TMA can assist you with many of your programming needs. In addition, grant money is available from both TMA and the AMA, which can assist with chapter programming expenses.

**TMA-MSS Brown Bag Luncheon Series:**

Requests for Brown Bag Luncheons are submitted to the TMA-MSS Section Coordinator via the [***TMA-MSS Brown Bag Luncheon Series Request Form***](https://www.texmed.org/uploadedFiles/Current/2016_Membership/Special_Interest_Sections/Medical_Students/Brown%20Bag%20Request%20Form.pdf). This form includes the following information: speaker preference, topic, date, time, room location, and a quote for the cost of food.

You can find the process to schedule a luncheon [here](https://www.texmed.org/uploadedFiles/Current/2016_Membership/Special_Interest_Sections/Medical_Students/LM%20-%20How%20to%20Schedule%20a%20BBL.pdf). The TMA Legislative Affairs Department typically pays up to $300 for each chapter to have up to two Brown Bag Luncheons per year – one per school, per semester if the topic involves legislation. If you’re interested in scheduling additional Brown Bag Luncheons, contact the TMA-MSS Coordinator. If your topic is not considered legislative, the chapter is asked to use funds from its TMA-MSS Programming Account.

**Resources for Chapter Programming Ideas:**

1. **COUNTY MEDICAL SOCIETIES**: Many of the larger county medical societies have programs which they conduct for health care professionals and the general public. Some of these programs, such as health fairs, would be good projects for a chapter to help coordinate. Chapter leaders may want to approach [county society officers and staff](https://www.texmed.org/CMS/) directly or through the chapter advisor.
2. **TMA STAFF**: The staff at TMA headquarters can present programs on a wide variety of topics. Many times, staff members travel to county medical societies to present seminars and can plan to also address the local chapter. Some of the topics staff address include: legislative affairs, socio-economic and public health issues, and professional liability. Contact the karen.kollar@texmed.org to learn more about the presentations available.
3. **CHAPTER ADVISORS**: Each chapter’s advisor should be a member of the local county medical society. This individual is a good person to tap into for ideas on chapter programming because the advisor would be familiar with county medical society programs, medical school programs, and individuals within the community.
4. **MEDICAL SCHOOL ADMINISTRATION/FACULTY**: By maintaining a liaison with medical school personnel, chapters could become involved with institutional programs.
5. **LOCAL ORGANIZATION**: Many organizations in the local community are willing to co-sponsor projects or allow the chapter to participate in a project that they will be conducting. Examples of health-related organizations to contact include the American Red Cross, Cancer Society, and Heart Association. Other groups include the medical auxiliary, business groups, and rotary clubs.

**Promoting Chapter Events**

* Notify the TMA-MSS Coordinator with the event and send any promotional collateral for review for TMA branding standards. Use of the TMA logo must be approved by the TMA-MSS coordinator. Request’s must be submitted in writing to the TMA-MSS coordinator, and include when, where, and how the logo is to be used.
* Elements of good event promotion include a) strategic planning, b) getting media attention, c) external promotion, d) internal promotion, and e) follow-up.
* A strategically planned public relations campaign can make or break a chapter event. Determine the basic elements of the event, which may include the following:

*Project goals and objectives*

*Data on target audiences (from school and media directories)*

*Media selection and mailing lists (from school’s public relations department)*

*Communications and public relations techniques (from public relations department)*

# Message content

*Support materials, if applicable*

*Campaign implementation schedule*

*Budget, if applicable*

*Follow-up procedures*

* For optimal exposure, involve your school’s PR department in your project’s promotion campaign. Ask them for a list of local media contacts you can invite to attend the event.
* If it is a virtual event, notify the TMA staff and the TMA-MSS Executive Council Reporter to provide information. You can request a TMA Zoom login and a TMA background. If the event is open to other schools attending as well utilize the TMA-MSS GroupMe for communication of the event.
* Print and electronic media are the most powerful outlets for getting your message across to as wide an audience as possible. Consider using press releases and public service announcements to promote your event. (Samples are available through TMA’s MSS Coordinator).
* Internal promotion of your project is particularly important to local community service projects. Make sure your school’s students and faculty are informed about the project: its goals, objectives, people involved and when it will be held.
* The final component of the follow-up phase is to thank all those who participated in your project. This includes all your volunteers, committee representatives, school officials, speakers, etc. Provide any pictures or media from the event to your university and the TMA-MSS staff to ensure it can be highlighted.

**AMA-MSS Section Involvement Grant**

The American Medical Association is proud to support local initiatives through its medical student leaders. The Section Involvement Grant (SIG) program is available to all medical schools to assist local AMA medical school section recruitment and engagement efforts throughout the school year. Find out more information [here](https://www.ama-assn.org/member-groups-sections/medical-students/section-involvement-grant-program-recruitment-and).

**Social Issue Project – Possible Topics**

1. Organ and Tissue Donation Awareness
2. Domestic Violence
3. Child Abuse Awareness
4. Family Violence
5. Project WATCH
6. Children's Health Insurance Program (CHIP)
7. Breast Cancer Awareness
8. Testicular Cancer Awareness
9. Medicine Beyond the Curriculum
10. Member Recruitment
11. Drunk Driving Prevention
12. Stop America’s Violence Everywhere (SAVE) - AMA Alliance
13. 5K Run for Charity
14. Stand Tall Against Tobacco (STAT) - Texas A&M - <http://www.tobaccostat.org>
15. Community Health
16. Pediatrics
17. Adolescent Health
18. AIDS
19. Medical Education
20. Minority Outreach
21. Legislative Awareness
22. Chapter Life
23. Organized Medicine
24. Children’s Obesity
25. Immunization of Children