



EVENT PLANNING GUIDE

Help Seniors Live Better, Longer:
Prevent Brain Injury

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



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INTRODUCTION

Help Seniors Live Better, Longer: Prevent Brain Injury is a national initiative developed by the Centers for Disease Control and Prevention (CDC) to raise awareness about preventing, recognizing, and responding to fall-related traumatic brain injury (TBI) in older adults. The *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative reaches out to caregivers of adults 75 and older with messages to help them understand ways to prevent falls, the leading cause of TBI among older adults, learn the symptoms of TBI in older adults, and how to respond to a TBI should one occur.

Holding community events is one effective way to raise awareness about public health issues. Properly planned and implemented, community events can be highly effective vehicles for spreading messages about TBI prevention, recognition, and response among older adults. If they are designed to be entertaining and/or educational, well planned events will draw in your target audiences and sharply focus attention on this important health topic.

CDC encourages your organization to hold an event during Brain Injury Awareness Month (March 2008) to raise awareness about fall-related TBI in your community and to support CDC's national launch of the *Help Seniors Live Better, Longer: Prevent Brain Injury*

TBI is a special health concern for older adults. People ages 75 and older have the highest rates of TBI-related hospitalizations and death. In addition, they recover more slowly and die more often from these injuries than do younger people.

initiative that will be held at that time. You might further extend your effort by also scheduling TBI education and awareness activities at other times of the year—for example, during Older American's Month in May and National Caregivers Month in November. Holding events that raise awareness about this issue throughout the year can help to keep this important public health issue on your target audiences' radar and help to extend the reach of the initiative.

This event planning booklet was developed to assist you with planning and holding successful community events in conjunction with CDC's national launch of the *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative, not only during Brain Injury Awareness Month, but also at other times throughout the year.

SECTION 2

PLANNING AN EVENT OR SUPPORTING ACTIVITY

To decide what kind of event you might hold, think about caregivers in your area: what kind of events might interest them? Suggested TBI and fall-related activities are available in *Section 7, Event Planning Tools*. This section lists a variety of activities and events you might want to undertake. Consider your resources for putting on one or more TBI-related events:

- What resources does your own organization have in terms of time frame for organizing an event or events—manpower, budget, etc.?
- Are there other individuals and organizations in your community that you might be able to team up with to put on a well-attended and received event?

Those organizations may be commercial, nonprofit, faith-based, and/or governmental. You will need to have these basics in mind before you begin planning the event.

Setting up a Planning Team or Committee

Once you decide to hold an event, you should gather a planning team or committee of people within your own organization as well as within other

community organizations that might have an interest in this topic. Consider including people who care for an adult 75 or older, as well as adults who are 75 and older, on the planning team or committee. Their perspectives and contacts with other members of the target audience will be an invaluable asset to your planning. People with these skills and experience should also be recruited for the committee:

- Strong leadership skills (committee chair)
- An eye for detail (logistics)
- The ability to raise money, if funds aren't available for the event (development)
- Media relations experience
- Event program planning experience

Once your team/committee is assembled, you should hold a brainstorming session to answer specific questions:

- **What are the goals/objectives of the event?**
 - o What do you want members of your community to get out of participating in the event?
- **Who is the target audience?**
 - o Are you targeting older adults—those 75 and older—and/or their caregivers?



Developing an Event Timeline

To organize logistics for the event, you will need to track who is responsible for which tasks and when tasks need to be completed. An event planning timeline is a useful tool.

Developing a timeline, which includes specific milestones and due dates, should be one of the first tasks for the event planning committee/team. Using a timeline will help you to monitor progress toward the event. The timeline should identify the person or organization responsible for each task. The planning committee chairperson should circulate the timeline to all committee members and update it on a regular basis. Hold regular planning meetings with the committee, and track progress toward milestones at each planning meeting. If your group is large enough, you may want to set up subcommittees to handle separate components of the event—for example, logistics, partnership development, publicity, and program/agenda.

