



Checklist for Your National Women's Health Week Event

Before Your Event

Three to six months before:

- ❑ Determine the type of event you'd like to hold, such as a health fair, screening event, or 5K walk.
- ❑ Reach out to other organizations in your community and work with them to organize a National Women's Health Week event. Developing a partnership allows you to share resources, increase visibility of the event, reach more women in your community, and ultimately have a greater impact. For more information on developing partnerships, see "Tips for Building Partnerships" at go.usa.gov/no1.
- ❑ High profile individuals will increase media attention. Reach out to local health experts, celebrities or local government officials to speak at or participate in your event. They often have busy schedules, so confirm their availability well in advance.
- ❑ Secure a venue.

Two to three months before:

- ❑ Register your event at go.usa.gov/noT.
- ❑ If you are holding a screening event, make sure you consult with a doctor or health professional to identify a strategy to handle an abnormal or a positive screening test result.

One to two months before:

- ❑ Research local organizations that can offer materials and other resources to distribute at your event (e.g., health departments may be able to offer brochures on a variety of health topics).
- ❑ Include a link to womenshealth.gov/whw/ on your website. To use National Women's Health Week downloadable graphics, visit go.usa.gov/noD.
- ❑ Publicize your event. Create a letter-sized flier about your event and hang it in shopping malls, grocery stores, hospitals, places of worship, doctor's offices, or community centers. Or create mini fliers (postcard-sized) to give to organizations and individuals in your community or hand them out at community events, such as town hall forums, local organized runs, or women's

volunteer organization meetings. National Women's Health Week graphics are available at go.usa.gov/noD.

- Contact local organizations and ask them to send information about your event to members or employees via e-mail, newsletters, listservs, and other publications. Send your event information early since many organizations gather information for their publications well in advance of the distribution date. For prewritten sample text about National Women's Health Week, visit go.usa.gov/noK.

Two weeks before:

- Draft a media advisory or press release about your National Women's Health Week event, and send it to local media outlets to inform them about your event. Visit go.usa.gov/no8 for media advisory and press release templates.
- Reach out to reporters by calling or sending e-mails. For tips on working with the media, see "Promoting Your National Women's Health Week Event: A How-To Guide for Media Outreach" at go.usa.gov/no9.
- Promote your event online and through social media. Search for community or neighborhood websites and online resources where you can post information about your event. Sometimes you can submit the information yourself. If not, send the web manager or editor an e-mail outlining your event info and asking that it be posted to the events calendar. In addition, post event info on your organization's Facebook page and on other Facebook pages, such as those of your local community center, retail stores, businesses, restaurants, and cafes. If you have a Twitter account, consider tweeting about your upcoming event to entice people to attend. Visit go.usa.gov/noQ tips on how to promote National Women's Health Week and your event online and through social media.

During Your Event

- Set up a table at the entrance where attendees can sign in, fill out a name tag, and pick up information about the event, such as a schedule and descriptions of the activities taking place or the organizations displaying information. The table is also a great place to distribute information about your organization.
- Arrange a table with women's health information.
- Take pictures to record the event.

After Your Event

- ❑ Send thank you letters to any important people who attended your event, such as the mayor or other speakers. Focus on the success of your event.
- ❑ Upload pictures to your website, Facebook page, Twitter feed, or other social media outlets.
- ❑ Follow up with reporters who attended the event. Give them a call or send a note thanking them and offering any additional information they may need to write their stories. For a sample thank you note, please visit go.usa.gov/nsw.