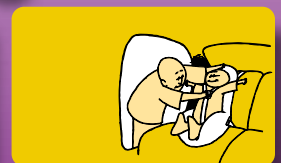
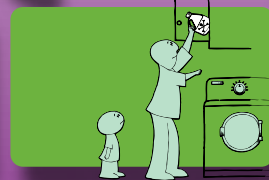
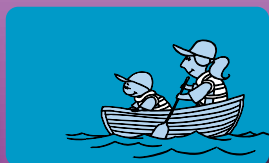




Event Planning Guide



Protect the Ones You Love Child Injuries Are Preventable

Protect the Ones You Love **Approvals Process**

The Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention, requests courtesy notice of items that reference *Protect the Ones You Love* before they are released. This includes

- Print materials such as press releases, flyers, fact sheets, or Op-Eds;
- Electronic and broadcast materials, including radio announcements; and
- Public service announcements, website content, or documentary materials.

Please contact CDC-INFO (cdcinfo@cdc.gov), referencing *Protect the Ones You Love* to submit courtesy notices or for further information.

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**A primer on community
events to raise awareness
about preventing child
injury by protecting the
ones you love**

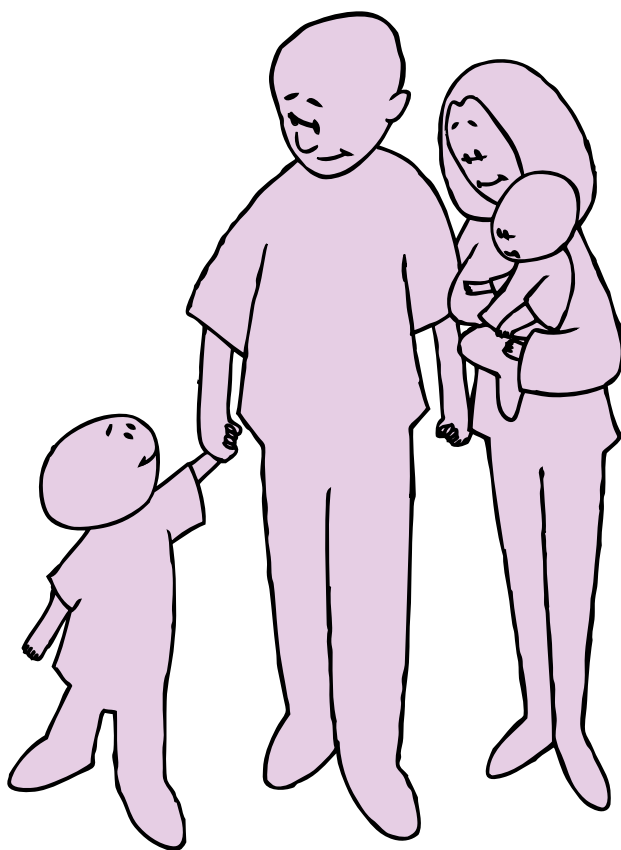


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Among the leading causes of child injury in the United States, and in the world, are burns, drowning, falls, poisoning, and road traffic injuries.



Introduction

Protect the Ones You Love: Child Injuries Are Preventable is a CDC initiative to raise parents' awareness about the leading causes of child injury in the United States and how they can be prevented. Working together, we can keep our children safe and help them live to their full potential.

Properly planned and implemented community events can be highly effective for spreading messages about the importance of preventing child injury. If they're designed to be entertaining and/or educational, well-planned events can draw a great deal of attention to you and your messages.

What is the best time to raise awareness about child injury prevention in your community in support of the *Protect*

the Ones You Love initiative? You may consider holding an event during one of the following health observances to help add momentum to your effort:

- ☐ National Poison Prevention Month (February)
- ☐ Home Safety Month (June)
- ☐ National Safety Month (June)
- ☐ Child Passenger Safety Month (September)
- ☐ Children's Health Month (October)
- ☐ Fire Prevention Week (October)

Holding events throughout the year can help ensure that protecting children from injury is a topic that stays on audiences' minds year-round.

