

Breakout Group Exercise

Using Community Research to Inform Culturally Responsive Programming

1. Imagine you are trying to engage a new audience in Safe Routes to School. Think about an audience that has not been engaged before and that faces barriers to participation. Barriers may include: race/ethnicity, language, disability, time, money, technology, and access to traditional decision-making processes (ex. Ability to attend a town council meeting, ability to participate in a PTA, etc).
2. Choose 3 - 5 community research activities that will help you 1) better understand this audience's barriers to participation and 2) make your program more accessible and culturally responsive to this audience. Be prepared to share (via chat box or audio) why you chose these activities.

Step One: Imagine Your Audience

1. Who are they (demographics)?
2. What would you like to know about them?
3. What is a desired action do you want your audience to take (ex. Participate in a walking school bus program)?

Step Two: Conduct Community Research

Select 3 - 5 activities from the following slides, then answer these questions:

1. Why did you choose these community research activities?
2. How will these activities help you better understand your audience? Consider what you will learn about their needs, desires, communication styles, cultural norms, etc.
3. How will these activities help make your program more accessible and culturally responsive to your intended audience?
4. Safe Routes to School might not be the main priority for everyone. How can Safe Routes to School still play a role in the community or help meet someone's need (ex. Handing out helmets at a food distribution site)?



Meet with a community partner



Take a ride on public transit



Take a walk or ride around the neighborhood



Research the history of the community online



Visit a farmers market



Attend Back to School Night



Order lunch from a neighborhood spot



Visit a food bank



Talk with the school social worker



Visit the library



Visit a local park



Visit a local art museum or gallery



Listen to a local radio station



Introduce yourself to a neighbor



Attend a local sporting event



Visit a specialty store (ex. Latin American market)⁷



Read the local newspaper



Attend an arts and culture event



Attend a city/town council meeting



Free choice! Choose your own activity.