



## Prosthodontic Forum Organization Action Plan: National Prosthodontics Awareness Week

### November 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.
- 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.
- 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

- Attend San Diego AS09 Regional Meet and Greet on Saturday Morning.
- Send post meeting wrap-up email to organization members about NPAW. Encourage local participation and include link to ACP online toolkit.
- Host a prosthodontics evening for 3<sup>rd</sup> 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

### 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!
- 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 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!
- 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 ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

<b>Media Materials</b>	<b>What is the function?</b>	<b>To whom should it be sent?</b>	<b>When should it be sent?</b>
<b>Community Calendar Notice</b>	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
<b>Press Release</b>	Should convey who, what, when, where and why for the event and generate interest.	<ul style="list-style-type: none"> <li>• Feature reporter, writer and photo desk editor (newspaper or magazine)</li> <li>• Community Affairs Department (radio &amp; TV)</li> <li>• TV/radio producer</li> </ul>	Send to reporters two weeks before the event.
<b>Public Service Announcement</b>	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
<b>Photos</b>	Send to ACP, upload to your organization web site and any local media that attended your event; upload to Facebook and Twitpic.		