

Open House Planning Tips for Public Health Labs

Emerging Leaders
Cohort IV

APHL 2011/2012



Goal of an Open House Event

- Public/Community Awareness of the State Public Health Laboratory
- Promote your State's Public Health Lab by exposing the public and/or legislators to **What, Where, Why and How** you protect their health on a daily basis by providing information through a fun day of learning.
- Raise the profile of the lab by highlighting the value of the laboratory professional to the general public!



Open House Template Contents

- Why have an Open House?
- Who to invite?
- Planning Ideas – When, Where, How?
- Get the Media involved!
- Make the Announcement!
- Activities for the Event
- Tools, Resources, and Links
- Post-event Reminders

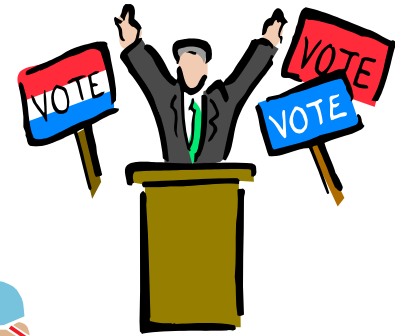
Why Have an Open House?

- Determine your lab's own goals and objectives for the event
- Decide what message your lab would like to communicate to the public
- Determine what factors would constitute a successful open house event

Who to Invite?

Think about your lab's target audience:

- Families in the community?
- Specific Organizations?
- Legislators?
- Teachers?
- Hospital Staff?
- GENERAL PUBLIC!!!





Planning Ideas

- ✓ Plan well in advance
- ✓ Determine the size and atmosphere of the event
- ✓ Select location and plan logistics (can your lab host or do you have to find another venue to accommodate accessibility to everyone?)
- ✓ Decide on a budget and create timeline – keep it simple
- ✓ Determine if your lab will have guest speakers and/or sponsors and invite them ahead of time (make A/V equipment available if necessary)
- ✓ Take inventory on your in-house resources and...
- ✓ Determine, if any, what services you will need from outside vendors (caterers, etc.)

Get the Media Involved!

- Determine if you want to invite the media!
- If so, contact radio stations, newspapers and/or local reporters (see press release template in PHLAT toolkit)
- Provide event information to the media well in advance



Make the Announcement!

What to include:

- Where and when
- Directions
- Pictures of lab or location
- Contact information
- Highlights of event
- Lab logo

Distribute the announcement to invitees:

- Post printable flyers (Microsoft Publisher is great!)
- Emails
- Letters (see Letter Template)
- Social media (Twitter, FB, eCards)

Florida Dept of Agriculture

Date: 1/13/12

Time: From 2pm
To 4pm

Describe your location by land, mark or area of town.

Contact person:
555 555 5555

Career Day!

The local PHL wants to invite you to the 1st Annual Health Lab Fun Day (Career Day) with activities for the whole Family! Come and see what the PHL is all about!

High Lights

- Information Booths
- Games and Activities
- Free Food
- Health Screenings
- Free Give-a-ways
- Prizes and MORE!

Florida Dept of Agriculture

AD 0881
Phone: 555-555-5555
Fax: 555-555-5555
E-mail: sams.ans@fsxmail.com

Activities

- Games for all ages (see list of links on next slide)
- Door Prizes and give-a-ways (see Promotional Materials in PHLAT toolkit)
- Information Booths
- Food/Refreshments
- Informative Presentations/Brief Lectures
- Hands-on Demonstrations

Other tools, Resources, Links

- STEM: <http://iexplorestem.org/>
- “Did you see that?”
<http://www.shl.uiowa.edu/educationoutreach/didyouseethat/index.xml>
- Human Virus Bingo: <http://www.bingocardcreator.com/bingo-cards/health/human-viruses>
- Disease Detective: <http://www.sbs.utexas.edu/diseasedetective/>
- <http://www.bingocardcreator.com/bingo-cards/health/human-viruses>
- http://www.kids.gov/educators/ed_health.shtml
- Environmental Health kids pages: <http://kids.niehs.nih.gov/>
- Look at kids, teens, health section:
<http://www.gwumc.edu/partners/prev1.htm>
- <http://medmyst.rice.edu/index.html>

Post-event Reminders

- Be sure to thank everyone involved, including any media who covered the event.
- Evaluate the success of event and assess its impact on the community
- Post pictures from event on FB or lab website and mention highlights
- Invite everyone to join again next year!

