



National Infant Immunization Week Sample Check List and Timeline

TASK	DATE		PLANNING COMMITTEE AGENCY / MEMBER RESPONSIBLE
	TARGET	COMPLETED	
Overall coordination of event			
Recruit and convene planning committee	November		
Host planning committee meetings (monthly and as needed)	Nov-April		
Participate in conference calls with CDC (monthly and as needed)	Jan-April		
Identify key immunization issues	January		
Determine program/event(s) focus and emphasis: <ul style="list-style-type: none"> • Define event(s) purpose • Identify audiences for event(s)-(physicians, parents, daycare center staff, nurses, business community, clergy, health care associations, elected officials, etc.) • Identify event(s) format (grand rounds, children's activities, etc.) • Identify key immunization messages for event(s) 	January		
Advise on site/location (if outdoors, an alternate bad weather site)	January		
Select event date and event sites (Check on conflicts with other events)	January		
Confirm event dates and sites	January		
Develop program/event(s) agenda (include presentation time, topic, presenter and credentials)	January		
Identify VIP activities	January		
Invite speakers and moderator	January		
Invite NIP/CDC/HHS dignitaries	January		
Invite VIPs-Governor, Mayor, Senators, Congressmen, city officials, etc.	January		
Invite celebrities	January		
Compile local presenter and VIP bios	February		
Recruit volunteers	January		
Design and print invitations	February		
Develop invitation list (local government officials, legislators, community leaders, health officials, parents, providers, and others.)	January		
Mail invitations	March		
Compile RSVPs	March-April		
Suggestions for VIP transportation and hotel	March		
Suggestions for CDC/HHS transportation and hotel	March		
Secure VIP transportation and hotel	March		
Secure CDC/HHS transportation and hotel	March		

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Logistical support: <ul style="list-style-type: none"> • Secure appropriate permits, if needed • Site visit to event venues • Event site logistics <ul style="list-style-type: none"> • Room set-up (chairs, tables, podium, etc.) • Security (if needed) • Restrooms • Handicapped accessible • Parking • Media interview area (one-on-one) • Audio visual needs (microphones/speakers, LCD projector and screen, laptop computer, etc) • Easels • Mutli box for media (press events) • Electrical outlets • Provide address and directions to event venues 	January-March		
Design and print: <ul style="list-style-type: none"> • Programs • Banners • Nametags • Posters • Directional signs • Podium signs • Recognition awards 	January-March		
Write local speaker remarks/talking points (as appropriate)	March		
Write CDC/HHS speaker remarks/talking points/presentations	March		
Media Relations <ul style="list-style-type: none"> • Develop media plan (op-ed, editorial board meetings, interviews, etc.) • Develop and Distribute media advisory • Develop and Distribute news releases • Develop and produce media kit • Develop media list • Do media mailing and call outs-Put event(s) on wire day books • Schedule media interviews • On-site media relations 	Feb April April March/April Feb/March April April April		
Thank you letters	April/May		
Evaluation	On going		