



Fit to a T

www.fit2t.org

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GUIDELINES FOR ORGANIZING A “Fit to a T” SESSION

The United States Bone and Joint Initiative (USBJI) is delighted to partner with you to offer the *Fit to a T* program. Thank you so much for your participation. Highlighted below is a suggested timeline of activities as well as general information and talking points as you organize the session.

Please contact the USBJI Office (847-430-5054/5052, usbji@usbji.org) with comments or questions as you move forward. Many thanks and here's to a wonderful and “healthy” event!

A. Registration Form

Complete and return the Registration Form to the USBJI (>4 weeks prior to session). The key elements to setting up a program are confirming the date, time, location and presenter. If you do not have a presenter the USBJI will find and confirm one with you. If you do not have a location, the USBJI may suggest approaching the local public library, or have other suggestions.

B. Event Promotion, Press Material & Distribution

1. Let us know how you intend to promote the event (flyers, bookmarks, posters, notices, emails, mailings, etc.). Many organizers/venues have a system and in-house or available resources.
2. The Initiative can provide you with a promotional notice (flyer/poster) with the main elements of the program and speaker names you can use to promote the *Fit to a T* session. We have templates developed for flyers/posters and bookmarks and just need to know what you need, and when. We will make up the flyers/posters for you, but you print them out on your office printer or locally, the bookmarks we will make up and print for you. (For libraries using the program: *Fit to a T @ your library*). We can provide a media alert for you to complete and distribute to local media.
3. Depending on the nature of the venue, you might wish to consider the following:
 - a) Distribution of a flyer to members of your community group, public library, church, company employees, at other community venues 2-4 weeks ahead of the event
 - b) Distribution of bookmarks (ex. at libraries, inserted in all books taken out of library one week prior to session). The USBJI can provide bookmarks.
 - c) Poster display at host venue and other community venues
 - d) Letters of invitation to employees, members, patrons

4. If you are doing proactive outreach to media, we have found it best to send the media alert three weeks in advance and follow up accordingly with health, lifestyle, sports media at local print outlets and news directors, assignment editors, health and sports producers and assignment editors at local TV and radio. Also we have found it worthwhile to contact your local Associated Press bureaus to encourage their coverage. We can provide a press release template for dissemination on-site the day of the event and to media who were not able to attend.
5. The host organization and any other partnering organization for the event should consider sending out special invitations to the session and to promote the session to key local health officials, offices, civic leaders or organizations.

C. Pre and On-Site Logistics/Hand-Outs

1. Having set the date and time for the session and confirmed the presenter, USBJI will coordinate arrangements with you. Most venues allow 45-60 minutes for a session. The introduction and presentation is designed to be given in 45 minutes, but at many sessions there have been plenty of questions.
2. Confirm all A/V equipment (laptop, LCD projector, screen, podium, microphones, and signage.)
3. Confirm with USBJI that all relevant collateral material to be handed out at the session has arrived and is in your possession. These materials should be placed on a table for participants to pick up as they come in. It is fine for them to complete the Risk Assessment Questionnaire before the session.
 - *Fit to a T* handouts, from USBJI:
 - o *Fit to a T* handouts (3)(risk assessment sheet, bibliography, resource list)
 - o Vitamin D handout
 - o *Fit to a T* Booklet (Blue, with Fit to a T logo on front cover)
 - Surgeon General's materials from National Resource Center:
 - o "What it Means to You" booklet
 - o 4 posters to put up on wall
 - Evaluation Form: Copy enough for all participants

You can also consider distributing:

- Materials from Regional Medical Libraries, or other suitable materials
 - If you are a library, a collection of your bone health and osteoporosis resources
4. Review additional on-site needs including skirted tables for collateral material, a podium sign.
 5. Please arrange for photos to be taken during the session, for you and for the USBJI.
 6. Consider inviting your local Arthritis Foundation Chapter or other community groups or clubs to participate in promoting the session and having a display of their materials at the event.

