



Heartburn Awareness Month **Implementation Guide**

The following pages contain suggestions for planning during the development, execution and follow-up stages of your event. Each execution guide should be viewed as a recommendation to guide event planning. Any combination of elements can be used to stage a successful education or screening event.

- Promotions
- Advertising
- Site and Equipment
- Training
- Documentation
- Project Reporting

Heartburn Awareness Month

Implementation Guide

Programming Activity Recommendation Sheet Promotions Assignments

Specific Tasks:

1. Meet with health care professionals who have committed to assist with your project.
 - Provide more detail to them on your heartburn event. Ask for their ideas and suggestions on how to make your project even more successful.
 - Example: Integrate your efforts with local medical and/or nursing schools, dietician groups and health fairs
2. Encourage health care professionals to participate.
 - Dedicate time early in the planning period to promote participation in *Heartburn Awareness Month* to other health care professionals.
 - Ask interested professionals to sign up so that they can be included in the planning process, and allow them to review the educational material included in section 2 of this guide.
 - Send out education and screening day sign-up sheets 2 to 4 weeks before the event.
 - You will need enough practitioners to counsel patients with a reasonable waiting time. Each patient will need 5-10 minutes of one-on-one time with a practitioner. Try to estimate the number of patients attending and plan to have enough practitioners to counsel. Remember to enlist enough assistance for set-up (1/2-hour before) and clean-up (1/2-hour after).
 - Only enlist practitioners for education and screening shifts if they have completed training on the proper patient education/counseling techniques.
3. One to two weeks before the event, organize a time with your participants to have a 1-hour informational session for all participants, provide an overview of heartburn education and screening recommendations and prepare to answer questions from the community.
 - The Public Education toolkit will be helpful for your practitioners to review prior to your screening event.

Heartburn Awareness Month

Implementation Guide

Programming Activity Recommendation Sheet Advertising Assignments

Specific Tasks:

1. Develop key contacts within external/third-party organizations.
 - Establish a list of contacts you plan to work with to publicize your heartburn event.
 - Begin to communicate with these organizations to learn of ways they may be able to assist you in getting the word out to the public about your education or screening event. For example, local hospitals or universities may already have established contacts with local newspapers, radio, and television stations. Ask the organizations for their help getting the word out. They may be able to assist in preparing press releases or in getting calendar or ad placements in key newspapers.
2. Consult with practitioners who have committed to be a part of your project.
 - Determine who has committed to participate in the heartburn event. Ask these practitioners for assistance in brainstorming ideas for promotion to the public.
 - These practitioners may also be able to distribute bag stuffers or flyers with to each patient they counsel prior to your event. They may also be willing to post flyers or posters in their hospitals/clinics as a way of promoting your upcoming event.
3. Produce promotional flyers.
 - Be sure to include the date, time and location(s) of your heartburn event(s).
 - If possible, use brightly colored paper and bold lettering on your flyers to increase their visibility.
 - Participating hospitals/clinics, public health departments or universities may be willing to assist with copying of the flyers to help offset expenses.
4. Start posting flyers in the area of the site at least 2 weeks prior to the event.

- If your education and screening site is a retail outlet (such as your local mall), be sure to provide an extra supply of flyers for distribution.

5. Work with third-party organizations to aggressively inform the media of the event.

- Submit press releases, develop public service announcements for radio and TV stations, and arrange interviews with radio, newspaper, and TV reporters 1 to 2 weeks before your event if possible.
- Try to get TV coverage on the day of your event by inviting community celebrities to take part in the heartburn education and screening day.

6. Continue to promote to the radio and television all the way up to the day of the event.

- Follow up regularly. Keep trying, sometimes the media cannot commit until the last minute (and they may show up without notice).

7. Create a promotional display.

- Create a promotion exhibit on a corkboard (bulletin board) or poster board to display at the site the day of the event to attract uninformed passers-by of the event.

Heartburn Awareness Month **Implementation Guide**

Programming Activity Recommendation Sheet **Site and Equipment Assignments**

Specific Tasks:

1. Determine a location for the education and screening site. (You may choose to simply incorporate heartburn screenings and education into an existing chapter health event.)
 - Be able to provide contact information of practitioners interested in participating in the event. The practitioners can be consulted for recommendations of host sites and events.
 - Talk to local practitioners or other healthcare professionals that may not be participating in the event, and fellow students about any site that may be available for use.
 - Adequate space for patients that does not interfere unnecessarily with the site's business operations is also required, as well as for patient privacy.
2. Identify a source for all equipment necessary to perform your Heartburn Awareness Month project and acquire equipment.
 - Please see next page for equipment check list.
3. Deliver equipment and set-up the day of the event. Tear down and return equipment at the conclusion of the event.

Site and Equipment Recommendations

Heartburn Awareness Month Equipment

You may need the following specific items:

(Note: depending upon the nature of your event, additional items may be necessary and some recommended items may be unnecessary for your particular event)

Materials suggested to conduct screenings:

- ___ Heartburn Awareness Month poster
- ___ Screening forms
- ___ One to four, 6-foot tables
- ___ Folding chairs
- ___ Pens, markers and pencils
- ___ Brochures (available at no cost via www.heartburnalliance.org) *
- ___ Contact information for patients
- ___ Clipboards (4-6)

Materials suggested to conduct educational programs:

- ___ Patient education materials and brochures (available at no cost via www.heartburnalliance.org) *
- ___ Laptop computer
- ___ Projector for laptop
- ___ Projection screen
- ___ Power strip/electric extension cord

* Please place brochure orders 2-3 weeks prior to event date.

Heartburn Awareness Month **Implementation Guide**

Programming Activity Recommendation Sheet **Training Assignments**

Specific Tasks:

1. Consult with all participating practitioners to determine date of the event, as well as the names of all practitioners who have committed to participate in the event.
2. Enlist a participant to perform a 1-hour basic training session for all participants.
 - Training should occur 1 to 2 weeks prior to the scheduled education and screening event. The project advisor should provide an overview of the education and screening tools and recommendations.

Heartburn Awareness Month **Implementation Guide**

Programming Activity Recommendation Sheet **Documentation Assignments**

Specific Tasks:

1. Photocopies:

- Make copies of the patient consent form and **any other handouts you need.**
- Make copies of the patient assessment forms for use at education and screening/event locations (refer to Forms Section).
- Make several copies of the patient assessment for the practitioners to keep for each education and screening/event location.

2. Collect all documentation and assessment forms at the conclusion of the event. (See Forms section)

3. Send thank you letters to:

- Participating/supporting faculty members and administration
- Local supporters
- Participating organizations (i.e. local and state associations)
- Participating practitioners
- Site host(s)
- Media contacts that provided event coverage