PLANNING A SUCCESSFUL COMMUNITY HEALTH EVENT

- ✓ **Remember that every event starts with a dedicated chairperson and a working committee. Plan event well in advance. Six months or more is recommended.**
- ✓ **Determine whether the facility is suitable for an event; making sure the facility has sufficient parking, ample space for vendor tables, accommodations for privacy (if needed), etc.**
- ✓ **Send out "Save the Date" notices as soon as you have secured a date and event location.**
- ✓ **Clearly state objectives of the event, including a description of the intended target population.**
- ✓ **Consider the demographics of the target populations prior to determining time or timeframes for events (i.e. early start times for seniors and later start times for adolescents).**
- ✓ **When planning an outdoor event, consider using tents for shade and have an alternate plan in the event of inclement weather.**
- ✓ **Provide an on-site contact number to be used on the day of the event.**
- ✓ **Immediately inform vendors and the community if your date, time or location changes.**
- ✓ **Consider having translators available if needed.**
- ✓ **Before finalizing your date, check for other events scheduled at or around the same time and/or in the same general location.**
- ✓ **Seek partnerships and collaborate with other organizations.**
- ✓ **Seek sponsorship for refreshments, children's activities, prizes, etc. Consider having healthy snacks and water available for attendees and vendors.**
- ✓ **Consider using public service announcements, newspapers, ads, or flyers to promote the event.**
- ✓ **Arrive early on the day of the event. Set up before vendors or service providers arrive. Be available in case vendors/service providers have questions.**
- ✓ **Provide surveys to vendors, service providers and attendees to get feedback for planning your next event.**

Broward County Health Department
Outreach Planning Group
954-467-4807
www.browardchd.org