

Community Outreach Session Template



Purpose

This toolkit provides a practical structure for planning and facilitating community outreach sessions that lead to understanding, participation, and measurable outcomes. It is designed for real-world use where time, attention, and resources are limited.

What Makes an Effective Outreach Session

An effective session is not about how much is said, but what is understood and what changes after.

A strong session:

- Has one clear objective
- Uses simple, relatable language
- Encourages participation, not just listening
- Ends with clear next steps

If people leave without clarity or action, the session was not effective.

Session Planning Template

1. Session Details

- Topic: _____
- Location: _____
- Date and Time: _____
- Facilitator: _____

- Target Group: _____
- Expected Number of Participants: ____

2. Session Objective

State one clear outcome:

By the end of this session, participants should be able to:

Avoid multiple objectives. Focus drives clarity.

3. Key Messages

List 3–5 points only:

1. _____
2. _____
3. _____
4. _____
5. _____

If participants remember these, the session worked

4. Session Flow (Recommended Structure)

Segment	Time	Activity
Opening	5–10 min	Welcome, introductions, purpose
Context	10 min	Why this topic matters locally
Main	20–30	Key messages + examples
Discussion	min	
Participation	15–20 min	Questions, group input
Summary	5–10 min	Key takeaways
Next Steps	5 min	Actions and follow-up

Keep total session time realistic (45–90 minutes).

Facilitation Guide

Opening the Session

- Start on time
- Be clear about purpose
- Set expectations for participation

During the Session

- Ask open questions
- Use real-life examples
- Keep explanations short
- Watch engagement levels

If attention drops, pause and involve participants.

Participation Techniques

Use simple methods:

- Ask: “What have you seen or experienced?”
- Use show of hands
- Small group discussions
- Short scenario examples

Avoid long lectures.

Practical Field Tips

- Stand where everyone can see you

- Speak clearly, not loudly
- Use local language where possible
- Respect all contributions
- Do not rush through key points

The goal is understanding, not speed.

Common Mistakes to Avoid

- Trying to cover too many topics
- Using complex or technical language
- Ignoring participant input
- Running over time
- Ending without clear actions

Simple sessions done well are more effective than complex ones done poorly.

Capturing Feedback

After the session, record:

- What participants understood
- Questions raised
- Challenges mentioned
- Suggestions given

Feedback Notes

Follow-Up Actions

Define what happens next:

- Action 1: _____
- Action 2: _____
- Action 3: _____

Assign responsibility where possible.

Measuring Impact

Check after some time:

- Did participants apply what was discussed?
- Has behavior changed?
- Are there visible improvements?

Outreach is only valuable if it leads to change.

Facilitator Reflection

After the session, reflect:

- What worked well?
- What did not work?
- What will you improve next time?

Reflection Notes

Final Note

Good outreach is consistent, clear, and grounded in the community's reality. It is not about delivering information once, but building understanding over time.



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