



GRASSROOTS PROJECT

ENGAGE  CONNECT  ADVOCATE

Administered by Human Services Research Institute
with funding from the Administration for Community Living



Today's webinar:

Grassroots Toolkit for Public Engagement

June 29, 2026

Webinar logistics

- Participants will be muted during this webinar. Please use the chat feature in Zoom to ask questions and communicate with the hosts.
- Toward the end of the webinar, panelists will have an opportunity to respond to questions that have been entered into the question-and-answer portal.
- The webinar will be live captioned in English and live interpreted in Spanish.
 - Live English captions can be accessed by clicking the “CC” button at the bottom of your Zoom screen.
 - Live Spanish interpretation can be accessed by clicking the “interpretation” button at the bottom of your Zoom screen (world icon). Once in the Spanish channel, please silence the original audio.
 - Se puede acceder a la interpretación en español, en vivo haciendo clic en el botón "interpretation" en la parte inferior de la pantalla de Zoom (icono del mundo). Una vez en el canal español, por favor silencie el audio original.
- This live webinar includes polls and evaluation questions. Please be prepared to interact during polling times.



Feedback and Follow-Up

- Follow-up questions and feedback about the webinar can be addressed to grassroots@hsri.org. This email address is not monitored during the webinar.
- Grassroots Project webinars are not officially approved for Continuing Education Units (CEUs). However, we do provide a confirmation of attendance in case an organization wishes to use participation in our webinars to grant credit for internal requirements. Zoom will automatically send attendees a confirmation of attendance one day after the webinar.
- All registrants will receive a link to the webinar recording and other materials such as slides and resources shortly after the webinar.
- Additionally, Grassroots Project webinars and associated materials such as plain language summaries and transcripts are archived on the Grassroots Project website:
<https://www.hsri.org/projects/the-grassroots-project/>

Who's here?

“In what ways do you identify with the disability community? Please select all that apply.”

1. Person with a disability/disabled person
2. Person with a disability who uses long-term services and supports and/or a home and community-based services waiver(s).
3. Advocate
4. Family member/loved one of a person with a disability/disabled person
5. Person working in a disability organization
6. Person working in a disability organization in a state agency
7. Caregiver or staff supporting a person with a disability

Grassroots Project

The ACL Grassroots Project:

Engage. Connect. Advocate.

launched in 2023-2024 with the goal of supporting national, state, and local disability advocates to build networks and grow advocacy leadership, with the intention of driving disability policy and supports to serve disabled people and communities robustly and wholly.

Project approaches

- Develop **structures, processes, and relationships** necessary to build the next generation of **cross-disability, cross generational, and culturally diverse leaders** within the disability community.
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- **Connect, grow, and strengthen networks of grassroots disability focused people and coalitions** supporting each other to engage in improving disability support systems at the local, state, and national level.



Key Partners

- A funded National Advocacy and Action Coalition (NAAC)
- An advisory State Agency Partnership Group (SAPG)
- Supported State and Local Advocacy and Action Coalitions (StAACs and LAACs)

Today's Webinar

This webinar introduces the new Grassroots Public Engagement Toolkit, a practical, step-by-step resource designed to help state teams make public engagement both feasible and effective in real-world contexts.

The session will spotlight the Toolkit and explore public engagement in conversation with its authors Dr. Erin McGaffigan, Keith Jones, and Sophia Webber, to highlight real-world insights, common challenges, and what makes engagement work. Participants will leave with a clear understanding of how to apply the Toolkit strategies to strengthen engagement in their own work.



A circular inset image showing a field of lavender plants with purple flower spikes against a soft, hazy background of more lavender and a warm, golden light.

Today's Agenda

- Welcome and introductions
- Overview of the Toolkit
- Panel Discussion with the Authors
- Q+A with the Audience
- Wrap Up and Resources

Today's Panelists



Dr. Erin McGaffigan

Principal of
Collective Insight



Keith Jones

President & CEO
SoulTouchin
Experiences



Sophia Webber

Training and
Technical Support
Lead

So, why does



Panel Question #1

When is public
engagement most
needed?

Panel Question #2

What are common
pitfalls that impact
public
engagement?





Panel Question #3

How can this Toolkit help?

Questions
for our
panelists?

Which engagement topics feel the most pertinent to your work?

Respond in the poll and feel free to select more than one:

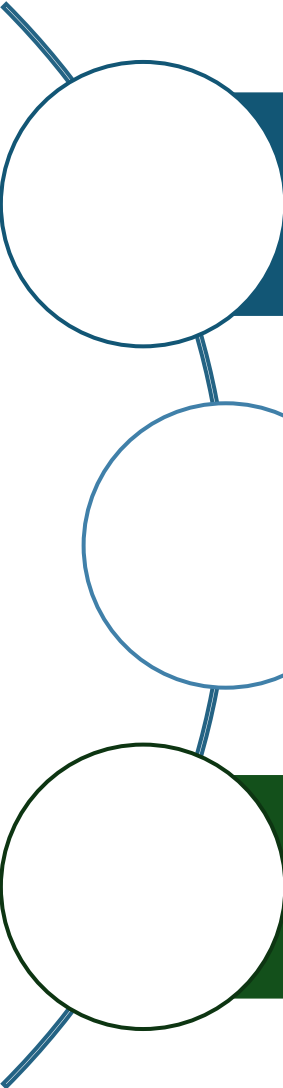
- Creating feasible engagement plans
- Building partnerships
- Engaging underrepresented communities
- Facilitating effective meetings
- Making conflict a positive process
- Demonstrating engagement impact
- Other (tell us your ideas in the chat)



Q&A and Discussion

Let's talk!

Type your questions into the Q&A or raise your hand to unmute.



What questions do you have about making public engagement work well?

What engagement challenges have you faced or worry about facing?

How has engagement helped you or your partners?

TA Sessions Available

Office hour drop-in format

- July 8 at 2 pm EST
- July 15 at 2 pm EST
- Zoom link the same for both sessions:
<https://us02web.zoom.us/j/83764026783>



Find the toolkit:

<https://bit.ly/GrassrootsToolkit>

Stay tuned for ...

The recording and PowerPoint
for this webinar will be available
for download at:

<https://www.hsri.org/projects/the-grassroots-project/>



Thank you

Contact us at:
Grassroots@hsri.org

**Please Complete Our
Engagement Survey:**
<https://bit.ly/GrassrootsEngagement>