This event planning booklet was developed to assist you with planning and holding successful community events that can spread the word about the importance of preventing child injury.

Planning an Event

To decide what kind of event you might hold, think about parents, teachers, and caregivers, for example, in your area: what kind of events might interest them? Suggested activities are available in Section VII, Event Planning Tools. This section lists a variety of activities and events you might want to undertake.

Have these basics in mind before you begin planning the event.

- What resources does your own organization have -- manpower, budget, etc.?
- Are there other individuals and organizations in your community that can collaborate with you? These organizations may be commercial, nonprofit, faith-based, and/or governmental.

Setting up a planning team or committee

Once you decide to hold an event, gather a planning team or committee of people within your own organization as well as within other community organizations that might have an interest in this topic. Consider including people who care for young children, as well as those who work as child advocates and members of other groups, on the planning team or committee. Their perspectives and contacts with other members of the audience will be a valuable asset to your planning.

People with the following skills and experience should also be recruited for the committee:

- Strong leadership skills (committee chair)
- An eye for detail (logistics)
- The ability to raise money, if funds aren't available for the event (development)
- Media relations experience
- Event program planning experience

Once your team/committee is assembled, you should hold a consensus-building session to answer specific questions:

What are the goals/objectives of the event?

- What do you want members of your community to get out of participating in the event?

Who is the target audience?

- Are you targeting parents and caregivers of young children as your primary audience?

What resources are available?

- Do you have a budget or do you need to raise funds to hold the event?
- Are staff members or volunteers available to plan and work the event?
- Can you access in-kind services, such as pro bono public relations services?
- Do you have a resource for acquiring free giveaways?

- Should you partner with other organizations to leverage existing resources?

What type of event do you want to hold?

- Seminar, health fair, luncheon, walk/run, performance? (See Event Planning Tools, Section VII, for a list of event ideas, along with suggested materials and products)

Where should the event be held and when?

- Will this event be held outside/inside? Do you need to reserve space? If so, what type of space? Are permits required for this type of event? How many people should it accommodate?

Developing an Event Timeline

To organize logistics for the event, you will need to track who is responsible for which tasks and when tasks need to be completed. An event planning timeline is a useful tool.

Developing a timeline, which includes specific milestones and due dates, should be one of the first tasks for the event planning committee/team. Using a timeline will help you to monitor progress toward the event. The timeline should identify the person or organization responsible for each task. The planning committee chairperson should circulate the timeline to all committee members and update it on

a regular basis. Hold regular planning meetings with the committee, and track progress toward milestones at each planning meeting. If your group is large enough, you may want to set up subcommittees to handle separate components of the event—for example, logistics, partnership development, publicity, and program/agenda.

The amount of planning time will vary, depending on the type of event(s) you are planning. For example, it may take several months to plan a health fair, but only a few weeks to plan a press conference.

A sample event planning timeline and checklist for your use is included in the Event Planning Tools section on page 11.

Selecting Partners for the Event

How do you engage partners?

By convincing them that their participation will produce a real return on investment in terms of:

- Increased community and media exposure
- Increased networking opportunities

Partnering with other agencies and organizations can increase the profile of your event. Finding the right partners and identifying the best role for them may take some time, but it is well worth the effort. Following are some recommendations for considering potential partners, deciding criteria for partnering, identifying suitable partners, and developing a partnership plan to outline their roles and responsibilities.

Considering potential partners

The best partners are individuals and groups that share a common interest in your organization's mission, vision, and values. Think about whether groups you've worked with in the past may be interested in being involved in planning your event. Also consider partnering with the health department, community centers, local businesses, the local agency on child services, or faith-based organizations.

When thinking about partnering with an organization to host an event, take a moment to determine a clear purpose for the collaboration.

For example, can the organization:

- Reach a particular group or audience?
- Disseminate materials and messages?
- Enhance the credibility of your program?
- Provide technical expertise to enhance your event?
- Assist with funding or provide in-kind services, such as printing, graphic design, or catering?



