



From Step 1 to “We’re done!” here are some things to consider for a successful Eagle Books event. Reference this list early in your planning with all event partners to help your event run smoothly.

Personnel:

Who will serve as the “contact for information” person?

Phone Number: _____

Tip: Planning Committee

Every successful event has one or two prime movers, like you. However, the more people involved, the more powerful the event. Invite representatives of tribal government, diabetes programs, schools, clinics, nutrition programs, community centers, and others who have a stake in the health of your community. The most important qualifications are enthusiasm and willingness to invest time and effort. For larger events, consider assigning committees to serve each unique need and start planning at least 3 months prior to the event.

How often will your committee meet?

Who is the sponsor for the event?



Tip: Sponsors

Local organizations may be able to co-sponsor your event, bringing resources and support to the project. Consider teaming up with some of the following:

- Tribes
- Dance groups
- Clinics
- Community centers
- Fitness centers
- Senior centers
- Head Start programs and preschools
- Schools and school districts
- Tribally-owned businesses
- Media organizations
- Elders
- Artists
- Art programs
- Cultural programs
- Youth clubs and programs

Who are the local stakeholders in your community?

Are they well represented on your committee? If not, who do you wish to enlist?

Who will communicate with the desired stakeholders?

Do you need the approval/endorsement of tribal officials?

If so, what do you need to do to get tribal endorsement?



Tip: Tribal Support

Official tribal support may be essential to the success of your event. Draft a resolution to authorize participation, requesting support or use of tribal facilities if needed. Designate a committee member to present the resolution to tribal government.

Are you inviting guest speaker(s) or performers? If so, who are they?

Who will introduce each?

Who are your volunteers for logistics, publicity, and other activities?

Are the responsibilities of each clear?

Tip: Volunteers

Recruit volunteers. You may find eager helpers among friends, co-workers, family, elders, and youth. Make sure volunteers understand the purpose of your event. Assign specific tasks and provide clear instructions. Volunteers can fulfill many important tasks including these listed:

- Distributing promotional materials
- Staffing Eagle Book event activities
- Problem-solving
- Restocking and running errands during the event
- Managing trash and recycling
- Handling setup, clean-up, and teardown



Who will be in charge of volunteer recruitment and available to answer their questions?

Downloadable Materials:

Press releases, posters, flyers, images, activity sheets, incentives, and other downloadable materials are posted online at <http://www.cdc.gov/diabetes/pubs/eagle.htm>. Explore all these documents with your committee to gain ideas for your event.

Which Eagle Books downloadable materials do you plan to use?

Who understands the printing requirements of your selected documents and can help you efficiently access and print these files?

What and for Whom:

How many people do you expect? _____

What type of event is being planned (i.e., formal with speakers and an agenda, mini-health fair, combination)?

What is the age range of your primary attendees?

What activities do you have planned for this age group?



Tip: Activities

The first set of Eagle Books is written for young children in Pre-K through Grade 4. However, having families, educators, and community leaders rally behind the books' messages is a win/win situation. Review the *Eagle Books Game Plan* for activity ideas including the ideas listed below.

- Traditional food tastings
- Elder storytelling
- Diabetes talking circles that include Eagle Books messages
- Hands-on experiments
- Physical fitness activities
- Age-appropriate science explorations regarding fat and sugar content and diabetes
- Blood pressure and glucose screenings by qualified personnel
- Viewing of animated Eagle Books for those unfamiliar with the Eagle Books' stories

What is your plan for older children attending?

What is your plan for parents and elders attending?

Will parental permission be required for any activities such as blood glucose screenings? If so, will parents be present or can permission forms be collected ahead of time?

When:

Day? Date? Time? _____

Are there school or community events with which you could partner (pow wow, parent night, annual health fair, etc.)?



Are there potential school closures or community activities that would cause scheduling conflicts? If so, how will you solve them?

What are the official start and end times for the event? _____

Have you allowed time for preparation, setup, and clean-up? At what times will those tasks occur? _____

Have you scheduled a practice run to be certain all equipment/computers/sound systems and other key technical components are functioning?

Where:

Is there suitable space – inside or outside – for each planned activity? For example, is there a quiet spot for storytelling and an open area for gunny sack races?

