

## An Integrated Community Outreach Strategy Checklist

It is important that law enforcement/government regularly participate in community events before problematic issues arise – do not wait to establish relationships after there has been a negative incident such as Ft. Hood. Establish and maintain relationships now, and foster those relationships on a regular basis and around positive events, so that if something adverse does occur, it is not the first time the parties are talking.

These are some examples of initiatives and strategies that may better engage our diverse communities and create more regular two-way paths of communication.

- Identify state and local agencies that can lead/organize and foster relationships with existing communities and organizations.
  - In Maryland, this includes the Governor’s Office of Community Initiatives (GOCI) and the Governor’s Office of Crime Control and Prevention (GOCCP).
    - Create liaisons to constituency and community groups
  - At the County level, this can be agencies such as the Mayor’s Office of Neighborhoods in Baltimore City or the Office of Community Partnerships in Montgomery County.
    - Create liaisons to constituency and community groups
- Identify existing national and statewide organizations and advocacy groups that represent the target community.
  - In Maryland, such organizations include the Maryland Muslim Council, African Alliance Group, and the Coordination Council of Chinese American Associations.
    - Appoint members to boards and commissions
  - One way to identify such organizations may be through reports and databases housed at the White House Office of Faith-based and Neighborhood Partnerships.
- Establish a working relationship with national advocacy groups such as:
  - Council for American Islamic Relations – Nihad Awad, Executive Director
  - Arab American Anti Discriminatory Committee (ADC) – Kareem Shora, President (on June 5, 2009 Kareem Shora was appointed by Secretary Napolitano to the Homeland Security Advisory Council.)
  - Jewish Anti-Defamation League – Abraham Foxman, Director
  - South Asian American Leaders of Tomorrow (SAALT) – Deepa Iyer, Executive Director
  - Asian American Justice Center – Karen Narasaki, Executive Director
- Create cultural and ethnic commissions that are representative of the population.

- Empower commissions to form a work program to make recommendations and to advise the executive level
  - Interact in cultural celebrations with cultural and ethnic communities (e.g. Iftar, Lunar New Year, Diwali)
- Identify and support community organizations in target communities by regional or county level. These local organizations should have a relationship with the state and local government agencies as well as national and statewide advocacy organizations. Examples of such organizations include:
- Business associations and trade organizations (e.g. Korean American Grocers Association, Muslim Gas Stations Owners)
  - Chambers of Commerce (e.g. the Maryland Middle Eastern Chamber of Commerce, the Maryland Hispanic Chamber of Commerce)
  - Places of worship (temples, mosques, etc.)
  - Schools that teach heritage language and culture (e.g. Hope Chinese School in Maryland has more than 4,000 students)
  - Community Centers
  - Student Associations (especially youth)
- Many of these organizations participate in civic engagement activities that should be highlighted and supported, such as health fairs, canned food drives, blood donation campaigns, and cultural festivals.
- Assist in promotion of these events.
  - Have a presence at the event by manning a table or booth.
  - Engage the surrounding mainstream community to participate.
  - Government agencies should participate.
  - Federal, state and local law enforcement agencies should participate.
- Encourage ethnic and cultural groups to participate in civic engagement during appropriate occasions (such as Martin Luther King, Jr. Day of Service activities, Thanksgiving, etc.) and promote those organizations that engage in these activities.
- Support organizations that participate in civic engagement during their own holidays, such as Ramadan (food collections), Lunar New Year (health fairs and flu vaccine drives), and Three Kings Day (toy drives).
- Foster communications by exchanging information via print, web, email, and other media with individuals and their organizations. These communications should be geared to interest youth, young and middle adults as well as senior, i.e. intergenerational.