Developing a partnership plan

Once you determine how you want to collaborate with a partner, an effective way to keep track of your activities is to develop a partnership plan. This plan documents all event details and roles and

responsibilities for everyone involved in planning and holding the event. The size of your planning effort will determine how formal your plan needs to be.

Tips for establishing and maintaining partnerships

Once you have your partnership plan in place, there are several things you can do to facilitate a smooth collaboration:

- Choose organizations with the resources, expertise, and credibility your organization needs
- Consider what roles those partners might play
- Involve representatives from the partnering organizations as early as possible in the planning
- Provide partners with the rationale, strategies, messages, and materials
- Give partners advance notice of upcoming meetings and related activities
- Create a way to gently remind people of their responsibilities
- Develop a feedback mechanism so that activities can stay on track and adjustments can be made quickly
- Remember to thank all partners for a job well done.

The partnership planning template on page 15 may be a useful guide as you develop your own partnership plan.



Promoting the Event

To be successful, you need strong attendance for your event, and this is directly tied to how well you promote the event to your target audience. You will want to use every means you have to get the word out through both the media and community channels. Partners and other community organizations can be effective in using their own networks to help you with promotion.

Media channels such as radio, television, cable television, and newspapers offer many opportunities for promoting your event. See the Protect the Ones You Love Media Outreach Guide for details about promoting your event through paid and unpaid print and electronic media.

Community and organizational channels offer a number of ways to promote your event. Ask every partner and interested organization to help you by:

- Displaying announcements of the event
- Including notices about the event in their newsletters and on websites
- Handing out/displaying promotional brochures at their workplaces and businesses
- Helping you pay for commercial advertising, if necessary
- Making announcements/handing out promotional notices at community and faith-based meetings and other gatherings
- Encouraging participation at the event by employees/clients/customers

Event Day

When your planning is complete and the event day has arrived, you should:

- Arrive at the venue several hours before the event starts so that you can ensure that the venue is set up properly and that audiovisual equipment is operating.
- Use a checklist to ensure that all tasks are completed.
- Ensure that everyone working the event has an agenda and knows where they need to be and what is going on at all times.
- Use a designated person to handle all questions from media, participants, and volunteers. For large events, you may consider using an information booth.



Evaluating the Event

Knowing if you achieved the goals and objectives that were established for your event is important, especially if you plan to hold the same type of event in the future. There are many ways to evaluate your event efficiently and cost-effectively. Depending on how your planning committee is organized, you may wish to designate one person to coordinate

the overall evaluation, with different subcommittees in charge of the actual evaluation tasks. For example, someone from the publicity subcommittee could monitor media coverage, someone from the logistics subcommittee could track who comes to the event, and someone from the program/agenda subcommittee could distribute evaluation forms to participants and analyze the results.

By asking some simple questions, you can get a good idea of your event's reach and impact. Here are some ideas for evaluating your event:

- Ask attendees to complete a brief evaluation form at the conclusion of the event. Ask which sessions/activities they found most useful, what they thought of the speaker(s), how they would rate the logistical aspects of the event (e.g., venue, food) and what they would recommend for future events.
- Tally the financial and in-kind contributions to the event that were made by partners, local businesses, etc. This information can be helpful for securing donor funding in the future.
- Track who showed up at your event. In addition to obtaining the number of attendees for the event, also look at who showed up, so that you can see whether you reached your target audience.
- Track how many materials were distributed at the event—both to participants and the media.
- Track media coverage of your event. Scan local newspapers and news websites before and after the event and clip articles about the event. If television or radio reporters cover the event, ask them when they believe that their stories will air. If possible, assign committee members to watch/listen to the coverage and record it. If you anticipate a lot of media coverage and have sufficient funds, you can hire a media clipping service to monitor all of the media coverage. Some popular clipping services are Burrelles Luce (www.burrellesluce.com) and Bacon's (www.bacons.com).