- **What resources are available?**
 - Do you have a budget or do you need to raise funds to hold the event?
 - Are staff members or volunteers available to plan and work the event?
 - Can you access in-kind services, such as pro bono public relations services?
 - Do you have a resource for acquiring free giveaways?
 - Should you partner with other organizations to leverage existing resources?
- **What type of event do you want to hold?**
 - Seminar, health fair, luncheon, walks/runs, performances (See *Event Planning Tools, Section 7*, for a list of event ideas, along with suggested materials and products)
- **Where should the event be held and when?**
 - Will this event be held outside/inside? Do you need to reserve space? If so, what type of space? Are permits required for this type of event? How many people should it accommodate?

The amount of planning time will vary, depending on the type of event(s) you are planning. For example, it may take several months to plan a health fair, but only a few weeks to plan a press conference.



A sample event planning timeline and checklist for your use is included in the *Event Planning Tools* section on page 10.

SECTION 3

SELECTING PARTNERS FOR THE EVENT

Partnering with other agencies and organizations can increase the profile of your event. Finding the right partners and identifying the best role for them may take some time, but it is well worth the effort. Following are some recommendations for considering potential partners, deciding criteria for partnering, identifying suitable partners, and developing a partnership plan to outline their roles and responsibilities.

Considering Potential Partners

The best partners are those individuals and groups that share a common interest in your organization's mission, vision, and values. Think of groups that you've worked with before and whether they may be interested in preventing and raising awareness about TBI and falls among older adults. Also consider partnering with the health department, community centers, local businesses, the local agency on aging or faith-based organizations.

When thinking about partnering with an organization to host an event, take a moment to determine a clear purpose for the collaboration. For example, can the organization:

- Reach a particular group or audience?

How do you engage partners?

By convincing them that their participation will produce a real return on investment in terms of:

- Increased community and media exposure
- Increased networking opportunities

- Disseminate materials and messages?
- Enhance the credibility of your program?
- Provide technical expertise to enhance your event?
- Assist with funding or provide in-kind services, such as printing, graphic design, or catering?

Criteria for Selecting Partners

Finding the right partner is a key step in planning and holding a successful event. As you select individual partners, consider the following criteria:


- Is the organization credible? Does it have name recognition? To what extent does the organization's mission complement your program goals and objectives?



- Who are the organization's key constituents? Do they complement or extend yours?
- Is the organization's leadership able and committed to leverage or mobilize its network and resources on your behalf?
- To what extent has the organization been involved with or has a desire to become involved with TBI, older adults, fall prevention, or aging issues?
- Will the partnership result in a win-win situation for all involved?

Developing a Partnership Plan

Once you determine how you want to collaborate with a partner, an effective way to keep track of your activities is to develop a partnership plan. This plan documents all the event details and the roles and responsibilities for all involved in planning and holding the event. The size of your planning effort will determine how formal your plan needs to be.

 ***The partnership planning template on page 14 may be a useful guide as you develop your own partnership plan.***

Tips for Establishing and Maintaining Partnerships

Once you have your partnership plan in place, there are several things you can do to facilitate a smooth collaboration:

- Choose organizations with the resources, expertise, and credibility your organization needs
- Consider what roles those partners might play
- Involve representatives from the partnering organizations as early as possible in the planning
- Provide partners with the rationale, strategies, and *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative messages and materials
- Ask partners what they need to do their jobs
- Give partners advance notice of upcoming meetings and related activities
- Create a way to gently remind people of their responsibilities
- Remember to thank your partners for their help all along the way to the event
- Develop a feedback mechanism so that activities can stay on track and adjustments can be made quickly
- Remember to thank all partners for a job well done

SECTION 4

PROMOTING THE EVENT



To be successful, you need strong attendance for your event. How well you promote your event to the target audience will affect that outcome. You will want to use every means you have to get the word out through both the media and community channels. Partners and other community organizations can be effective in using their own networks to help you in the promotional effort.

Media channels such as radio, television, cable television, and newspapers offer many opportunities for promoting your event. See the *Media Access Guide* for details about promoting your event through paid and unpaid print and electronic media.

