

## Project Checklist

Here are the steps to help you replicate our success for your project:

- Set a **SMART** (Specific, Measurable, Attainable, Realistic, Timebound) goal for your project
- Designate a lead organization to provide centralized supports and resources;
- Nurture relationships with influencers in the community relevant to your project goals and gain buy-in to your project;
- Leverage the strength of your networks and/or community stakeholders to increase the project footprint and effectively amplify project messaging to your target audience;
- Build a solid foundation of knowledge related to your project, project goals, reporting mechanisms and methods of team engagement prior to project implementation;
- Develop approaches that are tailored by municipality and by business;
- Understand local neighborhoods and issues. This Includes identification of allies and your detractors in each community before launching a project. An environmental scan can be used to collect evidence-based data in order to be knowledgeable of the local landscape, stakeholders and issues;
- Learn about cross-cultural issues, essential in effectively reaching out in Ontario's diverse multicultural landscape (see appendix);
- Research local programs and initiatives that align with your project goals and look for opportunities for integration and/or partnership;

## Regional Model of Public Education and Outreach

- Be open to new insights and learning as the project unfolds and be willing to adapt accordingly; and
- Find ways to sustain the impact of your project following its completion, for example, through an existing network or a coalition.