Event Planning Tools

The event planning timeline and checklist and partnership planning guide are tools designed to help you stay organized as you plan an exciting and successful event that will raise awareness of the importance of child injury prevention. The activity and event ideas can be used as presented, modified to meet your community's needs, or used to spur the development of new events and activities.

Event Planning Timeline and Checklist

**For tasks related to media, please refer to the
*Media Outreach Guide.***

As soon as possible after the first event planning meeting

- ☐ Reserve your venue. If your event is likely to draw media attention, be sure to select a venue that includes a quiet place where members of the media can conduct individual interviews with event spokespersons.
- ☐ Recruit partners for the event. (See *Potential Organizations to Involve* in Section VII, Event Planning Tools, for a list of organizations that might be approached for partnership and/or promotional support.)

6 to 8 weeks before the event

- ☐ Invite speakers—consider local dignitaries, such as the mayor or an alderman, a spokesperson who is well versed and knowledgeable about child injury prevention, and perhaps those representing some of the local organizations serving children and those who care for children.
- ☐ Request a proclamation from local government officials.
- ☐ Order materials, signs, banners, awards, and T-shirts and other giveaway items. (This is one area in which community partners can be handy for providing needed financial support, in-kind services, or giveaways.) Free materials, such as fact sheets and posters, are available at www.cdc.gov/safechild.

4 to 6 weeks before the event

- ☐ Schedule training and preparation for all spokespersons.
- ☐ Have on hand adequate promotional materials.
- ☐ Have on hand an adequate supply of informational materials and brochures, as well as other program materials and giveaways.
- ☐ Establish a mechanism for reordering materials if more are needed for future events.
- ☐ Establish a mechanism to identify potential problems and track the success of the event.
- ☐ Update or develop your media list to make sure that you have the correct phone numbers and email addresses for reporters who would be likely to cover your event.
- ☐ Identify community calendar contacts for all local media and their deadlines, and distribute your media advisory or calendar announcement.
- ☐ Recruit event volunteers, staff, and vendors (such as audiovisual techs, if needed, a photographer, a caterer, etc.).
- ☐ Arrange for equipment if it will not be provided by the site. Equipment might include tables, easels for signs, a podium, a stage or riser, microphone(s), and a sound system. For a news conference or an event with a celebrity, you might also need a “mult box,” a device that allows broadcast media to record directly from the sound system.
- ☐ Create a guest list and invite guests. Assure that invitations have been issued to all involved in putting together the event.
- ☐ Begin an initial promotion alerting the community to the upcoming event; for example, hang posters in various common areas of the community or in places of businesses frequented by parents of young children, such as grocery stores, pharmacies, pediatrician’s offices, etc.

2 to 4 weeks before the event

- ☐ Assure that partners are prepared to do their roles.
- ☐ Prepare your news release, a backgrounder, a fact sheet, an agenda, etc. (See the *Media Outreach Guide* for samples that you can use.)
- ☐ Conduct more intensive promotion efforts to ensure a good attendance.

1 to 2 weeks before the event

- ☐ Send out your media advisory.
- ☐ Update your website.
- ☐ Send staff and volunteers the event schedule, a list of responsibilities, and directions to the site. Provide copies of materials to anyone who will be responding to inquiries before, during or after the event.
- ☐ Assist speakers with developing their remarks, if necessary. Gather brief biographies for the moderator to use to introduce speakers.
- ☐ Check on the status of materials you ordered and make a checklist of supplies you'll need on site, such as pens, sign-in sheets, business cards, and fact sheets.
- ☐ Continue community promotion activities.

1 week before the event

- ☐ Confirm space, volunteers, and equipment.
- ☐ If you will be photographing, videotaping, or otherwise recording the event, distribute consent forms. (Note: consent forms are not required for news coverage but may be needed for taking and using photographs or recordings of attendees.)
- ☐ Follow up with key media to confirm their receipt of the advisory and to encourage them to attend the event.
- ☐ Assemble press kits. (See the *Media Outreach Guide*.)

