**Communicating Water**

**Worksheet**

Upon completion, please email your worksheet to **ambassaddor@sawpa.org**

Name:

Title:

Organization:

Email:

Please confirm by checking off that you’ve watched the following:

* 3.1 - Welcome and Framing
* 3.2 - We’re Better Together - Mutually Beneficial Partnerships
* 3.3 - Building Community Partnerships: A Local Perspective
* 3.4 - The Value of Inclusive Communications
* 3.5 - Communicating In the Spotlight
* 3.6 - Closing and Instructions

**Communication Challenge**

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| **What are the main challenges that your agency faces when communicating about water to your constituents and/or customers?** |
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**Communication Checklist**

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| Place an “X” or “**☑**” to answer each yes / no question. Provide an explanation for why you selected yes or no. | | |
| **Cross-Departmental Communication** | **Yes** | **No** |
| Do other departments within your agency/organization have existing relationships with community groups? | **⃞** | **⃞** |
| Explanation: | |
| Is messaging coordinated within and across your agency/organization to prevent mixed messaging or information fatigue? | **⃞** | **⃞** |
| Explanation: | |
| Do departments within your agency/organization coordinate on multi-lingual messaging? | **⃞** | **⃞** |
| Explanation: | |
| Are you familiar with the communication strategy of other departments within your agency/organization? | **⃞** | **⃞** |
| Explanation: | |
| Can you identify the community groups that other departments within your agency/organization have existing relationships with? | **⃞** | **⃞** |
| Explanation: | |

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| **Cross-Jurisdictional Communication** | **Yes** | **No** |
| Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)? | **⃞** | **⃞** |
| Explanation: | |
| Are you partnering with other jurisdictions on effective communication strategies? | **⃞** | **⃞** |
| Explanation: | |

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| **Community Member Communication** | **Yes** | **No** |
| Do clear channels exist to receive input from community members? | **⃞** | **⃞** |
| Explanation: | |
| Can you identify who your current communication strategy isreaching? | **⃞** | **⃞** |
| Explanation: | |
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|  |  |  |
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| Can you identify who your current communication strategy is *not* reaching? | **⃞** | **⃞** |
| Explanation: | |
| Can you identify barriers that individuals face in communicating with your agency/organization? | **⃞** | **⃞** |
| Explanation: | |
| Are you aware of the preferred communication channels for the community groups you are currently *not* reaching? | **⃞** | **⃞** |
| Explanation: | |

**Refined Communication Challenge**

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| **Now that you've completed the self-assessment to identify strengths and weaknesses in your current communication efforts, how can you refine your communication challenge to be more specific?** |
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**Summing It All Up**

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| **What is one next step that you will take following this workshop?** |
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| **What groups are you struggling to reach, and what’s the first step that you can take to get them engaged?** |
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| **What are common messages or communication needs across departments and/or jurisdictions?** **What are the opportunities to partner with others on resources, staffing, translation services, messaging, etc. to reach more people?** |
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