Community and organizational channels offer a number of ways to pro-

mote your event. Ask every partner and interested organization to help you by:

- Displaying announcements of the event
- Including notices about the event in their newsletters and on websites
- Handing out/displaying promotional brochures at their workplaces and businesses
- Helping you pay for commercial advertising, if necessary
- Making announcements/handing out promotional notices at community and faith-based meetings and other gatherings
- Encouraging participation at the event by employees/clients/customers, especially those who are caregivers

SECTION 5

EVENT DAY

Even when all the planning is complete and the big day is before you, you're not done. You still need to hold the event. Here are some tips that can help reduce stress during the event:

- Arrive at the venue several hours before the event starts so that you can ensure that the venue is set up properly and that audiovisual equipment is operating
- Use a checklist to ensure that all tasks are completed
- Ensure that everyone working the event has an agenda so that they know where they need to be during the event and what is going on at all times
- Use a designated person or persons to handle all questions from media, participants, and volunteers. For large events, you may consider using an information booth.



SECTION 6

EVALUATING THE EVENT



Knowing if you achieved the goals and objectives that were established for your event is important, especially if you plan to hold the same type of event in the future. There are many ways to evaluate your event efficiently and cost-effectively. Depending on how your planning committee is organized, you may wish to designate one person to coordinate the overall evaluation, with different subcommittees in charge of the actual evaluation tasks. For example, someone from the publicity subcommittee could monitor media coverage, someone from the logistics subcommittee could track who comes to the event, and someone from the program/agenda subcommittee could distribute evaluation forms to participants and analyze the results.

By asking some simple questions, you can get a good idea of your event's reach and impact. Here are some ideas for evaluating your event:

- Track who showed up at your event. In addition to obtaining the number of attendees for the event, also look at *who* showed up, so that you can see whether you reached your target audience.
- Ask attendees to complete a brief evaluation form at the conclusion of the event. Ask which sessions/activities they found most useful, what they thought of the speaker(s), how they would rate the logistical aspects of the event (i.e., venue, food) and what they would recommend for future events.

- If possible (for example, if you have attendees register for the event), follow up with them three to six months later to see if they have taken any steps to prevent and/or learn the signs and symptoms of TBI. Also, you may ask caregivers if they have taken an older adult to a health care provider to have their medications reviewed or to have a vision check, or have they made some home safety modifications. You can do the follow-up via a brief phone interview or a simple electronic survey created with a free online program like Survey Monkey (www.surveymonkey.com).
- Track how many materials were distributed at the event—both to participants and the media.
- Track media coverage of your event. Scan local newspapers and news websites before and after the event and clip articles about the event. If television or radio reporters cover the event, ask them when they believe that their stories will air. If possible, assign committee members to watch/listen to the coverage and record it. If you anticipate a lot of media coverage and have sufficient funds, you can hire a media clipping service to monitor all of the media coverage. Some popular clipping services are Burrelles Luce (www.burrellesluce.com) and Cision, Inc. (www.us.cision.com).
- Tally the financial and in-kind contributions to the event that were made by partners, local businesses, etc. This information can be helpful for securing donor funding in the future.

SECTION 7

EVENT PLANNING TOOLS



The event planning timeline and checklist and partnership planning guide are tools designed to help you stay organized as you plan an exciting and successful event for raising awareness about the importance of TBI prevention, recognition, and response among older adults. The fall and TBI activity and event ideas can be used as presented, modified to meet the needs of your community or used to spur the development of innovative events and activities.

A. Event Planning Timeline and Checklist

For tasks related to media, please refer to the Media Access Guide.

As soon as possible after the first event planning meeting

- Reserve your venue. If your event is likely to draw media attention, be sure to select a venue that includes a quiet place where members of the media can conduct individual interviews with event spokespersons.
- Recruit partners for the event. (See *Potential Organizations to Involve in Section 7, Event Planning Tools*, for a list of organizations that might be approached for partnership and/or promotional support.)

6 to 8 weeks before the event

- Invite speakers—consider local dignitaries, such as the mayor or an alderman, a spokesperson who is well versed and knowledgeable about TBI and falls among older adults, and perhaps those representing some of the local organizations serving caregivers and seniors.
- Request a proclamation from local government officials.
- Order materials, signs, banners, awards, and T-shirts and other giveaway items. (This is one area in which community partners can be handy for providing needed financial support, in-kind services, or giveaways.)