1 to 2 days before the event

- ☐ Resend the media advisory to your entire media list.
- ☐ Continue calling your media targets.
- ☐ Gather and pack supplies.
- ☐ Make arrangement for responding to calls while you and others are at the event. Brief the office staff, update your outgoing voice mail message, and distribute your cell phone number and/or inform office staff as to whether you will check voice mail during the event.

At the event

- ☐ Greet media when they arrive and give them a press kit. Ask them to sign in so you can track attendance.
- ☐ Greet any special invited guests ("VIPs") and have someone responsible for showing them to their places.
- ☐ Introduce media to your spokespersons for interviews and alert them to photo opportunities.

After the event

- ☐ Follow up on any special requests made during the event by the media, speakers, etc. For example, reporters might ask for a bio or “head shot” of a specific speaker or they might ask for data or other information that was not readily accessible.
- ☐ Send press kits to journalists who expressed interest but did not attend the event.
- ☐ Monitor newspapers, radio, television, and the internet for coverage.
- ☐ Obtain contact sheets or prints from photographers and order photos for your internal publications and for your partners or sponsors, speakers, special guests, etc.
- ☐ Write an article about the event for your organization and encourage partners and sponsors to do the same.
- ☐ Send a letter to the editor of your daily newspaper to thank volunteers publicly for making the event a success and ask the editor to consider it for publication.
- ☐ Thank sponsors, partners, and volunteers directly, in-person or preferably with a letter of appreciation.
- ☐ Hold a debriefing with all involved to discuss what worked and what didn't work during event planning, and during the event, and why. Those experiences can be used to plan future events.



Partnership Planning Guide

Overall Purpose of the Partnership: To leverage existing community resources and assets in support of a community event designed to raise awareness among parents about the leading causes of injury among children in the United States and how they can protect the ones they love.

Brief Description of the Event

Participating Partners (list the names of all individuals and organizations)

Desired Outcomes of the Event

Major Activities for the Event

Needed Resources

Resource	Who Provides	Details	Timing
Access to people			
Communication			
Expertise			
Facility/Venue			
Funding			
Staff			
Giveaways			

Action Steps

Step	Who's Responsible	Due Date	How Tracked

Activity and Event Ideas

The suggestions below represent a range of events and activities that you can schedule throughout the year (and, to help build momentum, during one or more of the health observances that relate to child injury awareness and prevention). These activities are targeted to parents and caregivers of children.

You may want to consider holding one or several events in a series. For example, consider grouping a series of events during National Poison Prevention Month (February) to increase the reach of your effort. Continue those activities during National Safety Month (June), Home Safety Month (June), Child Passenger Safety Month (September), Children's Health Month (October), and Fire Prevention Week (October) to extend the life of your efforts.

Potential Organizations to Involve. Individual organizations may find it possible to do some of these events on their own. Other events will require cooperation and partnerships with local nonprofit, business, and/or governmental organizations. Examples of potential partners among local organizations include:

- Local government and nonprofits such as:
 - ✓ State/local health departments or offices on child welfare and safety
 - ✓ Agencies of Child and Family Services
 - ✓ State/local chapters of professional medical and nursing organizations (e.g., American Academy of Pediatrics)
 - ✓ Emergency Medical Services
 - ✓ Community/recreation centers
 - ✓ Child care centers
 - ✓ Hospitals/clinics
 - ✓ Local libraries
 - ✓ Community service organizations (Boys and Girls Clubs, etc.)
 - ✓ Youth-serving organizations (YMCA, etc.)
 - ✓ Injury prevention coalitions
- Faith-based organizations
- Area merchants
 - ✓ Gyms and community centers
 - ✓ Restaurants
 - ✓ Department stores
 - ✓ Home improvement stores
 - ✓ Retailers that sell children's products
 - ✓ Insurance companies
 - ✓ Coffee shops