Timing: Confirm quantities and review on-site logistics 4 weeks prior to event or earlier.

D. Speaker Selection

1. The presenter of a *Fit to a T* session must be a healthcare professional (HCP) able to present and answer questions on bone health and osteoporosis. An organizer can also be the presenter, as long as they are a healthcare professional. If you do not have a presenter, the USBJI will identify and confirm one for you.
2. Confirm the representative/s from the host organization.
3. The HCP presenter may wish to identify a local osteoporosis patient to “put a face” on this condition and encourage their participation. The presenter and organizer may wish to research and contact local sports, political or entertainment celebrities who have a known commitment to exercise and bone health to participate.
4. The HCP presenter will represent the Bone and Joint Initiative, unless someone else from the Initiative is especially invited to attend and make a few introductory comments.

E. Program scenario

1. Host representative introduces session. Timing ~ 2 minutes
2. Healthcare professional takes over and presents program with brief introduction about the Initiative. He/she may include a patient or caregiver in the program. Timing ~ 35 minutes
3. Questions and answers. Timing ~15 minutes
4. Thanks and adjournment. Collect evaluation forms.

To respect published session timing, presentations should be given within 45 minutes, allowing another 15 minutes for questions. Most presenters manage to take some questions during the presentation which provides for a more lively interactive session, but care should be taken not to allow questions to run on. Allowing questions to run on can mean participants have to leave before it is over, or the main presentation has to be cut short, or the following speakers are unable to fully make their presentations. This is unfair to the presenter, the audience, and to the following speakers.

It is advisable to officially close the session after one hour, and if time allows invite those that wish to, to stay on and continue discussions with presenters.

F. Speaker Comments

Here are brief suggestions for comments from each of your speakers as you develop content and formal programming. These are suggestions for your consideration. Should you have other speakers or prefer a varied order, please implement the event as you see “fit”....you will know your local market best! See also “Guidelines for Presenter” document (at end of this document).

a. Host Organization/Library representative (2 minutes):

- Welcomes everyone for attending and reinforces how excited the host organization/venue is to participate in the *Fit to a T* bone health and osteoporosis program.
- Introduce Initiative representative (if on-site). Otherwise introduce the healthcare professional presenting the program who will also represent the Initiative.

b. Initiative representative/Healthcare Professional (2 minutes):

- Reiterates his/her excitement at attending this timely and important event. Stresses the fact that 50% of women over 50 and 20% of men will have osteoporosis and that this is a disease that can affect the young and old. Communicates the importance of good diet, exercise and bone health to remain fit and healthy through all stages of life.
- Explains very briefly goals of Initiative; that musculoskeletal conditions are still the No. 1 reason for visiting the doctor; and explains *Fit to a T* is the Initiative's response to the Surgeon General's report and call to action.
- Thanks the host organization, and other participants. Introduce the healthcare professional who takes over session.

c. Healthcare professional followed by osteoporosis patient (35-40 minutes):

- Greet the audience and proceed with program (using PowerPoint). He/she will involve the osteoporosis patient/s (if they have chosen to include a patient/caregiver) who will tell their story and what they have learned from their own experience. He/she comments on how important this *Fit to a T* event is to educate others on this condition.

d. Presenter or Local Host Organization Representative

- Leads Q&A. Representative requests evaluations be completed and placed in a designated location before attendees leave, then ends event and thanks everyone for coming.

If a local celebrity or personality has agreed to participate and tell their story or to provide a message underlining the importance of *Fit to a T*, this may fit best at the beginning after host introduces session, or during time when HCP presenter has taken over.

F. Photographs, evaluations, and short write-up

If photographs are taken during the event, the USBJI would very much appreciate a copy as well as a short write up on the session to include on www.Fit2T.org, and in the Initiative's Newsletter.

Please return participant evaluation forms to USBJI, along with your completed evaluation form as the organizer.