

# Health Screening or Wellness Event

A health screening or wellness event is an opportunity for the National Health Service Corps (NHSC) sites to promote their medical, dental, and mental and behavioral health services. It also provides health services and education to community members.

## LEVEL OF PLANNING EFFORT

EASY

DIFFICULT

## Getting Started

- 1. Confirm an event date** during the month of October. Remember Corps Community Day 2014 will take place on Thursday, October 9, during National Primary Care Week.
- 2. Secure a space** at a busy location on your campus, the lobby of your NHSC site, or in your community.
- 3. Register** with [www.meetup.com](http://www.meetup.com) and add your event to the Corps Community Day Meetup.
  - Create an account at <https://secure.meetup.com/register/>
  - Once registered, customize your profile to highlight your connection to the NHSC and primary care.
  - Add your event at <http://www.meetup.com/Corps-Community-Day/> by "Starting a new Community."
- 4. Recruit medical, dental, and mental and behavioral health providers** to conduct the screenings as well as provide any equipment or supplies needed to conduct the screenings.
- 5. Display NHSC fact sheets** and **NHSC Member videos** at your event.
- 6. Print and hand out Corps Community Day stickers** during your event.
- 7. Take photos at your event**, but gather **media releases** from those you're photographing. Submit the photos and media releases to [CorpsCommunityDay@hrsa.gov](mailto:CorpsCommunityDay@hrsa.gov).



## Identify Speakers and Partners

- Local NHSC Ambassadors
- State Primary Care Offices
- Area Health Education Centers
- Post a request on the NHSC Facebook wall
- Special Inquiry to [CorpsCommunityDay@hrsa.gov](mailto:CorpsCommunityDay@hrsa.gov)

## Promote your event

- Send out a "Save the Date" using your unique event URL from [meetup.com](http://meetup.com). Meetup.com is a great RSVP collection tool.
- Seek out media coverage from your campus or community outlets.
- Create and send out a **media advisory**.
- Hang posters on a bulletin board and in areas where potential participants would frequent and use the Corps Community Day **Fact Sheet** and **Event Flyer** as tools.



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HEALTH RESOURCES AND SERVICES ADMINISTRATION

## Media Resources

- **Backgrounder**
- **Media Advisory Template**
- **Press Release Template**
- **Radio Spots (15 and 30 seconds)**

## Online Resources

[NHSC.hrsa.gov/CorpsCommunityDay](http://NHSC.hrsa.gov/CorpsCommunityDay)

 [NationalHealthServiceCorps](https://www.facebook.com/NationalHealthServiceCorps)

 [@NHSCCorps](https://twitter.com/NHSCCorps)

 [Playlist](#)

[#ChoosePrimaryCare](#)