

## Checklist for Your WOMAN Activity Tracker Event

### Before your event:

#### *Three-Six months before:*

- ❑ Begin to **develop 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 Developing Partnerships.”
- ❑ **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 members, 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.”

#### *One-Two months before:*

- ❑ Research local organizations that can provide you with materials and other resources to distribute at your event
- ❑ Include a link to <http://www.womenshealth.gov/activity> on your web site. To use WOMAN Activity Tracker downloadable graphics, visit <http://www.womenshealth.gov/activity/about/promote>
- ❑ Contact local organizations/companies and ask them to include information about the WOMAN Activity Tracker in their newsletter, listserv or other publications they provide to employees or members.

#### *Two weeks before:*

- ❑ Create a flyer about your event and post it in your local mall, grocery store, hospital, church, doctor’s offices, and community center. The flyer doesn’t have to be big – make it letter-sized. WOMAN Activity Tracker logos are available on the web site.
- ❑ Create mini-flyers (post-card sized) and give to various organizations and individuals in your community or hand them out at community events/meetings, such as town halls, church groups, or Junior League meetings.

#### *One week before:*

- ❑ Draft a press release and send it to your local media informing them about your event. Template press releases are available at <http://www.womenshealth.gov/activity/about/promote>. For tips on working with the media, see the “How-To Guide for Media Outreach.”
- ❑ 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, like a schedule of events or descriptions of the different activities taking place or organizations displaying information. The table is also a great place to distribute information about your organization and the WOMAN Activity Tracker.
- ❑ Arrange a table with women’s health information. Don’t forget to include the Office on Women’s Health *Lifetime of Good Health* guides and information from local organizations.
- ❑ Hang the WOMAN Activity Tracker flyers and fact sheets around the room.
- ❑ Take pictures using a digital camera.

**After your event:**

- Send a thank you letter to any key partners who attended your event, like the mayor or media. Focus on the success of your event.
- Upload pictures from the event onto your website.
- Follow-up with any reporters who attended the event and tell them you are happy to provide any additional information they may need to write their story.

For questions or comments, please contact [womanchallenge@hhs.gov](mailto:womanchallenge@hhs.gov)