

How to Form an Action Group

Here are the steps we recommend when setting out to form your community action group. Do not forget: your Engagement Coordinator is here to support every step of the way!

- **Identify Objectives:**
 - Define the purpose and goals of the action group.
 - Determine what issues or needs the group aims to address within the community.
- **Gather Stakeholders:**
 - Gather those leaders identified from the Workshop.
 - Begin brainstorming other local organizations, activists, or interested individuals.
- **Review Mission:**

Recall that all community initiatives should work towards one of the following goals:

- *spread understanding of alcohol use disorder as a treatable health condition*
- *support more people to feel comfortable accessing care options*
- *shift community drinking culture*
- **Create Leadership Structure:**
 - Establish roles and responsibilities for group members.
 - Designate leaders, coordinators, secretaries, and other necessary positions.
- **Set Up Communication Channels:**
 - Establish communication methods (email, social media, meetings, etc.).
 - Create a centralized platform for sharing information and updates among members.
- **Develop an Action Plan:**
 - Outline specific actions and initiatives to achieve the group's goals.
 - Set measurable and achievable milestones and deadlines.
- **Organize Meetings and Events:**
 - Schedule regular meetings to discuss progress, challenges, and next steps.
 - Plan community events, workshops, or campaigns to engage the public.
- **Recruit Volunteers and Supporters:**
 - Reach out to the community for volunteers who share the group's vision.
 - Encourage participation and support through outreach efforts.
- **Build Partnerships and Alliances:**
 - Collaborate with local businesses, nonprofits, government agencies, or other community groups for resources and support.
 - Establish mutually beneficial partnerships to amplify the group's impact.
- **Implement and Evaluate:**
 - Execute planned actions and initiatives according to the established timeline.
 - Continuously monitor progress and assess the effectiveness of strategies.
 - Gather feedback from stakeholders and community members for improvement.
- **Adapt and Grow:**

- Remain flexible and open to adjustments based on the changing needs of the community.
- Adapt strategies and approaches as necessary to achieve the group's objectives.
- **Celebrate Achievements:**
 - Acknowledge and celebrate milestones, successes, and contributions of the group and its members.
 - Share accomplishments with the community to maintain momentum and inspire further involvement.
- **Sustain Engagement:**
 - Develop plans for long-term sustainability and continuity of the action group's efforts.
 - Nurture relationships with community members and stakeholders to sustain support and engagement.
- **Document and Share Learnings:**
 - Keep records of activities, strategies, and outcomes for future reference.
 - Share best practices and lessons learned with other communities or groups facing similar challenges.

How to send out invitations:

1. **Compile Contact Information:**
 - Gather contact details of potential members, stakeholders, and interested individuals.
 - Organize this information into a centralized database or mailing list.
2. **Craft Invitations:**
 - Create personalized and informative invitations explaining the purpose, goals, and expectations of the action group.
 - Include details about the first meeting or kickoff event, including date, time, location, and agenda.
3. **Choose Communication Channels:**
 - Decide on the most effective communication channels to reach your audience (email, social media, flyers, community boards, etc.).
 - Utilize multiple platforms to ensure broad outreach.
4. **Send Invitations:**
 - Distribute invitations well in advance of the meeting/event.
 - Follow up with reminders closer to the meeting date to maximize attendance.

Creating an Agenda for Action Group Meetings:

1. **Set Meeting Objectives:**
 - Clearly define the purpose of the meeting.
 - Determine what needs to be achieved or discussed during the session.
2. **Establish Meeting Logistics:**
 - Choose a suitable date, time, and location for the meeting.
 - Consider whether it will be an in-person, virtual, or hybrid meeting and communicate the details accordingly.

3. **Draft the Agenda:**
 - Start with a welcoming note and introductions (if it is an initial meeting).
 - Outline topics to be covered in sequential order.
 - Allocate specific time slots for each agenda item to manage time effectively.
 - Include opportunities for discussion, decision-making, and action planning.
4. **Agenda Structure:**
 - Begin with reviewing previous meeting minutes (if applicable).
 - Address ongoing projects or initiatives.
 - Discuss new ideas, challenges, and upcoming events.
 - Allocate time for brainstorming, feedback, and open discussion.
 - End with action items and assigning responsibilities for follow-up.
5. **Distribute Agenda in Advance:**
 - Share the agenda with all participants well before the meeting.
 - Encourage members to prepare relevant materials or points for discussion.
6. **Facilitate the Meeting:**
 - Stick to the outlined agenda and time allocations.
 - Encourage participation from all attendees.
 - Keep discussions focused and on track.
 - Record minutes or notes during the meeting for future reference.
7. **Follow-Up:**
 - Summarize key points, decisions, and action items at the end of the meeting.
 - Distribute meeting minutes promptly to attendees.
 - Ensure clarity on tasks and responsibilities assigned.