

diversity, equity, and inclusion event planning and programming guide

THE DIVERSITY, EQUITY, AND INCLUSION (DEI) EVENT PLANNING AND PROGRAMMING GUIDE IS MEANT TO SERVE AS A COMMUNITY RESOURCE. IT OUTLINES THE STEPS TO IDENTIFY OPPORTUNITIES AND UNIQUE CHALLENGES WHEN PLANNING EVENTS, LARGE OR SMALL, IN THE SPIRIT OF DIVERSITY, EQUITY, AND INCLUSION.

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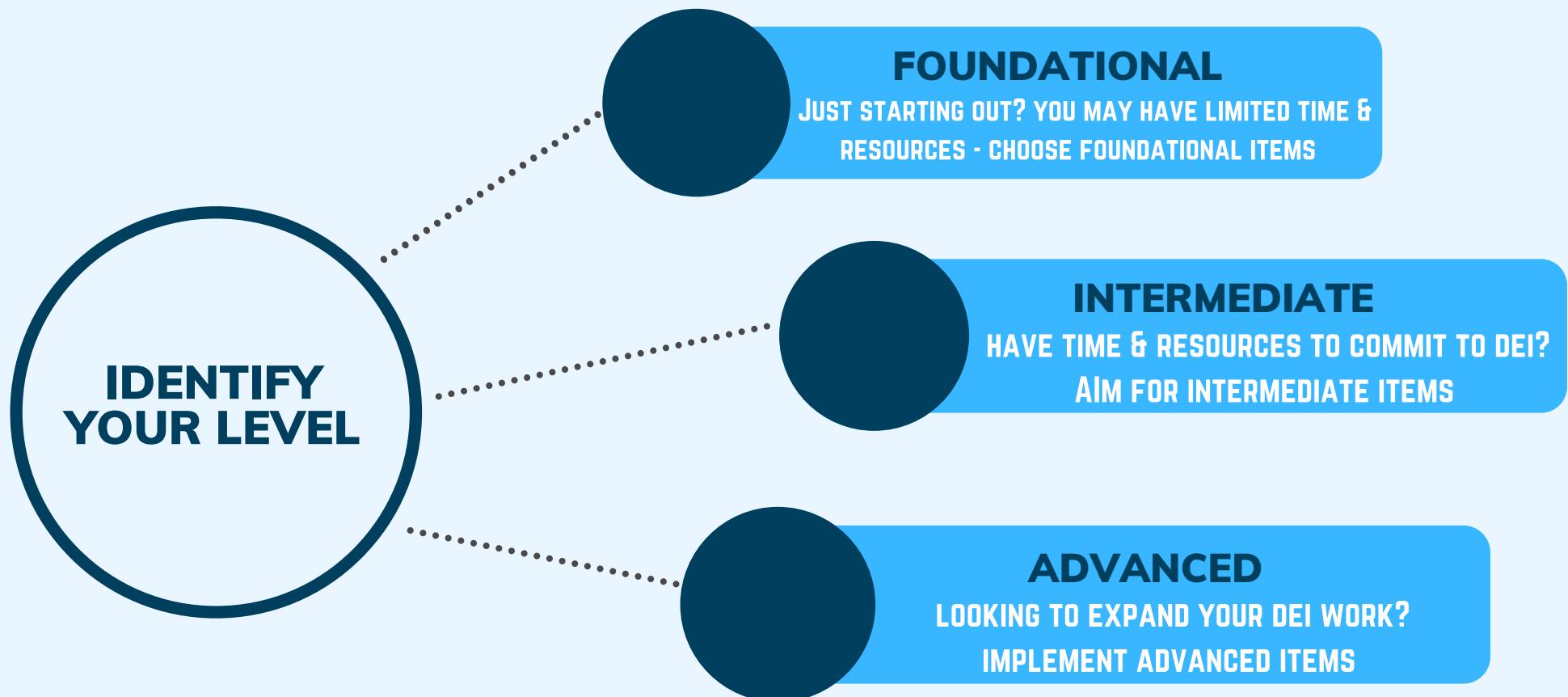
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ACKNOWLEDGEMENTS

***BOLDED TERMS** ARE DEFINED IN THE GLOSSARY, ALONG WITH [LINKED RESOURCES](#) TO GUIDE YOU IN DEI WORK

THIS GUIDE MEETS YOU WHERE YOU ARE AT.
IDENTIFY YOUR ORGANIZATION'S STARTING POINT AND CHOOSE ITEMS THAT
ARE REALISTIC FOR YOU!
JOIN US IN MOVING THE NEEDLE TOWARDS AUTHENTIC AND INCLUSIVE
ENGAGEMENT WITH OUR COMMUNITY.





