

Hepatitis C Testing Event Preparation Checklist

At Least One Month Prior

- Develop an event title and theme
- Schedule and confirm a location, time and date
- Prepare a budget
- Secure permits if necessary
- Check that other local events do not conflict with the event
- Ensure local health department is aware of the event and see if they have resources available to help
- Invite elected officials to attend or comment
- Identify target audience
- Identify and confirm speakers for event (if applicable)
- Seek and secure community partners and volunteers
- Produce / order communication materials (press kit, brochures, posters, etc.) – include information about your organization, event, and contact information
- Order test kits and controls

Two Weeks Prior

- Secure an event photographer and videographer (or someone with a digital camera)
- Develop an event agenda; allocate times to key speakers and initiatives
- Write press release or media advisory
- Hang posters and event notices in local area

One Week Prior

- Send media advisory to local newspapers and TV stations and make follow-up calls
- Produce on-site decorations (banners, posters, charts, etc.)
- Call local newspapers and TV/radio stations to request coverage of your event
- Secure refreshments for volunteers

One Day Prior

- Make sure the logistics are in place for your event (testing kits, promotional materials, security, podium, microphone, refreshments, music, etc.)

Day of Event

- Call the assignment desks of TV stations the day of the event (between 8-9am)
- Test audio-visual equipment
- Produce and display media check-in sheet; hand out press kits
- Make sure to greet and check in speakers, reporters and attendees as they arrive

After the Event

- Write thank you notes to all who helped make your event a success
- Evaluate event and document best practices and key tips for next event
- Send documentation of event to interested parties (# tested, # prelim positive, etc.)

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