4 to 6 weeks before the event

- Schedule training and preparation for all spokespersons.
- Have on hand adequate promotional materials.
- Have on hand an adequate supply of *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative fact sheets and brochures, as well as other program materials and giveaways.
- Establish a mechanism for reordering materials if more are needed for future events.
- Establish a mechanism to identify potential problems and track the success of the event.
- Update or develop your media list.
- Identify community calendar contacts for all local media and their deadlines, and distribute your media advisory or calendar announcement.
- Recruit event volunteers, staff, and vendors (such as audiovisual techs, if needed, a photographer, a caterer, etc.).
- Arrange for equipment if it will not be provided by the site. Equipment might include tables (with draping), easels for signs, a podium, a stage or riser, microphone(s), and a sound system. For a news conference or an event with a celebrity, you might also need a “mult box,” a device that allows broadcast media to record directly from the sound system.
- Create a guest list and invite guests. Assure that invitations have been issued to all involved in putting together the event.
- Begin an initial promotion alerting the community to the upcoming event; for example, hang *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative posters in various common areas of the community or in places of businesses frequented by caregivers, such as grocery stores, pharmacies, book stores, coffee shops, etc.

2 to 4 weeks before the event

- Assure that partners are prepared to do their roles.
- Prepare your news release, a backgrounder, a fact sheet, an agenda, etc.
- Conduct more intensive promotion efforts to ensure a good attendance.

1 to 2 weeks before the event

- Send out the media advisory. (See *Media Access Guide*)
- Update your website.
- Send staff and volunteers the event schedule, a list of responsibilities, and directions to the site. Provide copies of materials to anyone who will be responding to inquiries before, during or after the event.
- Assist speakers with developing their remarks, if necessary. Gather brief biographies for the moderator to use to introduce speakers.
- Check on the status of materials you ordered and make a checklist of supplies you'll need on site, such as pens, sign-in sheets, business cards, and *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative brochures, fact sheets, etc.
- Continue community promotion activities.

1 week before the event

- Confirm space, volunteers, and equipment.
- If you will be photographing, videotaping, or otherwise recording the event, distribute consent forms. (Note: consent forms are not required for news coverage but may be needed for taking and using photographs or recordings of attendees.)
- Follow up with key media to confirm their receipt of the advisory and to encourage them to attend the event.
- Assemble press kits. (See *Media Access Guide*)

1 to 2 days before the event

- Resend the media advisory to your entire media list.
- Continue calling your media targets.
- Gather and pack supplies.
- Make arrangement for responding to calls while you and others are at the event. Brief the office staff, update your outgoing voice mail message, and distribute your cell phone number and/or inform office staff as to whether you will check voice mail during the event.

At the event

- Greet media when they arrive and give them a press kit. Ask them to sign in so you can track attendance.
- Greet any special invited guests (“VIPs”) and have someone responsible for showing them to their places.
- Introduce media to your spokespersons for interviews and alert them to photo opportunities.

After the event

- Follow up on any special requests made during the event by the media, speakers, etc. For example, reporters might ask for a bio or “head shot” of a specific speaker or they might ask for data or other information that was not readily accessible.
- Send press kits to journalists who expressed interest but did not attend the event.
- Monitor newspapers, radio, television, and the internet for coverage.
- Obtain contact sheets or prints from photographers and order photos for your internal publications and for your partners or sponsors, speakers, special guests, etc.
- Write an article about the event for your organization and encourage partners and sponsors to do the same.
- Send a letter to the editor of your daily newspaper to thank volunteers publicly for making the event a success and ask the editor to consider it for publication.
- Thank sponsors, partners, and volunteers directly, in-person or preferably with a letter of appreciation.
- Hold a debriefing with all involved to discuss what worked and what didn’t work during event planning, and during the event, and why. Those experiences can be used to plan future events.