PRE-EVENT PLANNING



(Here are some questions to think through & act on as you plan your event)

FOUNDATIONAL

- Have we reached out to a **diverse** group of community partners to find out if there are events where people are gathering that we can participate in?
- Is our planning team, presenters, and panelists, representative of **diverse** groups?

INTERMEDIATE

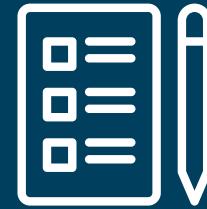
- Are our event sponsors and partners committed to promoting and supporting **diversity and inclusion?** How is this demonstrated?
- Do we have **diverse** and locally owned catering for events?
- Are **accessibility** needs and **inclusive** catering options considered when establishing the event budget?

ADVANCED

- Are community partners leading the direction of the work? Is there shared decision-making with all parties impacted?
- Do we engage in **consistent outreach** to include people at risk of **social isolation?**
- Are community partners and participants at the **intersections** who are most impacted by the topic or issue, present and fully participating?



REGISTRATION



FOUNDATIONAL

- When possible, ensure that registration form includes option to enter **gender pronouns** with the option to print pronouns on attendee name tags.
- Ask that meeting participants refrain from using tobacco and promote a **fragrance-free environment**.

INTERMEDIATE

- Ask attendees ahead of time if any **accommodations** are needed as well as providing a point of contact for information. Include on sign-up or registration forms.
 - When asking about accommodations, ask what behavior, physical, or communication challenges need addressing, rather than asking directly about disability. Make it clear that accommodation requests will be met to the best of the organization's ability.

ADVANCED

- If possible, send a post-event survey that asks about **inclusion** and **accessibility** in the promotional materials, event-related materials, and the event itself. Consider requesting feedback for items from the registration process or pre-event survey, if one was distributed. *Ex. dietary needs or other accommodations.*



MARKETING



FOUNDATIONAL

- Materials, both promotional (social media posts, posters, fliers, etc.) and event-related (signs, handouts, etc.) should be written in **plain language** (6th grade level).
- Post signage at welcome or registration table if any portion of the event is being recorded. Ensure that appropriate video/photo releases have been secured to provide protection to those who may feel unsafe about their images being shared.

INTERMEDIATE

- Consider using relevant **disability symbols** to include on marketing materials.
- Include "**alternate formats**" statement in event materials.
- Provide information about activities and events, including details about **accessibility** of facilities, transportation options and assistance, **children's activities**, parking reimbursement/validation, etc.

ADVANCED

- Materials, both promotional (social media posts, fliers, etc.) and event-related (handouts, etc.) should be translated in culturally relevant language, and distributed in a **variety of mediums** to a diverse population.
 - Consider using infographics or other visual materials to be **inclusive** of those unable to read, and larger font options for those with limited eyesight.
 - Ensure that all materials are accessible by attendees with **disabilities**, and do not advertise accessibility options that you are not able to accommodate.
 - Make sure that electronic materials are compatible with mobile devices for those without computers.



EVENT LOGISTICS: ACCOMMODATIONS



FOUNDATIONAL

- During the program, consider having designated reserved seating available for anyone who may need it or request it day-of, being mindful of space and ease of **accessibility** for those in need.
- When possible, choose a venue that has **all-gender restrooms** or is open to designating specific restrooms as gender neutral.

INTERMEDIATE

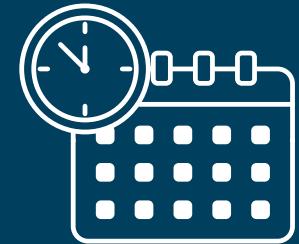
- When providing food, make **dietary accommodations** based on need. When possible, have a longer period with food available to accommodate those with varied eating schedules. Clearly label any buffet-style meals with known allergies and other categories.
- When possible, provide a private lactation space for nursing mothers, as well as spaces for people to retreat from noise/activity.

ADVANCED

- Have a designated staff member or volunteer handle day-of **accommodation** requests/needs. This may include accommodations requested at the time of registration and accommodating individuals using personal assistance care.



EVENT LOGISTICS: ACCESSIBILITY



FOUNDATIONAL

- Ensure that aisles, washrooms, and the stage are **accessible** and wide enough for mobility, wheelchair, and a guide dog.
- Check to make sure there is **accessible** parking and ramps close to the main entrance to the event.
- When possible, choose a venue that is **accessible by public transportation**. Be mindful of the public transportation schedule.

