

ACTIVITY SUGGESTIONS

Promotion

- I have distributed National Senior Health & Fitness Day posters to local sites where seniors frequently gather:
 - Community Centers
 - Fitness 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](#), [Instagram](#) 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 before, during, and after the event (be sure to use the #NSHFD hashtag)
- Be sure to post regularly on accounts

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 community newsletters
 - Bulletins and newsletters of local religious organizations
 - Local and regional publications

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
 - Optometrists/Ophthalmologists
 - Podiatrists
 - Nutritionists or Registered Dieticians
 - Geriatric Specialists/ Home Health Agencies
 - Nursing Homes
 - Managed Care Organizations (HMOs, etc.)
 - Restaurants, Health Food Stores

continued

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

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 or order sufficient copies of the [*Senior Health Resources*](#) 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
- Review facility safety and emergency procedures with staff

Thank You

- Send a thank you note to any vendors, volunteers, and others who participated in the event, donated items, or helped with getting the word out

NAME	PHONE	ORGANIZATION	TOPIC	FOLLOW-UP REQUIRED

Use this chart for key event contacts