- ✓ Bookstores
- ✓ Grocery stores
- ✓ Pharmacies
- Local businesses with large numbers of employees
- Local media outlets (see the ***Media Outreach Guide***)

Activity Ideas. Activities that all participating organizations may want to consider for promoting and disseminating messages and materials may include:

- Disseminating messages through a newsletter, a website or at organizational meetings.
- Providing fact sheets, displaying posters, and giving out information containing the website, www.cdc.gov/safechild, at every appropriate venue (see detailed suggestions in following charts).
- Setting up a speakers' bureau with trained speakers who can be featured at organizational and community events.
- Arranging for a speaker to represent the issue with media: television, radio, print press; (see the Media Outreach Guide for more details); involving political leaders, such as the mayor, city councilmen/alderman; and involving a local radio or television personality.

Following are examples of various activities that organizations and their partners may wish to undertake during one or more of the monthly observances mentioned in this guide, such as *National Poison Prevention Month* (February), *Home Safety Month* (June), *National Safety Month* (June), *Child Passenger Safety Month* (September), *Children's Health Month* (October), and *Fire Prevention Week* (October).

Activities tied to child injury prevention messages

Event	Materials Needed
<p>Prevention Tip: Protect Children from Five Leading Causes of Child Injury. Team up with major employers, as well as small businesses, in the area to sponsor a walk/run event promoting awareness about preventing child injury—place different stations along the way offering more information on leading causes of injury among kids (burns, drowning, falls, poisoning, and road traffic-related injuries). A wide range of audiences, including parents, grandparents, teachers, care providers, medical professionals, and local government representatives may be interested in participating. Urge sponsorship by employers, including retailers that sell equipment such as child safety seats and smoke alarms, pediatricians’ offices, fire and police departments, pharmacies, and community organizations that work directly with children and offer kids’ activities. Don’t hesitate to invite other large businesses—for example, IT companies, insurance companies, and Fortune 1000 companies that may be in your area—to become involved by encouraging their employees to take part and by underwriting the cost of event-related giveaways and other event expenses. Also include small businesses around town that parents and children’s caregivers support, such as local coffee shops, bakeries, etc.</p>	<ul style="list-style-type: none"> • Informational materials • Giveaways provided by local merchants—e.g., T-shirts, tote bags
<p>Prevention Tip: Make A Child’s Surroundings Safer. Partner with a retailer, such as Target, Babies R Us, or other local chain to sponsor and promote a weekend event during an observance like National Safety Month. This event could feature demonstrations, such as on how to develop a home fire escape plan, properly install child safety seats in vehicles and safety gates in stairwells, and poison-proof your home with cabinet locks. Speakers could offer suggestions on safety improvements for the home and hand out Safe Child materials, store coupons and other giveaway items. Don’t forget to alert the local media about an event like this, which may offer good photo opportunities.</p>	<ul style="list-style-type: none"> • Informational materials • Posters for in-store promotion • Any giveaway items

Activities tied to child injury prevention messages

Event	Materials Needed
<p>Prevention Tip: Ensure that Children Travel Safely in Car and Booster Seats. Team up with your local fire department and/or other organizations devoted to protecting citizens' safety. Have them offer "car seat check" days when parents and children's caregivers can come to have their car seat checked for proper use. Offer light refreshments and giveaways, if available, and make sure attendees are given information about all leading causes of child injury and how to prevent them, as well as information on online resources (www.cdc.gov/safekid.org). A good time to hold this event may be during Child Passenger Safety Month in September.</p>	<ul style="list-style-type: none"> • Informational materials • Posters for display • Postcards with campaign URL



General Supporting Activities and Events

The following is a sampling of promotional activities that involve community partners in disseminating program messages and materials.

