

Confirm the Big Picture

Planning An Rx Abuse Awareness Event.

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
<p>SELECT THE VENUE AND DATE</p> <p>Both of these factors set the event's tone. As you look at potential dates and locations, be sure to check for conflicting events.</p>			
<p>IDENTIFY, INVITE AND CONFIRM SPEAKERS</p> <p>Speakers will be needed to introduce the issues, whether the event is a walk-a-thon or a town hall meeting. Speakers should be trusted, well-credentialed and be comfortable talking to the press. If you are planning a panel, a good mix would include a healthcare professional, pharmacist, treatment specialist, parents/grandparent and a teen or young adult in recovery who can tell his/her story.</p>			
<p>IDENTIFY A MASTER OF CEREMONIES OR MODERATOR</p> <p>This is relevant when you convene a panel of experts. Moderators must be adept at building bridges, summarizing information, putting closure on discussion and offering opportunities for collaboration. A good choice for moderator includes: reporters, public health officials and coalition director.</p>			

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<p>PREPARE SPEAKERS AND MEDIA SPOKESPERSONS</p> <p>Disseminate information to speakers and media spokespersons at least two weeks before the event. Create talking points to ensure that all are on the same page regarding goals and objectives, key players and controversial issues. Ideally, speakers and media spokespersons should meet an hour before the event begins to confirm last minute details. On the logistical side, be sure to obtain speaker requirements. Will there be PowerPoint presentations? If so, will speakers be expected to bring their own laptops or will a memory key or disk suffice? Confirm what other equipment speakers may need.</p>			
<p>STAFF THE EVENT</p> <p>From pre-set-up to breakdown, people should be assigned to handle press requests; distribute material; greet dignitaries and speakers; handle medical emergencies; and manage the sound system and venue.</p>			
<p>ORDER MATERIALS</p> <p>Review the <i>Learn More</i> section of this Tutorial to identify materials that coalitions can use to supplement an event.</p>			