B. Partnership Planning Guide

Overall Purpose of the Partnership

To leverage existing community resources and assets in support of a community event designed to raise awareness about ways to prevent, recognize, and respond to fall-related TBIs among adults 75 and older.

Brief Description of the Event

Participating Partners (list the names of all individuals and organizations)

Desired Outcomes of the Event

Major Activities for the Event

Needed Resources

Resource	Who Provides	Details	Timing
Access to people			
Communication			
Expertise			
Facility/Venue			
Funding			
Staff			
Giveaways			

Action Steps

Step	Who is Responsible	Due Date	How Tracked

C. Fall-Related TBI Activity and Event Ideas

The suggestions below represent a range of events and activities that can be scheduled during Brain Injury Awareness Month (March). These activities are targeted to caregivers as well the older adults in their care.

Organizations may want to hold one or several events in a series. If possible, consider grouping a series of events during Brain Injury Awareness Month to increase the effectiveness and reach of your effort. Continue those activities during Older Americans Month (May) and National Family Caregivers' Month (November) to extend the life and reach of your efforts.

Potential Organizations to Involve. Individual organizations may find it possible to do some of these events on their own. Other events will require cooperation and partnerships with local nonprofit, business, and/or governmental organizations. Examples of potential partners among local organizations include:

- Local government and nonprofits such as:
 - o State/local health departments or offices on aging and health
 - o The area agency on aging
 - o State/local chapters of professional medical and nursing organizations (Visiting Nurses Association)
 - o Emergency Medical Services
 - o Senior recreation centers or adult day care centers
 - o Community/recreation centers
 - o Hospitals/clinics
 - o Senior/assisted living communities
 - o Local libraries
 - o Community service organizations (Meals on Wheels, AARP, Red Cross, etc.)
 - o Brain Injury Association of America state affiliates
 - o Fall prevention coalitions
- Faith-based organizations
- Area Merchants
 - o Gyms
 - o Restaurants
 - o Department stores
 - o Shoe stores
 - o Home improvement stores
 - o Hair salons/barber shops/nail salons/day spas
 - o Insurance companies
 - o Coffee shops
 - o Bookstores

- o Grocery stores
- o Pharmacies
- o Theaters, movie houses
- o Art galleries
- Local businesses with large numbers of employees and employee assistance program counselors
- Local media outlets (see *Media Access Guide*)

Activity Ideas. Activities that all participating organizations may want to consider for promoting and disseminating *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative messages and materials may include:

- Disseminating messages through a newsletter, a website or at organizational meetings with caregivers.
- Providing *Help Seniors Live Better, Longer: Prevent Brain Injury* initiative brochures, displaying posters, and giving out CDC's *Check For Safety: A Home Fall Prevention Checklist for Older Adults* at every appropriate venue (see detailed suggestions in following charts).
- Setting up a speakers bureau with trained speakers who can be featured at organizational and community events.
- Arranging for a speaker to represent the issue with media: television, radio, print press; (see *Media Access Guide* for more details); involving political leaders, such as the mayor, city councilmen/alderman; and involving a local radio or television personality.

Following are examples of various activities that organizations and their partners may wish to undertake during Brain Injury Awareness Month (March), Older Americans Month (May), and Caregivers Month (October).

The organizations and resources listed in this guide are additional resources only and not in any way endorsed by the Department of Health and Human Services, CDC, or NCIPC.

