One of the first steps in planning a successful National Prevention Week event is to develop a detailed timeline and checklist of tasks.

This checklist will help you stay on track and ensure that nothing falls through the cracks. Use the following schedule of activities to plan your event.

Not every step in this checklist may be necessary for your event, so customize it to fit your organization’s needs. You may also find that the checklist can be shortened depending on your event’s size and purpose or when you begin planning your event.

Tell us about your prevention event! Submit details about your event for a chance to be featured in future National Prevention Week promotional materials.

Planning Timeline

<table>
<thead>
<tr>
<th>TIME FRAME</th>
<th>ESSENTIAL PLANNING ACTIVITIES</th>
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<tr>
<td><strong>FOUR MONTHS OUT</strong></td>
<td><strong>PLANNING THE EVENT:</strong></td>
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<td></td>
<td>- Brainstorm the core elements of your event with staff, board members, and/or event planning committee members.</td>
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<td>- Create a draft budget.</td>
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<td>- Form teams and assign duties.</td>
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<td>- Develop a brief fact sheet to provide an overview and explain the goal of your event.</td>
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<td>- Ask sponsors, partners, and vendors to help underwrite the costs.</td>
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<td>- Determine a location. Submit requests for permits (as needed). Secure/reserve an event location for your chosen date(s). Identify a backup location in case of inclement weather (if the primary event location is outdoors).</td>
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When Brainstorming:

- Identify the goal of the event and topics or themes to address.
- Identify the target audience.
- Identify the type of event and the setting (educational, sporting, community, workforce).
- Identify a date for the event — determine whether other community organizations or coalitions may be planning something around the same time that could support the event or compete with it.
- Identify tangible outcomes and the impact you want to achieve as a result of the event.
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| **FOUR MONTHS OUT** | □ Create a detailed supplies list—determine what must be bought and what can be borrowed or received as donations.  
□ Book necessary vendors. | **When contacting partners:**  
• Share your event fact sheet.  
• Send the partner sponsorship letter to the partners you want to approach to help fund or provide resources in support of your event.  
• Invite partners to participate on your event planning committee. |
| PARTNERS: | □ Identify potential community and state partners.  
□ Contact these potential partners. | **When creating a social media promotional plan, consider:**  
• Creating accounts on Facebook, Twitter, YouTube, and/or other social media sites that are relevant to your target audiences (e.g., Instagram);  
• Identifying local community and prevention bloggers for targeted outreach and engagement;  
• Creating a YouTube promotional video; and  
• Visiting [samhsa.gov/prevention-week](http://samhsa.gov/prevention-week) for sample |
| PROMOTION/MEDIA: | □ Create a marketing strategy.  
□ Craft messages for promotional materials.  
□ Create a list of promotional materials for distribution, focusing on who receives which materials and when.  
□ Assess the need for a professional printer and set up a printing schedule if necessary.  
□ Start collecting national and local data from [samhsa.gov/data](http://samhsa.gov/data) and other resources with community-specific data.  
□ Determine whether audiences are active on social media and create a social media promotion plan.  
□ Develop a media outreach strategy and schedule.  
□ Determine the specific story you want to communicate to the media, and craft corresponding key messages.  
□ Identify key networks and publications for outreach efforts. | **EVALUATION:**  
□ Determine the objectives of your event.  
□ Determine target outcomes and evaluation metrics to document ongoing processes and final results. Identify a process for capturing data. |
| **THREE MONTHS OUT** | □ Create a guest list.  
□ Invite speakers or special guests.  
□ Determine how many volunteers you will need to help plan and implement the event. | **Identify and contact local businesses, centers, schools, places of worship, community event calendars, health and fitness groups, local gyms, etc., that may promote your event.** |

