**ASCEND Community Engagement**

**Communications Team Deliverables**

**Products:**

* Email invitation to community participants, with appropriate branding.
* Email reminder, with instructions and agenda.
* Email thank you letter to participants.
* Promotional materials including meeting description.

**Press:**

* The listening session will be closed to media.
* A separate press session can be organized, if needed.
* Press release – done in coordination with host organization.

**Engagement of local city leaders and congressional delegates:**

* Host can help with local connections.
* Notify congressional delegates.

**Social Media/Pictures:**

* Share out pictures and tweets after the event, not during.
* Work with host Comms staff to ensure someone is available to take pictures/video.
* USDA reviews all pictures prior to publishing.
* If person does not want to be in pictures, they will wear a different-colored lanyard.

**Information for Share Fair/Story Booth:**

* Souvenirs with ASCEND branding.
* Pamphlets on nutrition.
* Banner for ASCEND for Better Health.
* Backdrop for USDA booth.
* Release forms for Stories for Better Health videos.