INTERMEDIATE

- Be mindful that event dates and times do not conflict with special events such as religious ceremonies, celebrations, or special days.
- Consider seasonal earning schedules, and school schedules when planning events.

ADVANCED

- If possible, when needed, add translation/interpretation, hire sign language services or offer **assistive learning devices (ALD)** or closed captions if audience members request services.



MODERATOR/STAFF/ VOLUNTEER PREP



FOUNDATIONAL

- When applicable, use **Indigenous land acknowledgement** protocols in opening remarks.
- Request that meeting facilitators, speakers, staff, volunteers, and participants limit use of jargon and acronyms.

INTERMEDIATE

- Pre-plan how moderator and organizer will solicit questions/feedback from audience in order to ensure that **underrepresented** perspectives are included.
- Train staff/volunteers to use preferred pronouns. Prepare moderator(s) with panelist preferred pronouns, identification and correct name pronunciation.

ADVANCED

- When inviting moderators/speakers, include language on issues you would like to address to gauge comfort levels and fit for conversation.
 - Ensure that moderator is prepared to handle sensitive subjects (related to race, gender, orientation, ability, etc.) that may arise as part of these discussions.
- Prep presenters, exhibitors, staff, and volunteers to avoid using language that may be offensive. This could include anything that might be sensitive or offensive to the specific cultural and demographic makeup of this audience or population.

GLOSSARY & RESOURCES

accessible: Design that is welcoming and enables full participation by and full inclusion of people with disabilities. Proactively building an inclusive environment. Examples may include: ramps and grab bars, braille and sign language, quiet room availability, and inclusive curriculum design).

accommodations: Individualized modification for someone to gain access. Examples of physical accommodations include: assistive devices, reserved parking spaces, and clearing aisleways. Examples of non-physical accommodations may include: providing additional time, and delivering information through a variety of mediums.

all-gender restrooms: Restrooms that everyone is able to use, regardless of their gender identity, expression, and/or embodiment. If possible at the venue, designate a restroom as all-gender, by posting a sign on the door that states, "All-Gender Restroom." If an all-gender restroom is already designated, consider posting a sign at the gender binary restrooms, such as, "All-gender restrooms are located at..." to direct people who prefer to use the all-gender restroom to the appropriate location.

alternate formats: Include "alternate formats" statement in event materials. *For example: "You can get this document in other languages, large print, braille, etc. free of charge here."*

assistive learning devices: Assistive devices are external devices that are designed, made, or adapted to assist a person to perform a particular task. Examples may include: hearing aids, mobility aids, and closed captioning.

GLOSSARY & RESOURCES

children's activities: Note that "children's activities" is not the same as "childcare." Childcare can only be provided by licensed childcare providers. Children's activities can include age appropriate crafts/games and supervision.

consistent outreach: This practice allows for inclusive, equitable, and diverse engagement for events. In order to invite and include varying communities, outreach must be clear, culturally relevant, and intentional. This [linked resource](#) breaks down steps for equitable public outreach and engagement. This [linked resource](#) highlights culturally appropriate outreach to Latino/Hispanic communities.

dietary accommodations: Examples may include: kosher, halal, vegetarian, vegan, dairy-free, gluten free, etc. Clearly label any buffet-style meals with known allergies and other categories. Consider offering snacks or pre-packaged food in addition to the main meals.

disabilities: Describes the interaction between people living with impairments and the limitation of opportunities to fully engage in society due to social, cultural, and environmental barriers. Example of barriers may include: prejudice and stereotypes; inflexible organizational procedures and practices; inaccessible information, buildings, and/or transportation.

To indicate disability resources at your venue, consider using [disability symbols](#).

For more detailed strategies for specific disability subgroups, explore this [linked resource](#). If you have other questions, please reach out to the Walla Walla Valley Disability Network.

GLOSSARY & RESOURCES

diversity: Human diversity means valuing and honoring differences among people. Diverse places are composed of people with varying characteristics including, but not limited to: religious and political beliefs, gender, race, ethnicity, education, class, physical/mental abilities, sexual orientation, and geographic location.

fragrance-free environment: Ask that meeting participants refrain from using tobacco and products with fragrance. The following statement can be included in meeting announcements/ invites: "[Insert name of organization] strives to ensure the comfort and safety of staff and visitors by requiring a smoke-free environment and encouraging a fragrance-free environment."

gender pronouns: "Pronouns are basically how we identify ourselves apart from our name. It's how someone refers to you in conversation...an indication that you understand that gender expression does not equal gender identity, that you're not judging people just based on the way they look and making assumptions about their gender beyond what you actually know about them." This [linked resource](#) is a comprehensive guide to understanding gender identity and pronouns.

health equity: Everyone has a fair and just opportunity to be healthy. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

GLOSSARY & RESOURCES

inclusion: Identifying, understanding, and removing barriers to full participation and belonging and intentionally including additional differences in a group or process.

