Activity Suggestions

Promotion
- I have distributed National Senior Health & Fitness Day posters to local sites where seniors frequently gather:
  - Community Centers
  - Houses of Worship
  - Hospitals
  - Restaurants
  - Shopping Malls
  - Grocery Stores
  - Senior Centers
  - Libraries

Social Media
- Get accounts up and running
- Connect with us on Facebook and Twitter (visit fitnessday.com)
- Create a social media plan for the event
- Choose staff to handle social media for event
- Share content and photos

Publicity
- I have contacted local media concerning their submission deadlines;
- I have prepared my press materials;
- I have sent my press materials;
- I have invited reporters and photographers from the following local media to cover the event:
  - Daily and community newspapers
  - Television and radio stations

Local Support
- I have contacted local businesses, especially those whose clients include seniors, to contribute to or help underwrite the event.
- I have requested support from local healthcare organizations listed below for pre-event exams and/or event screenings:
  - Hospitals
  - Paramedics
  - Physicians/Nurses
  - Geriatric Specialists/Home Health Agencies
  - Nursing Homes
  - Managed Care Organizations (HMOs, etc.)
  - Restaurants, Health Food Stores

Participant Registration
- I have prepared the following registration materials I need and have had them reviewed by administrators or legal staff as needed.
  - Registration Card
  - Event Release and Waiver of Claims and Release to Use Photos and Tape

continued
**Event Checklist continued**

**Event Location**
- Prepare for possible weather problems
- Secure an alternate place or date for outdoor activities
- Prepare a sunscreen station for outdoor events
- Set up sufficient water/rest stations/restroom facilities
- Set up activities and have the needed supplies on hand
- Determine staffing/volunteering needs and recruit
- Contact guest speakers
- Prepare a map identifying activities, booths, first aid, food services, bathrooms, etc.
- Evaluate electrical/power needs (e.g. outlets, power sources, extension cords, etc.)
- Set up tables or booths for screening stations and/or health fair
- Set up adequate chairs for various activities
- Pick out music and set up sound system
- Assign someone to take photos and/or videotape the event
- Order incentive items, certificates and prizes
- Make sufficient copies of the *Senior Health Pages* and other materials to be distributed to participants

**Safety Notes**
- Remind participants to dress comfortably and sensibly
- Encourage participants to consult their physicians before beginning any exercise program
- Review participation guidelines in this manual
- Review liability issues, insurance coverage, and safety considerations

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**Use this chart for key event contacts**

<table>
<thead>
<tr>
<th>NAME</th>
<th>PHONE</th>
<th>ORGANIZATION</th>
<th>TOPIC</th>
<th>FOLLOW-UP REQUIRED</th>
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