

Open House Events at NHSC-approved Sites

An open house provides an opportunity to connect with community members, create a conversation about the importance of primary care, and raise awareness about the National Health Service Corps (NHSC). In addition, Corps Community Day takes place right before the open enrollment period of the Health Insurance Marketplace, so consider distributing materials about the open enrollment period during your event. The next open enrollment begins November 15, 2014.

LEVEL OF PLANNING EFFORT

EASY

DIFFICULT

Five Open House Ideas

Below are five activities that you can implement during your Open House. Consider pairing activities together for a more robust event. You can also brainstorm other ideas with your colleagues, leadership, or school and take a look at our [Corps Community Day website](#) for additional resources.

- 1. Host a Roundtable Discussion.** Invite students and their parents to discuss primary care career options, benefits of the NHSC, or the Health Insurance Marketplace and its impact on health care.
- 2. Demonstrate Healthy Living Practices.** Promote healthy practices through activities like a cooking demonstration, preparing health kits for a local homeless shelter, a Zumba class or an exercise demonstration.
- 3. Provide Guided Facility Tours.** Offer guided tours of various clinical areas — interaction with NHSC members, residents and/or staff is essential.
- 4. Recognize/Honor NHSC Providers.** Assemble the community, local media, and clinical staff at your site to recognize NHSC members (current or alumni) for clinical excellence and community service.
- 5. Press Conference.** Use a press conference to draw major attention and increase awareness. This event could feature speeches from Site Administrators or Medical Directors. You can use the [Media Advisory](#) template to alert media about the event and encourage them to attend.

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](#)

Plan your event

- 1. Register** with 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.”
- 2. Display NHSC fact sheets** and [NHSC 101 presentation](#) at your event.
- 3. Print and hand out Corps Community Day stickers** during your event.
- 4. Take photos at your event**, but gather [media releases](#) from those you’re photographing. Submit the photos and media releases to CorpsCommunityDay@hrsa.gov.

Promote your event

- Send out a “Save the Date” using your unique event URL from 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.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
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

 [NationalHealthServiceCorps](#)

 [@NHSCCorps](#)

 [Playlist](#)

[#ChoosePrimaryCare](#)