



Maximize your SHIBA outreach efforts

Following are some ideas on how you can maximize your outreach efforts in concert with your public speaking presentations:

- Place SHIBA publications that pertain to the topic you are presenting, along with SHIBA cubes and posters at areas where you advertise for your outreach event, such as at:
 - Clinics
 - Doctor offices
 - Emergency rooms
 - Pharmacies
 - Food banks
 - College campuses
 - Childcare facilities
 - Community centers
 - Used book stores
 - Libraries
 - Coffee shops
 - Bowling alleys
 - Sports events
 - Laundromats
 - Taco buses
 - Temporary work agencies

- Link your public speaking presentation with a public event, such as a health fair where you have a booth.
- If you are providing a public presentation for an organization, find out if you can put the SHIBA logo on their web page that includes a link to your sponsor site or the state's SHIBA website.
- Make sure your community partners know how to refer people to you on a particular topic.
- Be sure people know how to request more speaking events and who to contact.
- At your regular monthly SHIBA meeting, provide the rest of the volunteers an update on what actions you and other outreach team members are taking, to find out if other coordination is needed.