

# MEE's Tips for Conducting Effective Community Canvassing



Community canvassing sessions provide an opportunity for you to expose the Louisiana Tobacco Quitline (or your organizations tobacco cessation services) to organizations and establishments that are unable to be represented at your in-person or virtual meetings. The idea is for outreach staff to stop by each location, have a short dialogue about the Project ASIRT campaign with a representative, and leave materials for display or further distribution.

Planning and executing a community canvassing session consists of the following three steps:

- 1) Initial Contact
- 2) Conducting the Canvassing
- 3) Tracking

## Initial Contact

Using a predetermined script, calls should be made to the list of prospective canvassing locations. The script should explain that the outreach staff will be in their neighborhood promoting the Louisiana Tobacco Quitline (or your organizations tobacco cessation services) and distributing free campaign materials. The caller should ask whether outreach staff can stop into their establishments, have a short dialogue about the campaign and leave materials for display or further distribution. Organizational reps should also be asked if they know of any other organizations they think would be interested in learning about the campaign and receiving materials.

## Conducting the Canvassing

Based on the locations of the organizations that agree to a canvassing visit, MEE recommends using mapping software to develop the most effective and efficient on-the-ground canvassing route. Once the route is established, conduct the canvassing sessions by stopping at the select organizations and retailers with pre-sorted campaign materials. During the canvassing stops, outreach staff should speak with organization representatives (i.e., shop owners, organizational representatives, etc.) to explain the importance of the campaign and what we are asking them to do (the 3D's): display and/or disseminate campaign materials and dialogue with their clients/contacts about tobacco cessation.

## Tracking

Outreach staff should track the contact data for the organizations and establishments that are visited during canvassing and enter them into the Excel spreadsheet along with the amount of materials they delivered. Periodic correspondence (emails, phone calls, social media) to canvassed organizations and retailers will keep the campaign "top-of-mind" and spark continued dialogue between providers and customers.

For learn more about MEE's community canvassing process,  
contact William Juzang at [wjuzang@meeproductions.com](mailto:wjuzang@meeproductions.com).

[www.MEEProductions.com](http://www.MEEProductions.com)