

ELEMENT 9
Communication & Public Outreach

Checklist

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External Communication

- Identify groups and individuals you need to be in contact with.
- Decide what you need to be sharing with identified parties, based on their issues, concerns, interests, and your needs.
- Develop new materials and/or modify existing materials appropriate to each issue and group, in addition to regular reports.
- Select mechanisms and venues to implement proactive communication strategy.
- Have a process in place for inquiry and complaint intake, response, and follow-up.
- Link this Element with other Elements as appropriate.

Internal Communication

- Establish communication links across your biosolids value chain consistent with your operational and organizational structure.
- Create a good mix of formal and informal communication and education opportunities.
- Share all publicly available information and materials with internal staff.
- Develop biosolids-specific materials to share internally with staff involved in biosolids activities, as well as other staff.
- Find opportunities to include biosolids-specific information in general-issue internal publications and message boards.
- Management and systems encourage and facilitate bringing new ideas forward, including complaints and solutions.
- Give staff the knowledge and ability to be your ambassadors internally and within the community.

Reviewer's Signature

Date