Will the location be suitable for all desired attendees? _____

How will attendees get to this location?

Where will this event take place at a single location or at multiple locations?

Have you personally visited the space? _____

Will this event affect nearby activities? If so, what is your plan to address this?

Will noise or traffic flow be an issue? If so, what is your plan to address this?



Is there adequate parking? If not, what is your plan to resolve this?

Is the venue accessible to all (wheelchairs, walkers, etc.)? If not, what is your plan to address this?

Are any special permits or clearance forms required for any of the event elements? If so, who will obtain these forms?

Are there any security considerations? If so, what is your plan to address this?

Location Setup:

Does the event require a different setup than what the room normally provides? If so, who will provide a room setup diagram?

Who will set up and restore the room?

How many tables and chairs will be needed?

Will you have seating areas for guests not participating in activities? If so, where will each be located?



What food will be served at the event?

Are you serving foods that support the Eagle Books theme? (This is advised. Avoid sending mixed messages.)

Will you need extra trash and recycling receptacles? If so, who will be responsible for them?

Are there restrooms onsite and clearly identified? Are there baby changing stations for families? If not, how will you address these issues?

Will you need to supply the kitchen and/or restrooms with extra supplies? If so, who will monitor this?

Will you need coat racks? If so, who will supply and return them?

Where will you locate the "lost and found" and who will staff it?



Tip: Logistics

Be certain all needs are addressed prior to the event.

- Room setup and teardown
- Clean-up
- Electrical outlets and A/V equipment on hand (if needed)
- Directional signs
- Trash and recycling containers
- Name badges
- Volunteer check-in
- Opening blessing and remarks (if desired)
- Refreshments
- Food preparation, refrigeration, and heating capability (if needed)

Technical:

Will the event require microphones, sound equipment, or lights? If so, who will operate them?

Does your location have enough electrical outlets? Where is each located?

Will you need extension cords? Who will supply them? (Be sure the extension cords do not cause a tripping hazard.)

Will the event include a slide or video presentation? Will the event require a data projector, VCR, TV, laptop, or wireless network? Who will obtain, set up, operate, and troubleshoot the equipment?



Do those staffing the technical elements need training? Do they need a practice run? Where and at what time?

Who will be on location to help problem solve and guide the technical demands of the event?

Do you desire photos, video, film, or other recordings of the event? Who will provide these services?

Photos to be posted on a website or used commercially require signed release forms. Will any photos be used in this manner? If so, who will obtain these releases?

Promotion and Publicity:

What is your plan to promote and publicize your event?

Who will be responsible for promotion and publicity?

Who will inform and invite the press?



Who will write press releases?

What is your approval process before press and publicity documents are distributed?

Who will greet and escort media representatives?

Tip: Promotion

<http://www.cdc.gov/diabetes/pubs/eagle.htm> includes several media documents you may wish to use in your promotion and publicity plan, including those listed below.

- *Eagle Books Event Sample Radio Public Service Announcement*
- *Eagle Books Event Sample News Release*
- *Eagle Books Event Publicity Timeline and Checklist*

Costs:

What is the budget for this event?



Tip: Budget

Set a realistic budget to avoid unpleasant surprises. Estimate costs and identify funding sources. Eagle Books events are inexpensive and support material files are readily available but you may find it necessary to pay for:

- Facilities rental
- Facility or other permits
- Food
- Food service supplies
- Labor
- Decorations
- Printing
- Art supplies
- Equipment rental
- Postage and shipping
- Security
- Transportation

Who has to approve expenditures?

Who will be paying?

Wrapping it up:

Set a time to recap your event. Ask key participants to attend a post-event meeting to gain a broad perspective and valuable feedback.

When and where will you hold your event debriefing?

As a team, ask the following questions:

What worked well?



What should we do differently?

What elements should we add?

Should we make this an annual or twice-a-year event? What needs to be in place to make this happen?

Who will organize thank-you correspondence?

Tip: Thank you

<http://www.cdc.gov/diabetes/pubs/eagle.htm> hosts materials you may wish to use as thank-you correspondence.

- Blank stationery
- Stationery with Eagle Books graphic
- Thank you card with caption
- Bookmarks
- Trading cards

