



Say, Show, Share: Increasing Familiarity with WSU Publications and Improving How We Share Knowledge

...by Master Gardeners Carrie Hill and Jim Olson



Every year WSU Extension issues new and updated home gardening publications. These include the latest horticultural research, guidance, and pest controls information — which may be different from past publications and understanding. The concept of **Say, Show, Share** evolved from a discussion about how we, as Master Gardeners, could do a great job answering client questions and stay current with the latest

WSU Extension research.

With **Say, Show, Share**, we **Say** (tell/verbalize) the answer; **Show** the client the relevant resource material that validates the accuracy and authority of our answer and further elaborates on the topic; and then **Share** or send the client away with something — for example, a relevant handout (tip sheet, bookmark, etc.) or data recorded via their smart phone (QR code or cover shot of a publication). The phrase **Say, Show, Share** is a mnemonic device for remembering the process steps.

Some clients won't need to walk away with a piece of paper, either because the question was relatively simple or because they prefer not to collect paper. In any case, it's important that the 'loop' be closed in the conversation: that we send the client away satisfied and glad they stopped by. And sometimes, providing an answer prompts a follow-on question. That's usually a good sign and might lead that client to visit us again

Sometimes the **Show** part of the process is missing in the answers we give to clients today, but it's important for several reasons:

- Many of WSU Extension's recent publications include photographs that can be critical in confirming the advice or diagnosis we've given.
- Science-based references substantiate our answers and let the client know that there's more material on their topic to reference later that is often free.
- It's consistent with the idea that we, as Master Gardeners, do not know all the answers, but we know where to find them. Our Clinic Resource boxes are generously stocked with material.
- By referring to the latest clinic material, we ensure that our knowledge is up-to-date with the latest WSU Extension research and that there isn't something we're overlooking.
- When we model this behavior, we are helping our colleagues (particularly new interns) better understand the many answers to be found in our clinic resources.
- Our job as MGEs is to educate the public and, by showing the reference material, we assist them in their learning and retention of our science-based information (people learn with their ears, eyes, etc.).
- The **Show** step then naturally leads to the **Share** step where we send the client away with something, including good thoughts about their encounter with us!

This year, we encourage everyone to adopt this process in our clinic work. To successfully implement **Say, Show, Share**, consider these two questions.

First, are the printed resources you use and share the most current versions? Our Clinic Resource boxes are reviewed and updated each year, but what about your clinic books, supplemental references, forms and handouts?

Second, are your resources organized in a way so that ALL members in your clinic can put their hands on a relevant resource quickly? Again, the Clinic Resource boxes were organized for quick reference, but what about other clinic materials including Tip Sheets, handouts, books and supplies?

Consider whether your clinic has recently done a sweep of your clinic resources. If not, please consider working together to remove unused materials, ensure you have the current revision of materials you use and provide an organization that allows for quick retrieval. Please consider taking these steps before the 2019 season kicks off.

Several clinic groups, including Redmond and Burien, have conducted CE events for their members, focused on practicing **Say, Show, Share**. Please contact Carrie Hill, chill66@icloud.com or Jim Olson, jpoiam@earthlink.net for more information.

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