



Heartburn Awareness Month Participant Suggested Activity List

Should you choose to facilitate a community outreach event in your area, following are a list of suggested activities that you can carry out. You may also integrate these activities into existing programs, or mold the events so they fit seamlessly within your previously scheduled events, conferences or workshops. Please note that these activities are recommendations, and can be tailored and customized as appropriate based on number of participants, timing and feasibility.

Suggested Activities

- **Partner with local pharmacies and health care provider offices to house information stands** outside of the pharmacy (CVS, Walgreens, etc.). Practitioners or group members could hand out *Stop & Select Guides* and *Get Heartburn Smart* brochures, conduct heartburn screenings, and direct people to the NHBA Web site for more information. In addition, practitioners can discuss certain medications that may contribute to heartburn, and inform patients about medication that won't aggravate their condition.
- **Facilitate supermarket tours in your community.** Practitioners or group members can facilitate tours of supermarkets and point out foods that trigger frequent heartburn, and that sufferers may want to avoid (see the *Stop & Select Guide* or NHBA Web site for more detailed dietary information). Practitioners can also show attendees the foods that don't cause heartburn, and encourage patients/community members to make smart choices at the grocery store. In addition, practitioners can stop by the grocery store pharmacy and discuss certain medications that may contribute to heartburn. Practitioners can hand out the 'Holidays without Heartburn' brochure. Attendees can leave with heartburn-friendly recipes and a new resource for their heartburn symptoms.
- **Partner with local fairs or events and set up a heartburn screening booth.** Practitioners or group members can facilitate heartburn screenings, pass out *Stop & Select Guides* and *Get Heartburn Smart* brochures and answer patient questions.
- **Facilitate a Heartburn Awareness Month Walk** in your community. Assemble a team of health care professionals to coordinate the walk. Practitioners or group members could hand out *Stop & Select Guides* and *Get Heartburn Smart* brochures, and direct consumers to www.heartburnmonth.org as a resource for additional information. You may partner with a local group or chapter that focuses on weight loss or obesity.

- **Hold a 'Living with Heartburn' Workshop.** The workshops could include tips for living with heartburn and the right foods for frequent heartburn sufferers. The workshop could also act as a forum for heartburn sufferers to ask questions and gain insight from practitioners. Practitioners or groups can assemble a panel of heartburn sufferers who are willing to share their stories about what has worked for them and how they live with heartburn. Practitioners can conduct screenings and share appropriate treatment options.