



**Fall Prevention Coalition – Los Angeles**  
 Fall Prevention Awareness Week

*Use the checklist below to help make sure your  
 FPAW event is successful*

Organization: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 FPAW Event: \_\_\_\_\_  
 Date/Time: \_\_\_\_\_

	<b><u>PUBLICITY</u></b>	<b><u>EVALUATION</u></b>
<b>BEFORE EVENT</b>	<input type="checkbox"/> Create flyer with FPC-LA and other partners’ logos <input type="checkbox"/> Create press packet with fall prevention (FP) materials <input type="checkbox"/> Develop and memorize 30-second script about event (including location, date/time, purpose, attendees, partners, funders, contact person) <input type="checkbox"/> Write press release including information in script (above) <input type="checkbox"/> Compile list of media contacts <input type="checkbox"/> Send press release to media contacts by fax or e-mail (paste text into e-mail body instead of attaching) <input type="checkbox"/> Follow up with contacts by phone to confirm receipt <input type="checkbox"/> Find photographer <input type="checkbox"/> Distribute flyers to network <input type="checkbox"/> Ensure you have enough copies of FP handouts and materials	Determine what information to collect <input type="checkbox"/> Number of participants at event <input type="checkbox"/> Number of materials distributed (use Tracking Form) <input type="checkbox"/> Number of people screened, assessed, referred, etc. <input type="checkbox"/> Comments, quotes, personal anecdotes, stories <input type="checkbox"/> Ensure you have enough copies of evaluation surveys and release forms <input type="checkbox"/> Determine who is responsible for collecting information
<b>DAY OF</b>	<input type="checkbox"/> Take plenty of pictures <input type="checkbox"/> Get comments from attendees/staff members about event/FP	<input type="checkbox"/> Hand out evaluation forms to as many participants as possible <input type="checkbox"/> Remind participants to fill out forms before they leave <input type="checkbox"/> Collect all evaluation forms
<b>AFTER</b>	<input type="checkbox"/> Follow up with media contacts to see if a story will be run <input type="checkbox"/> After story runs, send contact a note / email to thank them <input type="checkbox"/> Share your media coverage with other volunteers and partners <input type="checkbox"/> Send pictures and media coverage to <a href="mailto:emily.nabors@usc.edu">emily.nabors@usc.edu</a>	<input type="checkbox"/> Document any media coverage <input type="checkbox"/> Send evaluation results and photos to Coalition for inclusion in FPAW Report to be shared with organization staff, boards of directors, funding sources, and community