Activities Tied to the Four Fall-related TBI Prevention Messages

Event	Materials Needed
<p><i>Prevention Tip: Encourage Exercise</i></p> <p>Enlist a local gym club, including national commercial chains (i.e., Gold's Gym), community centers such as the YMCA, JCC, and local government-run recreation centers to offer a "Come try the gym day" for caregivers and the seniors they care for, where "tastes" of various exercises offering strength, balance, flexibility, and endurance are offered, such as Tai Chi. Arrange for refreshments and a speaker on TBI at the gym(s) to discuss the benefits of staying fit and mobile. Encourage the gym to offer low- or no-cost memberships for seniors over the age of 75.</p> <p>Consider partnering with facilities that offer The Silver Sneakers Fitness Program (www.silversneakers.com), a program designed for older adults offered at many YMCAs.</p>	<ul style="list-style-type: none"> • CDC's brochures* for dissemination to caregivers and seniors • Giveaways provided by local merchants, i.e. pedometers, shoelaces, water bottles, Tai Chi video/DVD • Talking points (See <i>Media Access Guide</i>)
<p>Team up with major employers, as well as small businesses in the area to sponsor a walk/run event promoting awareness about fall-related TBI—place different stations along the way emphasizing related issues: exercise, home modification, footwear, nutrition, vision etc. Seniors and caregivers also might want to participate. Urge sponsorship by employers directly related to these issues, such as chain home improvement stores, shoe stores, gyms, grocery stores, and pharmacy and optometry chains. Invite other large businesses—for example, IT companies, manufacturers, insurance companies, coffee chains, etc.—to become involved by encouraging their employees to take part and by underwriting the cost of event-related giveaways and other event expenses. Also include small businesses around town that caregivers support, such as local coffee shops, bakeries, etc.</p>	<ul style="list-style-type: none"> • CDC brochures* • Giveaways provided by local merchants—i.e., pedometers, shoelaces, water bottles, T-shirts, eyeglass cases

Activities Tied to the Four Fall-related TBI Prevention Messages

Event	Materials Needed
<p><i>Prevention Tip: Make Home Surroundings Safer</i></p>	
<p>Partner with a home improvement store such as Home Depot, Lowes, Sears or other local hardware chains to sponsor and promote widely a special caregivers weekend during Brain Injury Awareness Month. This weekend should feature demonstrations and speakers on safety improvements for the home and offer <i>Help Seniors Live Better, Longer: Prevent Brain Injury</i> brochures and a small free giveaway (such as a pack of energy-efficient light bulbs) for anyone who asks about TBI prevention.</p>	<ul style="list-style-type: none"> • CDC’s brochures* • Posters for store display • Store giveaway items, such as light bulbs, night lights, glow-in-the-dark light switches
<p>Team up with a local shoe store or chain and/or department stores to offer a “slippery slipper trade-in” day where seniors can bring in old, worn slippers/house shoes and get a coupon to use toward the purchase of a new pair of shoes or slippers.</p>	<ul style="list-style-type: none"> • CDC brochures* for handout • Discount coupons for shoes
<p><i>Prevention Tip: Review All Medications with Health Care Provider</i></p>	
<p>Team up with a local pharmacy chain or local pharmacy association to offer “brown bag” days when caregivers and/or seniors could bring all of the seniors’ medicines—prescription and over-the-counter—in a bag and have the pharmacist review them for any possible interactions or other problems. Encourage small giveaways, such as a pill container for those asking about TBI. Ask participating pharmacies to put brochures into prescription bags and/or print TBI messages on prescription bags and to display posters in the pharmacy area during Brain Injury Awareness Month.</p>	<ul style="list-style-type: none"> • CDC brochures* for handout • Posters for store display • Store giveaway item, such as pill box, pill cutter, plastic dose dispenser

Activities Tied to the Four Fall-related TBI Prevention Messages

Event	Materials Needed
<i>Prevention Tip: Have a Vision Check</i>	
<p>Team up with a local optometry chain: widely promote an offer of free vision checks for older adults, those 75 and older, and the person who brings them. Offer free giveaways to anyone asking about fall prevention and TBI.</p>	<ul style="list-style-type: none"> • CDC brochures* for handout • Posters for store display • Store giveaways, such as discount coupons for new glasses, eyeglass case, a small magnifying glass for reading, an eyeglass cleaning cloth or a “necklace” that holds glasses around the neck.

General Supporting Activities and Events

The suggestions below represent a range of events and activities that can be scheduled during Brain Injury Awareness Month (March). These activities are targeted to caregivers as well the older adults in their care.

