



ACP Member Action Plan: National Prosthodontics Awareness Week

September 2009 Action Steps

- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2010.
- Meet with Office Staff to plan/brainstorm an event or activities; create an action plan and checklist.
- Register for Annual Session. Plan to attend Regional Meet and Greet on Saturday morning for NPAW kickoff.
- Insert NPAW logo into presentations for study clubs and information for referring dentists.
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch! Remember we want to celebrate the care you give in your communities and don't forget about Oral Cancer Screening! You are on the front lines!

October 2009 Action Steps

- Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Engage your local study club
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

November 2009 Action Steps

- Attend San Diego AS09 Regional Meet and Greet on Saturday Morning.
- Meet with office staff and have a post meeting wrap-up about NPAW. Prepare and print out documents from the online toolkit.
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

December 2009 Action Steps

- If you send out holiday/new year greetings to patients, friends, and family; consider including your office magnet or your business card.
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

January 2010 Action Steps

- Contact organizations you are a member of and ask if you can give a short presentation about the importance of maintaining a healthy mouth. These people know you! Work your sphere of influence. (Rotary, Kiwanis, etc.)
- Follow up with contact at organizations for spring community events where you could have a booth and participate.
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

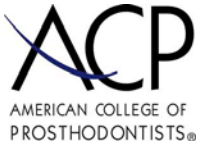
February 2010 Action Steps

- Check and update action plan
- Look for the Special Edition of the *Wednesday Wake-up Call* that's all about NPAW. We will list upcoming activities and any last minute news so make sure you send in your activity report to the Sections Manager.
- Feb. 7 – 13: Place orders for ACP brochures listed in the NPAW toolkit to hand out at your talks/community event.
- Send NPAW activity report to Section President and Sections Manager for possible inclusion in the Spring *Messenger*. Let's celebrate the events you plan, media outreach and the patients you touch!
- Feb. 14 – 20: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Feb. 21 – 27: --Place the NPAW logo on your Web site home page.

March 2010 Action Steps

- Check and update action plan.
- Mar. 1 – 6: Send letter to the editor about NPAW and maintaining a healthy mouth. --Forward PSAs to local radio stations. Offer to do interviews.
- March 7 – 13 NPAW!!!
- After: Send photos and "Thank You" notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants. Send wrap up article to all media or Letter to the Editor.
- Send final NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

Media Materials	What is the function?	To whom should it be sent?	When should it be sent?
Community Calendar Notice	Short, concise entry for community calendar section.	Community calendar editor (local daily and weekly newspapers)	One month before; and place a follow-up call to ensure receipt
Press Release	Should convey who, what, when, where and why of the event and generate interest.	<ul style="list-style-type: none"> • Feature reporter, writer and photo desk editor (newspaper or magazine) • Community Affairs Department (radio & TV) • TV/radio producer 	Send to reporters two weeks before the event.
Public Service Announcement	Message designed to change behavior or take action.	Public Service Announcement Director (local radio station)	Send out two weeks and again a week before the event
Photos	Send to ACP and any local media that attended your event; upload to Facebook and Twitpic.		



ACP Section Action Plan: National Prosthodontics Awareness Week

September 2009 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2010.
- Meet with Section and/or Officers to plan/brainstorm an event or activities; create an action plan and checklist.
- Register for Annual Session. Plan to attend Regional Meet and Greet on Saturday morning for NPAW kickoff.
- Officers: Send email to section members encouraging them to attend AS09.
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch! Remember we want to celebrate the care you give in your communities and don't forget about Oral Cancer Screening! You are on the front lines!

October 2009 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Send a proclamation request to your elected official (check governor office web sites for instructions)
- Meet with Section and/or Officers to plan/brainstorm an event or activities.
- Host a prosthodontics evening for 3rd year students at your local dental school.
- Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

November 2009 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Attend San Diego AS09 Regional Meet and Greet on Saturday Morning.
- Send post meeting wrap-up email to section members about NPAW. Encourage local participation and include link to online toolkit.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

December 2009 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

January 2010 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Order promotional items i.e., pins, stickers
- Follow up with elected officials regarding the status of your proclamation request.
- Follow up with contacts at organizations for spring community events.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

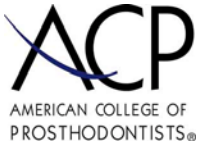
February 2010 Action Steps

- Feb. 7 – 13: Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- Feb. 14 – 20: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Place the NPAW logo on your Section Website. Send eblast to all members requesting their participation.
- Feb. 21 – 27: --Forward PSAs to local radio stations
- Send NPAW activity report to the Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

March 2010 Action Steps

- Mar. 1 – 6: Send letter to the editor about NPAW and maintaining a healthy mouth
- March 7 – 13 NPAW!!!
- After: Send photos and "Thank You" notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

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Public Service Announcement	Message designed to change behavior or take action.	Public Service Announcement Director (local radio station)	Send out two weeks and again a week before the event
Photos	Send to ACP and any local media that attended your event; upload to Facebook and Twitpic.		



