



Workshop Planner

Use the following guideline to help design an AUD (Alcohol Use Disorder) workshop for your community. And do not forget: your Engagement Coordinator is here to support every step of the way!

1. Define the Purpose and Audience

- Establish the objectives of the workshop.
- Identify the target audience and their needs.

2. Plan Workshop Logistics

- Decide on the date, time, and duration of the workshop.
- Choose a suitable venue or decide whether it will be in-person, virtual, or hybrid.
- Ensure necessary equipment and technical support for the chosen format.

3. Invite and Plan

CAUDS (Canadian Alcohol Use Disorder Society) will coordinate the morning presenters and support in recruiting attendees. However, you know your community best! To ensure a successful turnout, identify the key stakeholders in your community and engage people from various sectors and backgrounds. [See our Workshop Invite List](#)

***Please note:**

- At least one Mental Health Professional must be in attendance to support participants, as needed. Workshops may evoke strong emotions and we require at least one trained individual on-site dedicated to offering support and intervention, as required.
- Consider inviting a First Nations representative to perform a Territorial Welcome. Also prepare a Land Acknowledgement. For more information, we strongly recommend the [First Nations Health Authority Territory Acknowledgements Information Handbook](#).

* It is important to acknowledge that we hope our work will complement reconciliation especially as we understand how alcohol has been used as a means of colonization and as a method to cope with the continuing harms resulting from colonization

Tips on Getting the Best Turnout:

- Utilize various communication channels, such as personalized email invitations, social media platforms, or professional networks.
- Emphasize the value proposition of the workshop, highlighting key benefits, learning objectives, and networking opportunities.
- Provide clear information and instructions for registration.
- Play to peoples' expertise and influence; emphasize the workshop as an opportunity for them to share their valuable insights and express their opinions.

- Tailor invitations to demonstrate how the workshop would be relevant and impactful in addressing their specific objectives and goals.
- Send follow-up reminders closer to the workshop date to reiterate the invitation, confirm attendance, and provide any additional details (i.e., transportation options, relevant reading material, parking instructions, etc.).
- Communicate that the workshop is FREE and intended to be complimentary to relevant on-going efforts. No commitments or expectations are placed on attendees.

4. Develop Workshop Content:

Workshops generally last a full day with lunch provided. The morning session is dedicated to providing information and education about AUD. CAUDS will coordinate presenters that represent:

- Health Authority
- Health Care Provider
- Someone with lived or living AUD experience
- A CAUDS member

The afternoon is a facilitated community conversation. While this portion is encouraged to be interactive and collaborative, we have provided a [Workshop Agenda Template](#). You may also consider preparing:

- **Discussion Topics:** a list of themes or guiding questions to facilitate conversation. Examples could include challenges to accessing treatment, strategies for prevention, previous community initiatives, etc.
- **Educational Materials:** handouts about AUD, information on local support services, a list of online resources, infographics, etc.
- **Presentations:** can provide themes, direction, and information that can encourage dialogue and shape group discussion.
- **Group Activities:** things like icebreaker games, team-building exercises can help build rapport and create a sense of belonging and make participants feel more comfortable sharing their experiences, thoughts, etc.
- **Evaluation Forms:** Collect feedback to assess the effectiveness of the workshop, identify areas for improvement, and inform future initiatives. Feel free to use or adapt our [Evaluation Template](#).
- **Online Support or Networking Groups:** Create online communities, an events page, forums, or social media groups where participants can network, exchange ideas, seek support from peers and stay connected afterwards.

Tips on Getting the Most from Community Discussions:

To get the most out of a community workshop discussion, we recommend utilizing Appreciative Inquiry methods. This means avoiding deficit-based thinking (focusing on what is wrong) and instead encouraging asset-based thinking (focusing on what is right). Appreciative Inquiry follows a “4D process”. Here is how we recommend adapting it for your community AUD workshop:

Discovery Phase: Facilitate discussions of past successes and positive experiences related to community initiatives (note: it does not have to be AUD specific). Have participants reflect on what worked well and why. Or encourage participants to share stories of resilience, successful interventions, and supportive resources when it comes to AUD.

