES

1

# Connect to land and culture

- Incorporate languages, share cultural wisdom about the current season
- Land acknowledgements, sharing photos and videos

# WISE PRACTICES

2

Create a caring, healing,  
& connected  
atmosphere

- Acknowledge who is in the meeting
- Provide space and time for participation
- Plan for breaks

## WISE PRACTICES

3

# Get people to your meeting

- Use plain language and include clear meeting details
- Communication plan- what channels will work best for you?

## WISE PRACTICES

4

# Make the meeting accessible to everyone

- Provide technology support and encouragement
- Use a variety of ways for participants to contribute to the discussion

# WISE PRACTICES

5

## Prepare!

### WHO, WHAT, WHEN, WHERE, HOW, & WHY

- Decide which platform is the best for your event (Zoom, webinar, hybrid)
- Send out any supporting documents beforehand
- Use the Checklist for Preparing for Online Meetings & Community Engagement



# Hosting a virtual meeting: tips & tricks

- Introduce everyone in the meeting
  - You can test everyone's technology and troubleshoot right away if needed
- Ice breakers & opening circles
  - Opening Circles: Traditional for many Native American communities
  - Space to share and get to know each other and get comfortable with the meeting space

# Hosting a virtual meeting: tips & tricks

- Encourage Participation
  - Designate an in person advocate for virtual participants
  - Use sharing circles, visuals and screen sharing
- Support Effective Decision Making
  - Generate a clear proposal
- Following up
  - Follow up with a summary and meeting notes
  - Ask for feedback on the meeting format

Let's chat!

What barriers have you encountered and how did you overcome them?

What techniques have you used for encouraging participation in virtual meetings?

# Additional Support Resources



## Infosheet: Solutions to Common Meeting and Engagement Challenges

Challenges	Possible Solutions
<b>Technology</b>	
Difficulty muting and unmuting	<ul style="list-style-type: none"> <li>Take time at the beginning of every meeting to remind people how to mute and unmute.</li> <li>Practice muting and unmuting in the opening circle of introductions or check-ins.</li> </ul>
Bad sound or choppy lines	<ul style="list-style-type: none"> <li>Ask people to join the meeting by phone for audio sound (they can keep their computer on for the visual).</li> </ul>
Participants have different levels of experience with online technology	<ul style="list-style-type: none"> <li>Have a trial-run of the meeting.</li> <li>Provide a phone number ahead of time for people to get tech support.</li> <li>Invite people to join a half hour early to help troubleshoot tech problems.</li> <li>Use introductions and icebreakers to practice tech skills (like mute-unmute, chat box, polls, breakout rooms etc.) so they are comfortable.</li> <li>Arrange beforehand to have a youth or family member to help elders set up the call.</li> <li>Have 4-5 people in a room in person to participate in the call, with a tech person present. This is especially helpful for elders.</li> </ul>
Many participants are having tech problems despite everything	<ul style="list-style-type: none"> <li>Reschedule! Some days the internet is better than others.</li> <li>Assess after the meeting to see what could be done better next time.</li> </ul>
<b>People and group dynamics</b>	
People interrupting or not following a speakers list	<ul style="list-style-type: none"> <li>Set up meeting guidelines ahead of time and don't be afraid to remind people.</li> <li>Use a virtual circle to encourage a speaking order and enforce it through facilitation.</li> </ul>

# Opportunity #3: Interactive Vaccine Education Events



Award of  
up to \$2,000



Host an in-person or  
virtual vaccine  
education event



Attendance of an  
ITCM webinar to  
learn best practices  
for online events  
and education

# Opportunity #3: Interactive Vaccine Education Events

- When you apply, you will need to provide:
  - A brief description of your proposed event
  - Your target and actual number of attendees or reach for the event
  - How you plan to record and report learning outcome(s)
  - A proposed budget (breakdown not required)



# Questions?

About the webinar or the vaccine equity project?

# Thanks for joining us!

Visit: <https://keepitsacred.itcmi.org/covid-19-vaccine-equity/>

## Upcoming Webinars:

*“Vaccinate With Confidence”* April 7<sup>th</sup> 2022, 3PM EDT

*“#HowIRecommend Routine Vaccinations”* April 20<sup>th</sup>, 2022 3PM EDT

Questions on the Vaccine Equity Project

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