

Seven Steps for Planning a Successful Activity

Corps Community Day is an opportunity to discuss the important role primary care providers play across the Nation and excite and recruit new members to the National Health Service Corps (NHSC). One way to help spread the word is to host an activity in your community. The following are tips to keep in mind when planning a Corps Community Day activity.

1 Consider which type of activity works best for your community. Think about what goals you would like to achieve with your efforts. While you may want to organize a unique event to celebrate the day, you don't necessarily need to create an event from scratch. Already planning a community health fair? Make a presentation at the event and set up a booth to distribute NHSC materials. Are you a medical school professor? Host a brown bag lunch to introduce prospective members to the Corps. Already a member of the Corps? Host a coffee break to meet other local NHSC providers, share stories, and network. Review the activity ideas featured on NHSC.hrsa.gov/CorpsCommunityDay and figure out what works best for your community.

2 Create your invite list. Determine who should participate in and/or speak at your activity. Consider reaching out to local **NHSC Ambassadors, NHSC-approved health care sites, Area Health Education Centers, Primary Care Offices, Primary Care Associations,** and/or your **American Medical Student Association (AMSA) chapter**—they are involved with the NHSC already and have a vested interest in making Corps Community Day a success.

3 Nail down the location and time. Keep in mind several things when making this important decision: Will your audience be able to attend? Are there other important local activities taking place at the same time? Is your selected venue available and accessible to your audience?

4 Promote, promote, promote! Once all of the details are in order, start spreading the word. Consider reaching out to local community resources and partners, such as local medical schools, libraries, hospitals, grocery stores, and community centers. Take advantage of current Corps

members and alumni in your community, as well as AMSA Regional Directors, and ask if they are willing to send out e-mail blasts to their networks. Also, use the Corps Community Day materials on the NHSC Web site, including the event flyer, poster, factsheet, and media advisory template, and tailor them for your event. Be prepared to start promoting your event one month prior to Corps Community Day.

5 Reach out to local media. Local media outlets will help increase awareness about primary care and its importance to your community by attending and reporting on your event. Identify contacts at your local newspapers and radio and TV stations who may be interested in discussing your activity or promoting the NHSC and the importance of Corps Community Day. Send your media contacts a media advisory about one week prior to your activity. We have provided one on NHSC.hrsa.gov/CorpsCommunityDay that you can tailor for this purpose, as well as a sample for your reference.

6 Follow-up with activity participants. The key ingredient to establishing momentum for your effort is a sincere follow-through. Send participants and attendees a thank you note and provide any additional information about the NHSC they request.

7 Share your success! Tell the NHSC about the Corps Community Day activity you are planning, then once your activity is complete, let us know how it went. We always enjoy learning about how our partners are promoting the NHSC in their communities. Simply write up the who, what, when, where, why, and how and submit the information to our e-mail address at CorpsCommunityDay@hrsa.gov.