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**Check with other organizations that have planned similar events to discuss media outreach tips and lessons learned.**
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<td>THREE MONTHS OUT</td>
<td>PARTNERS:</td>
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<td>☐ Include each partner’s role(s) in your promotional materials or event promotion. Publicly acknowledge each partner’s support for your event by including their logo in all print materials, on your website, and in media/social media outreach.</td>
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<td>☐ Ask partners to promote your event on their websites and social media channels. Provide promotional messages and event information.</td>
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<td>PROMOTION/MEDIA:</td>
<td>Write live-read radio scripts.</td>
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<td>☐ Announce your event to your supporters/partners.</td>
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<td>☐ Create and print custom promotional materials.</td>
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<td>☐ Pull together local statistics and other data (e.g., from state or county statistics departments, university research centers, and local law enforcement or other agencies).</td>
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<td>☐ Share your event fact sheet with the local community and media.</td>
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<td>☐ Update your organization’s or group’s website and/or blog with information about your event and upcoming activity dates and times.</td>
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<td>☐ Create a detailed schedule for social media posts and blogger outreach. Include dates and times when content should be posted.</td>
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<td>☐ Draft social media posts and blogger outreach materials.</td>
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<td>☐ Send bloggers the outreach materials.</td>
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<td>☐ Begin disseminating social media posts using your organization’s Facebook and Twitter accounts and including the National Prevention Week hashtag #NationalPreventionWeek23.</td>
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<td>☐ Identify key reporters within targeted networks and publications and obtain their contact information.</td>
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<td>☐ Craft and share pitch points with your event planning team and people within your organization.</td>
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<td>TWO MONTHS OUT</td>
<td>PLANNING THE EVENT:</td>
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<td>☐ Draft a tentative schedule and agenda for your event.</td>
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<td>☐ Recruit volunteers.</td>
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<td>☐ Confirm the availability of necessary amenities for guests.</td>
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| TWO MONTHS OUT | □ Plan for room visuals (e.g., background for podium, posters for speaker presentations, visuals for sign-in areas, directional signs). □ Make arrangements for security. | Think about event logistics, such as:  
- Are facilities available that are accessible by persons with disabilities?  
- Who controls the lights and thermostat?  
- Is the sign-in area an anteroom or a wide hall with sufficient space to keep traffic moving as media and guests arrive?  
- Is there an area to serve refreshments with enough wastebaskets?  
- Are there a sufficient number of restrooms?  
- Where will people put coats if the weather is rainy or cold?  
- Is there parking close by for media, participants, and others?  
Post a YouTube video or link to videos hosted on SAMHSA’s YouTube channel.  
Set up meetings with local radio stations to arrange for live-read radio broadcasts. |
| | □ Continue to identify new partners or partner roles for the event. | |
| | □ PROMOTION/MEDIA:  
- Begin posting about your event and use the National Prevention Week hashtag on social media.  
- Send follow-up emails to identified bloggers.  
- Print fact sheets to distribute at the event. |  |
| | □ EVALUATION:  
- Develop a feedback/evaluation form to collect information about outcomes and ideas for future events. |  |
| ONE MONTH OUT | □ PLANNING THE EVENT:  
- Send confirmation letters to speakers and participants.  
- Compile a list of event duties and indicate who is responsible for each.  
- Make arrangements to videotape or photograph the event. | Line up backup speakers in case a last-minute replacement is needed.  
Identify who will be responsible for activities, including:  
- Transport of supplies to the event area,  
- Event setup,  
- Greeting of attendees and management of sign-in tables,  
- Attendee and speaker escorts,  
- Post-event cleanup, and  
- Monitoring of office phone during the event and coordination of calls to cell phones at the event. |
| | □ PARTNERS:  
- Invite staff from partner organizations to volunteer or participate at the event. | |
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| **ONE MONTH OUT** | **PROMOTION/MEDIA:**  
- Distribute promotional materials locally and digitally.  
- Create and post “Save the Date” notices on social media—Facebook, Twitter, Instagram—and include the event name, date, website, and National Prevention Week hashtag (recommend posting during the first and last weeks of the month).  
- Draft a press release about your upcoming event.  
- Prepare a media advisory.  
- Send designated reporters a media kit that includes a press release, media alert, and community or National Prevention Week fact sheet.  
- Follow up with reporters as necessary to secure coverage of your prevention event.  

