



Highlight  
on **VACCINATIONS 4 TEENS**

# Event Guidance

# Highlight on VACCINATIONS 4 TEENS

## Event Guidance Overview

Hosting a panel event for Chapter members is a fundamental part of the *Highlight on VACCINATIONS 4 TEENS* program, which will feature inspiring speakers to bring to life the impact of under-vaccination. To help with planning and execution, the AAFP Foundation has provided a kit of template materials and tools with information Chapters may use to host these non-CME events.

This guidance document provides an overview of the materials available to help you promote and host your event and capture results. These pieces can be downloaded and printed from [www.aafpfoundation.org/vaccinations4teens](http://www.aafpfoundation.org/vaccinations4teens).

If you would like support with planning, promotion, logistics, speaker coordination and more, please contact Sondra Goodman at [sgoodman@aafp.org](mailto:sgoodman@aafp.org).

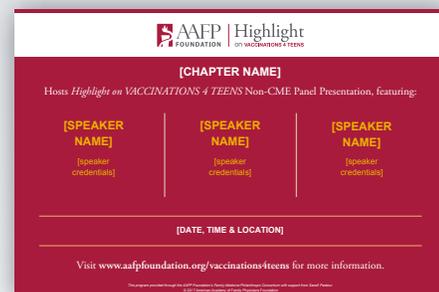
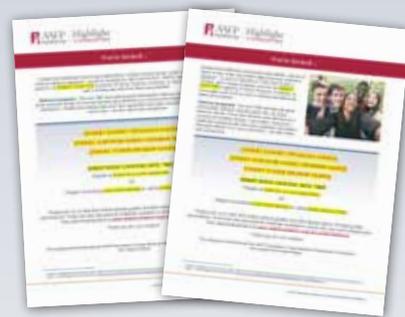
The AAFP Foundation and the Family Medicine Philanthropic Consortium (FMPC) thank you for working in partnership with us to help improve teen vaccination rates.

## Event Toolkit Materials

### Event Promotion Materials:

- **Template invitations:** Designed email and hard copy invitations that can be edited to include event date, time, location and speakers for distribution to members
- **Template event signage:** Poster with the *Highlight on VACCINATIONS 4 TEENS* logo, which can be printed for the event including placeholders for specific speaker and venue information
- **Template digital and social media content for Chapters:** Language that can be tailored to include event details via Chapter websites and social media channels
- **Media outreach email:** Email that can be sent to local media alerting them to the issue of under-vaccination, introducing the program and inviting them to interview panel speakers
- **Speaker biography guide (for internal reference only):** Provides instructions on how to create a background document on each of the speakers for attendees and any media representatives who request interviews

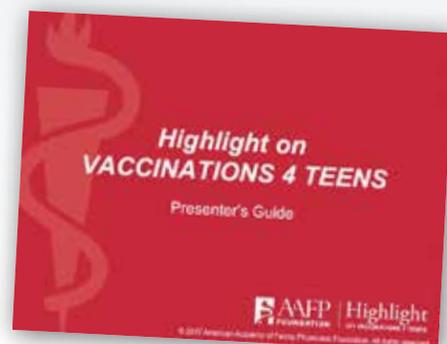
*The communications agency can provide support with creating a local media contact list, preparing speakers for interviews, conducting media outreach and coordinating interviews.*



### Presentation:

- Presenter's guide – including slide deck with speaker notes – that includes:
  - Current vaccination rates and current CDC recommendations for adolescent immunizations
  - Overview of 2017 Childhood and Adolescent Immunization Schedule
  - Overview of the *Highlight on VACCINATIONS 4 TEENS* Resource Library
  - Family member testimonials
  - Strategies and best practices for increasing vaccination rates

*\*Note: Chapters can pick and choose slides they want to use during their panel discussions.*





## Materials for Printing and Event Distribution:

- **Highlight on VACCINATIONS 4 TEENS overview:** Provides attendees with background on the program and the new resources available to them
- **Post-event survey:** A brief, anonymous survey to gather feedback from attendees after the event to help inform future programming that can be distributed electronically or via hard copies

## Internal Event Evaluation (not for distribution):

- **Panel event results report:** Questionnaire for Chapter leadership to complete based on the post-event surveys and provide to the AAFP Foundation



Please go to [www.aafpfoundation.org/vaccinations4teens](http://www.aafpfoundation.org/vaccinations4teens) to access materials.  
Please contact [sgoodman@aafp.org](mailto:sgoodman@aafp.org) with questions.



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