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
<p>During Brain Injury Awareness Month, enlist local providers of senior services, such as Meals on Wheels, area agencies on aging, adult day care centers, and local governmental offices or departments on aging to help raise awareness among those who have direct access to seniors.</p>	<ul style="list-style-type: none"> • Tray liners • CDC brochures*

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
<p>Hold a safety/wellness/fall prevention event within your organization or jointly with similar organizations, including businesses, local community and senior centers or faith-based organizations and during the event feature TBI and fall prevention education awareness information. Promote and hold a special caregiver session at times that many caregivers might best be able to attend (after work, evenings, weekends) and invite a speaker to talk about fall prevention and TBI issues. Invite local merchants with interest in this topic to participate by donating relevant print materials and giveaway items related to their mission (for example, light bulbs from home improvement stores, magnifying glasses from optometrist chains, shoelaces from gyms, etc. Enlist support of local media in publicizing your event.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures* • Giveaways provided by local merchants • Talking points
<p>Work with local merchants such as shoe stores, gyms and recreation centers, home improvement stores, and local fire and rescue organizations to arrange for a community-wide health and wellness event. Set up booths for information on fall-related TBI prevention, recognition, and response and related issues—for example, exercise, footwear, home modification and home safety checks, medications, vision checks, symptoms of TBI, and what to do if an older adult shows symptoms of TBI.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures* • Talking points

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
<p>Sponsor dissemination of information and materials through local caregiver support groups, local affiliates of the Brain Injury Association of America, the Red Cross, Easter Seals or local affiliates of disease-specific groups such as the Alzheimer’s Association, American Cancer Society, American Diabetes Association, American Heart Association, etc. Include hospital-sponsored support groups.</p>	<ul style="list-style-type: none"> • Announcements • CDC brochures* • Posters
<p>With other community organizations (for example, hospitals, clinics, fire and rescue organizations, the local government office on aging and the area agency on aging), hold a public information day or month featuring fall-related TBI information along with other related health and safety concerns. Gain publicity for the event by holding a kickoff that includes the mayor or local spokesperson who will make remarks and encourage citizens to look for and learn from the campaign information. Enlist support for publicizing and disseminating messages and materials on that day or throughout the month from partners, such as local food and pharmacy chains, optometrist chains, and other major retailers with a local presence—for example, JC Penney, WalMart, Sears—and home improvement stores such as Lowes and Home Depot, etc.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures* • Talking points • E-card

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
<p>Hold wellness events at local libraries (especially those that have senior group meetings), community centers, and senior centers and arrange for speakers who can address TBI, fall and safety issues. Ask a local grocery chain to provide refreshments.</p>	<ul style="list-style-type: none"> • Free shoelaces • Posters • CDC brochures* • National Institute on Aging exercise guide
<p>Team up with local hospitals and clinics to set up a fall-related TBI booth in the lobby and to display posters throughout the facility during Brain Injury Awareness Month. Arrange for volunteers to staff the booths to give out materials and information on additional community resources, especially at times when caregivers may visit (after work or weekends).</p>	<ul style="list-style-type: none"> • Posters • CDC brochures*
<p>Work with faith-based organizations in your area to arrange a wellness event featuring entertainment (i.e., gospel music, liturgical dance), along with an educational presentation on TBI prevention, recognition and response, and distribution of program materials and other giveaways. Enlist local merchants to donate giveaways for the event.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures* • Talking points • Giveaways

Work with Large Employers

Event	Materials Needed
<p>Join major local employer(s) in your area, such as major businesses or retail operations, to promote the issue of fall-related TBI prevention among older adults:</p> <ul style="list-style-type: none"> • Put notices into pay checks/receipts. • Place brochures at HR/Wellness sites within the business. • Display posters at HR/Wellness sites within the business. • Ask Employee Assistance Professional representatives to distribute brochures. • Plan a health fair around Brain Injury Awareness Month, featuring a TBI/fall speaker and materials. <p>Take advantage of existing employee health fairs and brown-bag presentations to promote awareness about fall-related TBI. Staff a table/booth with TBI materials.</p>	<ul style="list-style-type: none"> • Announcements • CDC brochures* • Posters • Talking points

Work with Local Merchants

Event	Materials Needed
<p>Enlist local shopping centers and malls to allow promotion of TBI and fall-related information through poster and brochure displays during Brain Injury Awareness Month.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures* • Giveaways provided by local merchants—i.e., pedometers, shoelaces

