



# *Vapes Down* Event Guide



**TEXAS**  
Health and Human  
Services

Texas Department of State  
Health Services



## EVENT GUIDE

### Ten Steps to a Great *Vapes Down* Event

Hosting an event tailored to your community is one of the most effective ways to increase awareness about the dangers of vaping. Bringing different stakeholders together around a single issue gives you the opportunity to drive home your message in a way that is both engaging and informative. When you rely solely on traditional methods, such as emails and signs, it can be easy for your anti-vaping message to get lost in the shuffle of everyday noise. An event expands your ability to connect directly with an audience and bring an issue like vaping to the forefront.

Some of you may have already coordinated special events to bring attention to the dangers of vaping or other community concerns. This guide will help you no matter what level of event planning experience you may have. Here you will find a step-by-step process to help you plan an event about the dangers of vaping that is right for your school or organization.

#### Ten Steps to a Great Event

1. Identify your audience(s) and define your purpose.
2. Choose the type of event that best serves your purpose. *Can you safely hold an in-person event or should you go virtual?*
3. Give your planning committee ample time to plan.
4. Set a realistic budget.
5. Choose a location.
6. Identify and confirm speakers and create your agenda.
7. Invite VIPs and partners, such as elected officials and sponsors.
8. Notify media if desired.
9. Revisit your checklist and consider event logistics.
10. Enjoy, evaluate—and say thank you!

Are you ready to dig deeper into each of these steps? Then assemble your team, grab the event planning worksheets and get ready to plan your best event yet.

## **STEP 1: Identify your audience(s) and define your purpose.**

*The event planning worksheet, "Steps 1 and 2: Audience, Purpose, and Event Type Planning Worksheet," helps you think through this section.*

### *Identify Your Audience*

The first steps in planning for any event are to define your audience and purpose:

- Who are you trying to reach with your event?
- What do you know about your audience?
- What would you like your audience to do?
- What's your goal?
- What do you hope to accomplish by holding an event?

A general list of potential audiences for your special events might include:

- Students
- Parents (elementary/middle/high school age children)
- Community leaders (business, faith-based, elected)
- Policymakers (e.g., mayor, city council member, state representative, U.S. representative)
- District leadership (principals, superintendent, school board)
- Agents of change/influential people (PTA president, key faculty)
- Existing and potential partners (e.g., local pizza parlor donating food, community organizations, coaches, health professionals, etc.)

Briefly describing each of your audiences will help you design an event that accomplishes your goals and resonates with them. Prioritizing these audiences also will be helpful as you continue through the event planning process.

### *Define your purpose.*

Before you begin planning the details, think about what you want to accomplish with your *Vapes Down* event. There's no point in planning an event until you and your partners agree on what a successful one looks like. This will help you determine the types of activities that best suit your school and/or community's needs.

Do not skip this important step. Be as clear as possible about the outcomes you'd like to see, and use your goals to direct the work of each subsequent step in the planning process.

## **STEP 2: Choose the *type* of event that will best serve your purpose.**

*The event planning worksheet, “Steps 1 and 2: Audience, Purpose, and Event Type Planning Worksheet,” helps you think through this section. Extra details for planning an event at your school can be found in the “Step 2: In-School Outreach Event Planning” document.*

Once you know your purpose and your audience, determine what type of event will best serve your needs. You can choose from many types of events, from a community fun day to a simple open house. For purposes of this guide, we are focusing on a community meeting, in-school outreach event, and a press conference. A Virtual Event Planning Guide is also available in case you decide to hold an online event instead of an in-person one.

- Community Meeting
  - Community meetings are a great way to bring a wide variety of people together to share information and brainstorm ways people can support a program or campaign.
  - Meeting organizers will typically kick off a meeting with background on the topic(s) to be discussed and then open the floor for a broader conversation with attendees.
- In-School Outreach Event
  - These events are a great way to educate students about important topics, such as the dangers of vaping. They often feature some sort of fun activity that allows organizers to engage with students.
  - In-school outreach events are typically scheduled during the normal school day during periods when students have a few minutes to spare, such as during the lunch hour. They can also be worked into the PE schedule so the whole gym is used for the day if needed. These events can be conducted in conjunction with another school-sponsored activity, such as a football game.
- Press Conference
  - Press conferences typically last no more than 30 minutes and are designed to share information and specific announcements with the public via local media.
  - A press conference is typically held at a location that visually represents the story it’s trying to convey. For example, a press event for *Vapes Down* could be held at a high school since the campaign targets teenagers.

### **STEP 3: Give your planning committee ample time to plan.**

*The event planning worksheets, “Step 3: Event Planning Committee Worksheet” and “Step 3: Event Calendar and Timeline Planning Worksheet,” help you think through this section and create a timeline for activities leading up to your event.*

Once you’ve decided it’s time to host a special event, quickly form your planning committee. This committee will be responsible for all aspects of planning and execution from this point forward. Depending on the purpose, size and scope of your event, you may need to select a chairperson and assign members to sub-committees that are responsible for different aspects of planning. Your committee could include students, teachers, parents, community health experts and any community partners. Your sub-committees could cover anything from activities to partner outreach and day-of logistics.

Whenever possible, give yourselves more time than you think you’ll need. Identify your target event date and, as you proceed through these subsequent steps, work backward to create a timeline that shows you’re really giving yourselves all the time you need to successfully plan the event. Develop a checklist with deadlines for each detail. Assign someone from your planning committee to be responsible for the completion of each item on the checklist.

