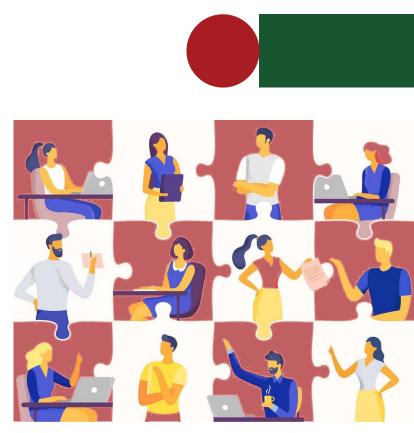
The Tribal Vaccine Equity Project:

Engaging Your Virtual Audience: Best Practices in Hosting Online Events

Sarah Keller MPH, CHES The Inter-Tribal Council of Michigan April 6th, 2022







Welcome!

Round of Introductions:

Where are you joining from?

What is one thing you are

looking forward to this week?

Agenda

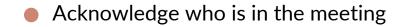
- 5 Wise Practices for Virtual Community Engagement in Indigenous, Rural and Remote Communities
- Preparing and hosting the meeting
- Q&A and space to share
- Support with vaccine equity project



1 Connect to land and culture

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

2 Create a caring, healing, & connected atmosphere



• Provide space and time for participation

Plan for breaks



3

Get people to your meeting

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

4

Make the meeting accessible to everyone

 Provide technology support and encouragement

Use a variety of ways for participants to contribute to the discussion



Prepare!

5

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
Technology	
Difficulty muting and unmuting	 Take time at the beginning of every meeting to remind people how to mute and unmute. Practice muting and unmuting in the opening circle of introductions or check- ins.
Bad sound or choppy lines	 Ask people to join the meeting by phone for audio sound (they can keep their computer on for the visual).
Participants have different levels of experience with online technology	 Have a trial-run of the meeting. Provide a phone number ahead of time for people to get tech support. Invite people to join a half hour early to help troubleshoot tech problems. Use introductions and icebreakers to practice tech skills (like mute-unmute, chat box, polls, breakout rooms etc.) so they are comfortable. Arrange beforehand to have a youth or family member to help elders set up the call. 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.
Many participants are having tech problems despite everything	 Reschedule! Some days the internet is better than others. Assess after the meeting to see what could be done better next time.
People and group dynamics	
People interrupting or not following a speakers list	 Set up meeting guidelines ahead of time and don't be afraid to remind people. Use a virtual circle to encourage a speaking order and enforce it through facilitation.

Opportunity #3: Interactive Vaccine Education Events



Award of up to \$2,000



Host an in-person or virtual vaccine education event



Attendance of an <u>ITCM webinar</u> to learn best practices for online events and education

Opportunity #3: Interactive Vaccine Education Events

- When you <u>apply</u>, 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 7th 2022, 3PM EDT

"#HowIRecommend Routine Vacinations" April 20th, 2022 3PM EDT

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