



ACP Section Action Plan: National Prosthodontics Awareness Week

November 2009 Action Steps

- 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)
- 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.
- Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- 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)
- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2010.
- 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!

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 for 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.		