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
During a month focused on safety awareness and injury prevention — such as one referenced in the <i>Introduction</i> of this guide). Enlist local providers of services for children, such as day care centers and local governmental offices or departments on child services.	<ul style="list-style-type: none"> • Informational materials
Hold a child safety/injury prevention event within your organization or jointly with similar organizations, including businesses, local community and senior centers or faith-based organizations. During the event, share information on the leading causes of child injury and how they can be prevented. Promote and hold special parents and caregiver sessions at times that this audience might best be able to attend (after work, evenings, weekends) and invite a speaker to talk about methods to protect children from injury. Invite local merchants with interest in this topic to participate by disseminating informational materials and giveaway items related to their mission (for example, lithium batteries for smoke alarms, coupons for retailers that provide items such as pool-fencing materials or child safety seats). Enlist support of local media in publicizing your event.	<ul style="list-style-type: none"> • Posters • Informational materials • Giveaways provided by local merchants • Talking points
Work with local merchants, such as recreation centers, home improvement stores, retailers that sell safety items for children, and local fire/rescue departments, to arrange for a community-wide health and wellness event. This may involve reaching out to these organizations' public and community relations departments. Set up information booths on a variety of child injury prevention topics. Consider some of the following: holding a free community CPR training (could be sponsored and led by the fire department), offering car seat safety checks and installation demonstrations, etc.	<ul style="list-style-type: none"> • Informational materials • Posters • Talking points

Work with Local Nonprofits and Faith-Based and Governmental Organizations

Event	Materials Needed
Hold wellness events at local libraries, day care centers, and/or schools (especially those that have group meetings for parents of young children). Arrange for speakers who can address the many ways that parents and caregivers can help protect the children they love. Ask a local grocery chain to provide refreshments.	Informational materials Posters Talking points

Work with Large Employers

Event	Materials Needed
<p>Join major local employer(s) in your area, such as businesses or retail operations, to promote the importance of child injury prevention. Many employees not only will naturally want to protect the children they love, but they will also be more productive at work if their children suffer fewer injuries and their homes are safer places.</p> <p>To promote the importance of preventing child injury, employers can:</p> <ul style="list-style-type: none"> • Put notices into pay checks/receipts. • Place brochures at HR/Wellness sites within the business. • Display posters at HR/Wellness sites within the business. • Ask EAP representatives to distribute brochures and share information, including the website, www.cdc.gov/safechild. • Plan a health fair around one of the month or week-long observances related to a child injury topic, such as National Safety Month. They can feature a speaker and materials. • Offer employees a lunch-and-learn at which they can listen to a speaker talk about preventing child injuries. • Take advantage of existing employee health fairs and brown-bag presentations to promote awareness about the importance of child injury prevention. Staff a table/booth with relevant materials. 	<ul style="list-style-type: none"> • Announcements • Posters • Talking points

Work with Local Merchants

Event	Materials Needed
Ask local shopping centers and malls to promote child injury prevention. Disseminate information through poster and other informational displays during National Safety Month and other relevant health observances.	<ul style="list-style-type: none"> • Informational materials • Posters • Giveaways provided by local merchants—such as coupons, etc.
Ask local mall management companies, merchants, or other gathering places suitable for parents and children’s caregivers. Arrange lunchtime concerts featuring storytellers, speakers, and printed information about preventing child injury. Identify potential entertainers who may be willing to perform for the community at little or no cost—for example, those from local colleges and high schools or faith-based groups.	<ul style="list-style-type: none"> • Talking points • Informational materials and promotional items, such as picture frames
Ask local merchants, including department stores, coffee shops, and book stores, to display posters.	<ul style="list-style-type: none"> • Posters
Ask a local children’s museum or activity center to hold an open-house. Collaborate with other organizations to provide speakers and share information on how to protect children from injuries at the presentations. Provide giveaways.	<ul style="list-style-type: none"> • Posters • Informational materials • Free refreshments, discount coupon for future ticket purchase, etc.
Enlist local grocers to: <ul style="list-style-type: none"> • Display posters • Place brochures in grocery bags • Place messages about the importance of protecting children on paper grocery bags • Include related information in any type of health education activity the store or chain may routinely perform (especially grocery chains that include pharmacies) 	<ul style="list-style-type: none"> • Posters • Informational materials

