**Events Planning Guide**

**Please use this space to briefly describe your planned event.**

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| **Purpose** |  |
| **Target Audience** |  |
| **Date/Time** |  |
| **Venue** |  |
| **Focus Areas/Themes** |  |
| **Outreach/Activities** |  |
| **Partners** |  |
| **Partner Involvement** |  |
| **Budget** |  |

**Evaluation and Measurement of Event**

The following measures should be used to evaluate your event. Begin thinking now about how you plan to measure these indicators. Use the categories below as a guide.

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| **Indicator** | **Plan to measure** |
| **Reach of Event**  **- Number of Persons attended**  **- HCPs in attendance, etc.** |  |
| **Media Impressions** |  |
| **Partner Engagement**  **- Number of Partners involved**  **- Level of engagement** |  |
| **Materials Disseminated** |  |
| **Attendee Survey/Evaluation** |  |

**Information**

When: September to November 2013. Events must take place during the months of September, October or November.

Who: HCPs or consumers

Suggested Focuses

1. Medication Adherence in My Community 🡪 highlight activities SYF and coalition partners are doing to engage the community.
2. Affordable Care Act—Enrollment (October)
3. Medicare Open Enrollment (October)
4. Medication Reviews/Brown bags
5. Professional Development🡪 Motivational Interviewing, Integrating adherence support into health care?
6. Upcoming National Health Observances
   1. National Women’s Health and Fitness Day (September 25)
   2. Heart Health
      1. National Cholesterol Education Month (September)
      2. World Heart Day (September 29)
   3. Pharmacist Month (October)
   4. Talk about Prescriptions Month (October)-- <http://www.talkaboutrx.org/rxmonth2012.jsp>
   5. American Diabetes Month (November)
   6. COPD Awareness Month (November)
   7. National Family Caregivers Month (November)

Guidelines for holding these events

1. Must include *Script Your Future* messaging and focus.
2. Involve your coalition members as you can in planning and the event itself.
3. Issue Press Release or Media Advisory about the event – SYF will provide template. (by Sept. 6)
4. Include SYF provided resources on ACA - background materials will be provided. (by Sept. 6)
5. Collect one patient or HCP story or Video of a patient discussing adherence/*Script Your Future* tools (if not previously completed)
6. Budget of up to $500 from NCL. Itemize expenditures and submit for reimbursement etc.
7. Ask your coalition members for additional sponsorship, matching funds and/or in-kind support.
8. Must measure the impact of the event – how many attended, media, how partners were engage in the planning and the event itself, materials disseminated.
9. Utilize a pre or post survey at the event to measure impact. (template provided by NCL by?? )