

HARD HATS FOR LITTLE HEADS Event Checklist

30-60 Days Out:

- Plan your helmet giveaway. Find tips in our [event toolkit](#).
- Select the venue/location, date, and time. Check out these [event ideas](#).
- Secure a physician sponsor for your event to teach parents and kids about the importance of wearing a helmet and staying active, and/or to fit helmets. For help finding a physician, contact [TMA's outreach coordinator](#).
- Request a Hard Hats for Little Heads order packet from [TMA's outreach coordinator](#). It contains these items:
 - Event Agreement.
 - Helmet Order Form.
 - Educational Materials/Merchandise Order Form.
 - Banner agreement.
 - Event Checklist.
 - [Helmet Sizing Chart](#).
- Enlist cosponsors.

30 Days Out:

- Return required forms to TMA: signed event and banner agreements, and helmet and materials order forms. TMA recommends one of our safety/helmet fit handouts go with each helmet.
- Promote your event. TMA offers a customizable flyer and envelope stuffer on the materials order form.
- Check out TMA's [Media Exposure for Your Outreach Event](#). [Write publicity materials](#) for your event. Ask TMA if you need help.
- Allow TMA to review non-TMA promotional pieces and news releases. TMA's guidelines for recognizing program donors provide credits to use in event publicity.
- Use social media – Facebook, Twitter, and Instagram – to promote your event. Be sure to tag TMA in your posts. Use @texmed to tag TMA on Facebook and Twitter; and on Instagram, tag us using @wearetma.

30 Days Out: (continued)

- Send notices to local media to post on event calendars, which may run monthly or weekly.
- [Invite legislators](#) and civic leaders to your event to see the Family of Medicine putting prevention into action.
- Secure volunteers, including helmet fitters.

3-5 Days Out:

- Contact media to cover your event or send a news advisory. Be sure to assign someone to help the media and be your spokesperson on event day.
- If photographing the event, assign a photographer and make copies of the TMA photography/recording form (must be signed by parents of kids photographed for you or TMA to use the photos). Check out our [photo tips](#).
- Go over event logistics to make sure you have needed supplies/volunteers.

Day of Event:

- Collect a quote from one of two of your recipients. This quote should tell why the recipient came to the event (couldn't afford a helmet, was in a previous bike accident, etc.) or what the gift of the helmet means (can now ride bike to school safely, etc.). (You'll be asked for these on your event survey.)
- Enjoy fitting helmets on kids to keep them safe.
- Post an event photo or tweet on social media. (Remember to tag TMA.)

After Your Event:

- Complete the [event survey](#).
- Return banner to TMA (if you borrowed one).
- Send newspaper articles and other media coverage to TMA.
- Send photos and photo release forms to TMA.

Questions? Contact [Tammy Wishard](#), TMA outreach coordinator, at (512) 370-1470; fax (512) 370-1693. Texas Medical Association, 401 W. 15th St., Austin, TX 78701