Dental Schools-Predoctoral & Postdoctoral Students Action Plan: National Prosthodontics Awareness Week

September 2009 Action Steps

- Register for Annual Session. Plan to attend Regional Meet and Greet on Saturday morning for NPAW kickoff.
- Attend Pre/Postdoctoral meeting at the Annual Session
- Create a action plan and checklist.
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch! Remember we want to celebrate the care you give in your community.
- Follow the ACP on Twitter
- Become a fan of the ACP on Facebook.

October 2009 Action Steps

- ACP section to host a prosthodontics evening for 3rd year (postdoctoral) students
- Meet with Prosthodontist and Residents to plan/brainstorm an event or activities.
- Send a press release to your city and university magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Postdoctoral students and faculty showcase prosthodontics to predoctoral students in the dental school. (Use the ACP "Top 10 Reasons to become a Prosthodontist" posters)
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

November 2009 Action Steps

- Attend San Diego AS09 Regional Meet and Greet on Saturday Morning.
- Send post meeting wrap-up email to student members at your university/college about NPAW. Encourage local participation and include link to online toolkit.
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!

- Check and update action plan include participating and promoting NPAW at your local ASDA events.

December 2009 Action Steps

- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

January 2010 Action Steps

- Schedule and host an Esthetics lecture (speaker local ACP member?)
- Schedule and host an Implant lecture (speaker local ACP member?)
- Identify patients for restorations. Goal: 5-10 patients with Prosthodontist, Resident, Student teams.
- Faculty to schedule/conduct lecture on oral cancer and screening.
- Identify Lab Support (local? In house?)
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

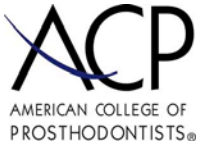
February 2010 Action Steps

- Feb. 7 – 13: Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- Feb. 14 – 20: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Contact the IT department about placing the NPAW logo on your college/university Website.
- Feb. 21 – 27: --Forward PSAs to local radio stations
- Send NPAW activity report to the Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

March 2010 Action Steps

- Mar. 1 – 6: Send letter to the editor about NPAW and maintaining a healthy mouth
- Mar. 7 – 13:-- Faculty and students perform oral cancer screenings

- After: Send photos and “Thank You” notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants.
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let’s celebrate the events you plan, media outreach and the patients you touch!
- For next year, contact the ACP Central Office to inquire about ACP Board members participating at your local ASDA functions.



Prosthodontic Forum Organization Action Plan: National Prosthodontics Awareness Week

September 2009 Action Steps

- ACP President invites Forum Organizations to join the College in Celebrating National Prosthodontics Awareness Week
- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2010.
- Meet with organization members and/or Officers to plan/brainstorm an event or activities; create an action plan and checklist.
- Register for Annual Session. Plan to attend Regional Meet and Greet on Saturday morning for NPAW kickoff.
- Officers: Send email to Forum members encouraging them to attend AS09.
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch! Remember we want to celebrate the care you give in your communities and don't forget about Oral Cancer Screening! You are on the front lines!

October 2009 Action Steps

- Send a proclamation request to your elected official (check governor office web sites for instructions)
- Meet with organization members and/or Officers to plan/brainstorm an event or activities.
- Host a prosthodontics evening for 3rd year students at your local dental school.
- Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

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- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

December 2009 Action Steps

- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

January 2010 Action Steps

- Follow up with elected officials regarding the status of your proclamation request.
- Follow up with contacts at organizations for spring community events.
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
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- Place the NPAW logo on your organization Web site. Send eblast to all members requesting their participation.
- Feb. 21 – 27: --Forward PSAs to local radio stations
- Send NPAW activity report to the ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
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Public Service Announcement	Message designed to change behavior or take action.	Public Service Announcement Director (local radio station)	Send out two weeks and again a week before the event
Photos	Send to ACP, upload to your organization web site and any local media that attended your event; upload to Facebook and Twitpic.		