

Primary Care Movie Matinee

A movie matinee provides a platform to showcase National Health Service Corps (NHSC) Member Story videos that generate awareness about the NHSC as well as demonstrate the impact NHSC members and sites have in communities with limited access to primary care. The videos will also educate those who are interested in working in Health Professional Shortage Areas.

LEVEL OF PLANNING EFFORT

EASY

DIFFICULT

Getting Started

- 1. Confirm an event date** during the month of October. Remember Corps Community Day 2014 will take place on Thursday, October 9, during National Primary Care Week.
- 2. Secure a space** at a busy location on your campus, NHSC site, or in your community with internet and projection capabilities.
- 3. Register** with www.meetup.com and add your event to the Corps Community Day Meetup.
 - Create an account at <https://secure.meetup.com/register/>
 - Once registered, customize your profile to highlight your connection to the NHSC and primary care.
 - Add your event at <http://www.meetup.com/Corps-Community-Day/> by "Starting a new Community."
4. Consider inviting someone who can share about their experience providing health care at an NHSC site. Refer to the "Identify Qualified Speakers and Partners" section.
- 5. Display NHSC fact sheets** and **NHSC 101 presentation** at your event.
- 6. Print and hand out Corps Community Day stickers** during your event.

7. Depending on your audience, choose a YouTube playlist.

- [Medical Providers](#)
- [Nursing Providers](#)
- [Dental Providers](#)
- [Mental and Behavioral Health Providers](#)
- [NHSC Sites](#)

8. Take photos at your event

but gather [media releases](#) from those you're photographing. Submit the photos and media releases to CorpsCommunityDay@hrsa.gov.

Identify Speakers and Partners

- [Local NHSC Ambassadors](#)
- [State Primary Care Offices](#)
- [Area Health Education Centers](#)
- [Post a request on the NHSC Facebook wall](#)
- [Special Inquiry to CorpsCommunityDay@hrsa.gov](#)

Promote your event

- Send out a "Save the Date" using your unique event URL from meetup.com. Meetup.com is a great RSVP collection tool.
- Seek out media coverage from your campus or community outlets.
- Create and send out a [media advisory](#).
- Hang posters on a bulletin board and in areas where potential participants would frequent and use the Corps Community Day [Fact Sheet](#) and [Event Flyer](#) as tools.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
HEALTH RESOURCES AND SERVICES ADMINISTRATION

Media Resources

- [Backgrounder](#)
- [Media Advisory Template](#)
- [Press Release Template](#)
- [Radio Spots \(15 and 30 seconds\)](#)

Online Resources

NHSC.hrsa.gov/CorpsCommunityDay

 [NationalHealthServiceCorps](#)

 [@NHSCCorps](#)

 [Playlist](#)

[#ChoosePrimaryCare](#)