

Primary Care Photo Booth

A primary care photo booth provides a fun, but also impactful message about why students, clinicians, and primary care supporters are passionate about the field. Set up a photo booth on your school campus, at a National Health Service Corps (NHSC) site, or at a community center.

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, NHSC site, or in your community.
- 3. 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."
4. Consider inviting someone who can share about their experience providing health care at an NHSC site. Refer to the "Identify Qualified Speakers and Partners" section.
- 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. Create a simple backdrop** using colors that represent your organization or the NHSC (blue and gold). Include props like hats, boas, sunglasses, masks, or clinical instruments. Attendees will have their photos taken with props and various statements they can choose from below. Print all four for a nice variety.
 - "I ♥ Primary Care"
 - "I Support Primary Care Because..."
 - "#ChoosePrimaryCare"
 - "Primary Care is..."
- 8. Get viral!** Share your images with the NHSC via Facebook, Twitter, and Instagram using #ChoosePrimaryCare.

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**

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](#)