



Checklist for Your National Women's Health Week Event

Before your event:

Three to six months before:

- ❑ Begin developing partnerships with local organizations and invite them to participate in your event. It will allow you to share resources, increase visibility, and give you the opportunity to share a wealth of information with attendees. For more information on developing partnerships, see "Tips for Building Partnerships" at <http://www.womenshealth.gov/whw/activity-planning>.
- ❑ Reach out to local health experts or celebrities to speak at your event. Confirming their availability in advance will ensure they are able to attend.
- ❑ Invite local government officials, such as the mayor or city council member, to attend your event. By having high profile individuals attend, you will increase visibility for your event and have a greater chance of attracting media attention. For tips on working with the media, see the "How To Guide for Media Outreach" at <http://www.womenshealth.gov/whw/activity-planning>.

One to two months before:

- ❑ Register your event at <http://www.womenshealth.gov/whw/my-account>.
- ❑ Order materials from <http://www.womenshealth.gov/whw/my-account>, like the Office on Women's Health *Lifetime of Good Health* guides and slide rulers, to distribute at your event.
- ❑ Research local organizations that can provide you with materials and other resources to distribute at your event (i.e. health departments can provide brochures on a variety of health topics).
- ❑ Include a link to <http://www.womenshealth.gov/whw> on your web site. To use National Women's Health Week downloadable graphics, visit <http://www.womenshealth.gov/whw/activity-planning/promote/>.
- ❑ Contact local organizations and companies and ask them to include information about National Women's Health Week in their newsletter, listserv, or other publications they provide to employees or members. For pre written sample text about National Women's Health Week, visit <http://www.womenshealth.gov/whw/activity-planning/>.

Two weeks before:

- ❑ Create a letter sized flyer about your event and hang it in your local mall, grocery store, hospital, church, doctor's offices, or community center. Or create mini flyers (post card sized) to distribute to various organizations and individuals in your community or hand them out at community events, like town hall forums, church groups, or women's volunteer

organization meetings. National Women's Health Week logos are available at <http://www.womenshealth.gov/whw/activity-planning/promote/>.

One week before:

- ❑ Draft a press release and send it to your local media informing them about your event. Visit <http://www.womenshealth.gov/whw/activity-planning/> for tips on working with the media and for template press releases.
- ❑ Follow up with reporters by calling or sending an e-mail.

During your event:

- ❑ Set up a table at the entrance, where attendees can sign in, fill out a name tag, and receive information about the event, such as a schedule of events, descriptions of the different activities taking place, or organizations displaying information. This table is also a great place to distribute information about your organization.
- ❑ Arrange a table with women's health information. Don't forget to include the Office on Women's Health *Lifetime of Good Health* guides, slide rulers, and any other information from local organizations.
- ❑ Hang the National Women's Health Week posters and flyers around the room.
- ❑ Take pictures using a digital camera.

After your event:

- ❑ Send a thank you letter to any important people who attended your event, like the mayor or members of the media. Focus on the success of your event.
- ❑ Upload pictures to your web site.
- ❑ Follow up with any reporters who attended the event and tell them you are happy to provide additional information they may need to write their story.
- ❑ Share your success with us.