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
 - **D** Television and radio stations

- □ Local community newsletters
- Bulletins and newsletters of local religious organizations

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
 - D 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

NAME	PHONE	ORGANIZATION	ΤΟΡΙϹ	FOLLOW-UP REQUIRED

Use this chart for key event contacts