Handout 10: Public Meetings

Another useful strategy to inform the community about the campaign and further develop a “ground swell” of interest and increase participation is to hold a Public Meeting to:

1. To present information on the issue
2. To gather information
3. To promote the issue to a broader section of the community thus gathering “momentum”
4. To enhance reputation, credibility thus increasing community participation and increasing political strength for the campaign
5. To put pressure on decision-makers
6. To seek endorsement for further action
7. Seek a reputable/popular community person to speak at the public meeting.

Promotion of Public Meeting

In order to ensure the community for whom you are working is aware of the public meeting, plan an effective promotional strategy. This can be done by using:

Flyers: This can include flyers posted to local community services, schools, health centers and placed in key locations, e.g. shopping centers.
Media: Send a media article to the local print and electronic media and invite them to attend.
Newsletters: Ask other services to include an article about the issue and public meeting in their newsletters.

Conducting the Meeting

The usual rules and process about meetings will also apply to this public meeting. It can follow the traditional agenda, i.e.

- Welcome/Apologies
- Explanation of the Issue/progress report
- Talks by invited guests
- Responses/comments from the floor
- Further action
- Summary/Close.