**EVALUATION:**  
- As promotional and media outreach materials are disseminated, monitor online activity to measure the promotion and reach of your event. | **If needed, hire a person to sign for the hearing impaired.**  
**If needed, conduct a second round of outreach to volunteers for the day of the event.**  

**MONTH OF THE EVENT** | **PLANNING THE EVENT:**  
- Send out reminder invitations.  
- Assess supply list to identify outstanding gaps.  

**PARTNERS:**  
- Request any materials or visuals the partners may want to have at the event. Coordinate delivery and setup.  

**PROMOTION/MEDIA:**  
- Post reminders on websites and/or social media networks and post flyers that include your event name, date, website, and the National Prevention Week hashtag.  
- Follow up with reporters as necessary to secure coverage of your prevention event.  

**EVALUATION:**  
- As promotional and media outreach materials are disseminated, monitor online activity to measure the promotion and reach of your event. | **Post the reminders during the first week of the month and a week before the event.**  
**If partners promote your event, request information about how extensive their reach is as well.**
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| WEEK OF EVENT | **PLANNING THE EVENT:**  
- Hold a meeting to finalize any logistics prior to the event.  
- Confirm all arrangements (e.g., payment, delivery of goods, photographer, and schedule) with any vendors, speakers, or important event attendees.  
- Visit the event site to ensure preparations are in place.  
- Collect equipment to take to the event, including easels, tape, staplers, note pads, pens, extension cords, and other items.  
- Conduct a walk-through of the event, including testing of audiovisual equipment, 1-2 days before the event date.  

**PARTNERS:**  
- Provide partners with an overview of the final logistics for the event.  

**PROMOTION/MEDIA:**  
- Post messages on websites and/or social media networks with a call-to-action message of how to make a difference and be part of SAMHSA’s National Prevention Week. Include your community’s name and your event name, date, website, and the National Prevention Week hashtag.  
- Print hard copies of promotional materials to hand out during your event.  

**EVALUATION:**  
- Disseminate a feedback/evaluation form to event planners and/or participants with instructions for how to complete the forms and a submission date.  

**MONTH AFTER EVENT** | **EVENT WRAP-UP:**  
- Place thank-you calls to supporters, sponsors, and media contacts who provided coverage.  
- Write thank-you letters and notes.  
- Post pictures and videos from your event on your website and/or social media networks and share the photos with SAMHSA. Obtain the necessary permissions from people featured in the photos and videos before posting them online or using them in print materials.  
- Compile press clippings from the event coverage.  

Coordinate partner speakers for media interviews.  

Post the promotional messages at the beginning of the week and on the day of the event; for the day of the event, alter the message to “Today is the day!”  

Post a message on websites and social media networks thanking those who participated—especially in-kind donors and volunteers.
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| MONTH AFTER EVENT | **PARTNERS:**  
Place thank-you calls or write thank-you letters to partners.  
**EVALUATION:**  
Review and assess media coverage.  
Collect feedback forms from event planners and/or participants.  
Compare and evaluate event objectives and results.  
Write an overview of the event, including lessons learned, for internal use and future planning.  
Share feedback with SAMHSA with your success story and examples of specific outcomes, such as new partnerships formed, new products developed, and/or engagement of policymakers in your organization’s initiatives. You can email David Wilson, SAMHSA’s National Prevention Week Coordinator, at david.wilson@samhsa.hhs.gov or submit details about your event on the National Prevention Week website.  
Send articles that cover the event to David Wilson, SAMHSA’s National Prevention Week Coordinator, at david.wilson@samhsa.hhs.gov. Be sure to include photos! | Share event summary and media coverage received with partners.  
Request that partners complete a feedback form and share lessons learned on the experience, to be used for future planning. |