Work with Local Merchants

Event	Materials Needed
<p>Ask local mall management companies, merchants or other appropriate gathering places that might be appropriate for caregivers to arrange for lunchtime concerts featuring music, speakers, and printed information about fall-related TBI. Identify potential entertainers who might be willing to perform for the community at little or no cost—for example, those from local community colleges and high schools, faith-based groups, jazz clubs, local barbershop quartets, etc.</p>	<ul style="list-style-type: none"> • CDC brochures* • Talking points
<p>Ask local merchants, including department stores, coffee shops, and book stores, to display posters and brochures and/or to put brochures into shopping bags.</p>	<ul style="list-style-type: none"> • Posters • CDC brochures*
<p>Work with workplaces and local restaurants to arrange for a “Dine and Dash” event for caregivers of older adults. Hold a drawing at a worksite for several employees who provide care for older adults to receive a free meal for up to four people. Work with a local restaurant that is close to the worksite to develop a short menu of items that travel well. Schedule specific dates and times for the caregivers to attend the “Dine and Dash” events. While the caregivers wait for their meals to be prepared, they will listen to a brief presentation about fall-related TBI prevention, recognition, and response.</p>	<ul style="list-style-type: none"> • CDC brochures* • Talking points

Work with Local Merchants

Event	Materials Needed
<p>Hold an “open mike night” or talent show for local performers at a local theater or coffee shop. Invite caregivers and seniors at low or no cost. Give a short presentation on TBI and distribute brochures.</p>	<ul style="list-style-type: none"> • CDC brochures*
<p>Ask a local art gallery, movie house or theater to hold a caregivers opening night for a special viewing. Collaborate with other organizations to provide speakers and pass out brochures on TBI and other health issues of concern at the presentations. Provide giveaways.</p>	<ul style="list-style-type: none"> • CDC brochures* • Posters • Free popcorn, discount coupon for future ticket purchase, invitations for opening night receptions, premiers, etc.
<p>Enlist local grocers to:</p> <ul style="list-style-type: none"> • Display posters • Place brochures in grocery bags • Place TBI and fall awareness messages on paper grocery bags • Include TBI and fall prevention information in any type of health education activity the store or chain may routinely perform (especially grocery chains that include pharmacies) 	<ul style="list-style-type: none"> • Posters • CDC brochures*
<p>Ask local garden shops and nurseries to promote Brain Injury Awareness Month with a “Live Better, Longer” campaign by giving away a TBI brochure, along with a small plant, seedling or other giveaway to caregivers who request TBI information.</p>	<ul style="list-style-type: none"> • CDC brochures* • Garden shop giveaway (while quantities last)

***CDC's brochures:**

- Preventing Brain Injury in Older Adults (booklet)
- Preventing Brain Injury in Older Adults: Information for Family Members and other Caregivers (brochure)
- Preventing Brain Injury in Older Adults: A Fact Sheet for Family Members and Other Caregivers (fact sheet)
- Check for Safety: A Home Fall Prevention Checklist for Older Adults (brochure)

Participating Organizations

Administration on Aging
American Occupational Therapy Association
Brain Injury Association of America
Centers for Medicare and Medicaid Services
Children of Aging Parents
Defense and Veterans Brain Injury Center
Department of Veterans Affairs, Office of Geriatrics and Extended Care
Easter Seals
Emergency Nurses Association
Employee Assistance Professionals Association
Family Caregiver Alliance/National Center on Caregiving
Health Resources and Services Administration
Home Safety Council
International Parish Nurse Resource Center
National Adult Day Services Association
National Alliance for Caregiving
National Association of Area Agencies on Aging
National Association of Professional Geriatric Care Managers
National Association of State Head Injury Administrators
National Council on Aging
National Family Caregivers Association
National Institute on Aging
National Safety Council
State and Territorial Injury Prevention Directors Association
Visiting Nurse Associations of America
YMCA of the USA

Help Seniors Live Better, Longer:
Prevent Brain Injury

www.cdc.gov/BrainInjuryInSeniors

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