Inclusion therefore requires that one:

- Hears voices that have been quiet
- Listens to viewpoints that have been excluded
- Examines one's own history and values that may lead to unconscious bias
- Incorporates minority knowledge and perspectives into community dialogue
- Makes a conscious effort to validate, honor and respect diverse views, experiences, and realities

Indigenous land acknowledgement: For non-Indigenous communities, land acknowledgment is a powerful way of showing respect and honoring the Indigenous Peoples of the land on which we work and live. Acknowledgment is a simple way of resisting the erasure of Indigenous histories and working towards honoring and inviting the truth. A guide to Indigenous land acknowledgements can be found [here](#).

intersections/intersectionality: The interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage. Examples may include: people of color with disabilities, queer women of color, a Christian person experiencing homelessness.

plain language: Avoid using acronyms, overly academic language and/or jargon. Consider using a Readability Analyzer to ensure language accessibility and comprehension.

GLOSSARY & RESOURCES

public transportation: Use your city's local public transit route map to choose a venue that can be accessed by public transportation. Look up the times of operation to make sure your event coincides with transit hours. Follow [this link](#) to access the Walla Walla Valley Transit resource.

representation: Refers to, but is not limited to, being inclusive of all people across culture, gender, race, geographic origin, citizenship, marital status, age, non-native speakers, abilities/qualities, sexual orientation/gender identity, religious affiliations, political viewpoints, educational backgrounds, and professional experience.

social isolation: People at risk of social isolation include people living with disabilities, people living with low income, seniors, etc.

underrepresentation: People or identities from non-dominant groups. Examples may include: women in STEM fields, primary and secondary teachers of color, people with disabilities in high leadership positions.

variety of mediums: Find out how specific groups of people, including those who have historically felt not included, best receive communication (or preferred method of communication) and then use those channels to communicate about programming/events. Examples may include: posters, fliers, signs, handouts, social media, and newspaper.

venue: Search for local ADA accessible venues when planning events. [Walla Walla Accessible](#) has compiled a list of venues and attractions that highlight ADA accessible spaces.

AUTHOR'S NOTE

THIS GUIDE IS ONE OF MANY RESOURCES YOUR ORGANIZATION CAN USE IN PURSUING, PRIORITIZING, AND INHABITING DIVERSITY, EQUITY, AND INCLUSION. WE HOPE THAT THIS GUIDE SUPPORTS YOUR COMMITMENT TO THIS WORK AND PUSHES YOUR ORGANIZATION TO SEE DIVERSITY, EQUITY, AND INCLUSION AS A CONTINUOUS, NECESSARY PRACTICE. IT'S OKAY TO START SMALL AND WORK TO IMPROVE. THIS IS JUST THE BEGINNING. WE CAN'T WAIT TO SEE WHAT YOU DO!

THIS IS A LIVING DOCUMENT THAT WILL BE UPDATED REGULARLY. PLEASE PROVIDE US WITH FEEDBACK ON HOW YOU USED THIS GUIDE OR HOW IT COULD BE IMPROVED BY EMAILING US AT BZPWALLAWALLAVALLEY@SHARECARE.COM
REFERENCE THE ONLINE RESOURCE FOR THE MOST UP TO DATE VERSION. LAST REVISION: 05/16/2022

ACKNOWLEDGEMENTS

THE WORKGROUP THAT HELPED CREATE THE GUIDE INCLUDES MEMBERS FROM THE FOLLOWING PARTNER ORGANIZATIONS:

- BLUE MOUNTAIN ACTION COUNCIL (BMAC)
- COMMITMENT TO COMMUNITY (C2C)
- WALLA WALLA UNIVERSITY CENTER FOR HUMANITARIAN ENGAGEMENT (CHE)
- WALLA WALLA COMMUNITY COLLEGE
- WHITMAN COLLEGE - HEALTH EQUITY AND PUBLIC POLICY FELLOW
- CITY OF COLLEGE PLACE DIVERSITY AND INCLUSION ADVISORY BOARD
- COMMUNITY RESILIENCE INITIATIVE (CRI)
- BLUE ZONES PROJECT WALLA WALLA VALLEY

THANK YOU TO OUR VALUED COMMUNITY PARTNERS WHO HELPED REFINE AND IMPROVE THIS GUIDE IN ALL ITS STAGES!