

Hepatitis C Testing Event Tips and Best Practices

OraSure wants to support your efforts to host a successful hepatitis C testing event in your community. To assist your organization, OraSure has compiled the following list of tips and best practices to help you plan and promote your event.

Step 1: Planning Your Event

Start by picking an event date, reaching out to partners, and selecting an idea to help raise awareness and reach those most at risk and affected by hepatitis C. Here are a few ideas to help your organization get started today:

- Time around “National Hepatitis Month” in May or “World Hepatitis Day” on July 28th to leverage the national theme
- Reach out to local elected officials (i.e. mayors, congressmen) athletes and celebrities to encourage them to get tested and raise awareness for hepatitis C
- Encourage a public official to issue a proclamation recognizing National Hepatitis Testing Day and your planned testing events
- Host a concert or event with live music and invite local artists and bands to play during the testing event
- Ask to be included in a well-attended community event
- Link with local sports events to hold testing events during sporting events or pre- and post-event activities
- Hold a cultural or faith-based testing event
- Organize a health fair to educate people about hepatitis C and rapid hepatitis C testing

Step 2: Promoting Your Event

It’s important to get the word out about your event to maximize the number of people tested and linked to care.

- Contact OraSure Technologies for materials designed to help you promote your event - posters, banners and palm cards
- Add event information to your website, newsletter and partners’ sites
- Register the event on community calendars, and/or other relevant event sites
- Write a media advisory and press release and send to local newspapers, TV outlets and radio stations
- Write a PSA promoting your event and encourage radio stations to air it
- Call local TV assignment desks the morning of the event and ask them to send a news crew to cover the event
- Post event to your Facebook page and other social networking sites – Tweet about your event and your OraSure consultant can help you get the word out
- Take photos at the event and post to your website, Facebook page and Flickr
- Offer incentives to get tested (i.e. t-shirts, sports tickets, etc.)
- Ask local businesses to donate prizes or giveaways for people who get tested

Step 3: Evaluate Your Event

It’s important to evaluate your event for future hepatitis C testing event planning.

- Write thank you notes to all who participated and contributed to the success of your event
- Pull together the event team and reflect on best practices and issues that were overcome
- Write a short, bulleted event summary with key event highlights and photos, being sure to list the media and community leaders you invited, with notes for next year
- Send event summary to partners and volunteers (thanking those who contributed) and share with the media
- Write a follow-up article for your newsletter, board and community publications

Additional information and testing event tools can be found online at www.TestHepC.com