Use open-ended questions such as:

- What are some examples of successful community events or initiatives?
- Can you share a positive experience of support or recovery related to AUD in our community?

Dream Phase: Encourage participants to envision their ideal community response to AUD. Encourage them to think creatively about spreading understanding of AUD as a treatable health condition, supporting people to feel more comfortable accessing care options, or shifting community drinking culture.

Facilitate discussions around aspirations, hopes, and visions for the future:

- What would our community look like if we were effectively addressing AUD?
- What are some innovative ideas or approaches we could explore to support individuals affected by AUD?

Design Phase: Guide participants into shaping actionable plans and initiatives. Encourage collaborative brainstorming and focus on practical steps, resources needed, and roles and responsibilities:

- How can we turn these ideas into actionable items?
- What existing events can be ‘piggyback’ to promote our initiatives?

Destiny Phase: Conclude the discussion with a commitment to action and a focus on sustaining positive momentum. Encourage participants to make specific commitments to support the community's vision:

- Who will join the action group to put these ideas in motion?
- What resources and support do we need to implement these initiatives effectively?

These steps are intended to promote engagement, empowerment, and ownership among community members. We also recommend being mindful to:

- Foster an inclusive environment where participants feel valued and comfortable sharing their perspectives and experiences.
- Always use positive language and set a tone of appreciation and openness.
- Frame questions positively and in a constructive and open-ended manner
- Highlight successes and celebrate achievements
- Promote collaboration and co-creation
- Continuously encourage participation and the exchange of ideas.

5. Promote the Workshop:

- Craft promotional materials (flyers, social media posts, emails) to attract participants.
- Use various channels to reach the target audience effectively.
- Clearly communicate the workshop's benefits and what attendees can expect.
- For further tips, see "Tips on Getting the Best Turnout" in Section 3.

6. Prepare a Toolkit:

Toolkit List:

- 1. Presentation Materials:**
 - Slides, aids, or visuals to support presentations.
 - Handouts or worksheets for activities or note-taking.
- 2. Stationery and Supplies:**
 - Notebooks, pens, markers, or other writing materials for participants.
 - Name tags for networking and identification purposes.
- 3. Technical Equipment (if applicable):**
 - Projectors, screens, microphones, speakers, and adapters for AV needs.
 - Stable internet connection and backup plans for virtual workshops.
- 4. Refreshments (if applicable):**
 - Water, coffee, tea, and light snacks depending on the workshop duration.
 - Catering arrangements if meals are included.
- 5. Registration and Sign-in Materials:**
 - Registration forms or software for participant sign-up.
 - Attendance sheets or digital check-ins to track participation.
- 6. Evaluation Forms:**
 - Surveys or feedback forms to gather input from participants' post-workshop.
- 7. Resource List:**
 - A list of additional resources, books, websites, or further reading related to the workshop topic.
- 8. Emergency Kit:**
 - Basic first aid kit and contact information for emergency services if hosting an in-person workshop.

7. Conduct the Workshop:

- Arrive early to set up the venue or virtual platform.

- Engage participants from the start and encourage interaction.
- Follow the planned agenda while allowing flexibility for discussions and Q&A sessions.
- Keep track of time to ensure all topics are covered.

8. Gather Feedback:

- Distribute evaluation forms or surveys to collect feedback on the workshop.
- Analyze feedback to understand what worked well and areas for improvement.

9. Follow-Up:

- Send a thank-you note to participants expressing appreciation for their contributions.
- Distribute workshop materials so participants have access to resources or information discussed.
- Monitor your events page, forum, or online group.
- Stay in regular communication to participants informed about news, updates, and upcoming events related to AUD awareness, prevention, and advocacy.