Remember that your event isn’t happening in a vacuum; there will surely be several other events happening concurrently in your community. To the best of your ability, take this into consideration when choosing a target date for your event. For example, if you know of annual area events that might pull your potential attendees or media away from yours, change your date.

If you plan to invite community leaders or school officials, don’t pick a date until you’ve done a little homework first. Contact them, let them know you would be honored by their presence at your event, and ask them if they know of any conflicts on the target date you’re considering. Have some backup dates ready to go. You can make your case stronger if you let them know up front what level of participation you’re hoping for. Are you asking them to deliver remarks? Would you like them to be available to do interviews with media?

High visibility and the possibility of media coverage will make your invitation more appealing. And while you may still not get a full commitment from them months in advance, you will at least be on their radar. As plans move forward, stay in close touch with their offices and remind them that you’d like their attendance.

#### **STEP 4: Set a realistic budget.**

*The event planning worksheet, “Step 4: Brainstorming Your Budget Event Planning Worksheet,” helps you think through this section. List all expected expenses on this worksheet with the estimated amount for each. Use this information to create a budget for your event. Consider whether you might be able to secure a sponsor/donor for any expenses and note on the worksheet.*

How much money do you realistically have to host your event? Many great events can be planned on a shoestring budget, but your planning committee needs to brainstorm about the kinds of expenses you might encounter along the way—and how to offset them.

- Can your school district supply an appropriate location for free? Or, does it have access to technology that you can use for an online event, if you must take your event online?
- Do any of your partners have access to facilities, etc.?
- Can you find sponsors to pay for food, promotion, etc.? How can you assure them that their sponsorship will be acknowledged?
- If you plan to provide food at your event, can you work through your school district’s food service to cater your event for significantly reduced costs? Or can you plan the meeting at a time when serving food will not be an issue?
- Consider the time of day for your event. Events targeting students may be scheduled during the school day (if held at a school) or in the evening, if in conjunction with a school-sponsored event.
- Consider the time of year for your event. For instance, you may have difficulty booking space during holiday periods, and students and teachers may not be available to participate if an event is scheduled on a school holiday.
- Consider piggybacking your event with another planned event in your community or partnering with like-minded organizations. This can have the added benefit of creating new partnerships.
- Consider the little things that can cost money and add up over time:
  - Invitations or promotional flyers/posters
  - Mailing costs
  - Transportation costs
  - Event signage
  - Audio/video requirements; for example, lighting and microphones
  - Photographer
- After estimating your budget, add at least 10 percent to cover unanticipated costs.

Assessing your event budget needs could dampen your enthusiasm. If it appears your wishes are not aligned with fiscal reality, don’t despair—and keep brainstorming!

Your planning committee will want to keep track of every expense. You’ll also want to keep track of any dollars or services coming in from outside sources—especially so you can say a big THANK YOU to everyone out there supporting your initiative’s work.

## **STEP 5: Choose a location for your event.**

*The event planning worksheet, "Steps 5 and 6: Event Location and Speakers Planning Worksheet," helps you think through this section.*

Your answers to Steps 1, 2 and 4 guide your decision here. Your location needs to be appropriate, available, accessible and affordable. Questions to consider:

- How much space do you need for the expected number of people you hope to have? Is there enough room for media? TV crews often shoot from 15 to 20 feet away from the speakers.
- Indoor? Outdoor?
- Are you affected in your choice by time of year, time of day, or day of the week?
- If outside, consider the potential weather possibilities.
- Will your target audience(s) feel comfortable in the location?
- Can media easily find and access the location?
- Does the location offer visuals that can help support your messages? Remember, media tell their stories with visuals and interesting pictures and video.
- Does the location require a deposit of some sort?
- Are there adequate restroom facilities and parking?
- Is it accessible for the people with disabilities?
- Do you need to have an A/V setup and is there access to electrical outlets?

Brainstorm with your planning committee on local options that fit your criteria. If you're unfamiliar with a suggested location, go see it and ask as many questions as you need to. When you and your planning committee believe you've got the right option for your event, go ahead and book it!

## **STEP 6: Identify and confirm speakers and create your agenda.**

**\*\* Note:** If you don't intend to have speakers, skip to Step 7.

*The event planning worksheet, "Steps 5 and 6: Event Location and Speakers Planning Worksheet," helps you think through this section. See "Step 6: Community Meeting Sample Agenda" for help structuring your event.*

Brainstorm with your committee to determine whether you would like speakers to deliver remarks. If so, create a list of potential speakers for your event. Speakers should focus on a limited number of main points. Topics to cover could include educational information about the dangers of vaping and facts about the use of vaping products.

A suggested list of speakers might include:

- Health experts
- Student leaders
- Someone to share a personal story about how vaping impacted them
- Someone to cover how to talk about vaping with peers, children, students
- A speaker to offer tips on how to quit vaping
- A representative from a student group supporting the *Vapes Down* campaign, possibly [Say What!](#) or [Peers Against Tobacco](#).

Look at the target audience(s) and goals you identified in previous steps. What will (or won't) resonate with your target audiences? Consider the story you want to tell with your event. What are the pieces of that story and who would be the best person to talk about each of those pieces? Think about speaker order. Make sure each part of the story flows into the next.

You will want to contact anyone by phone who you would like to deliver remarks at your event. It is important to have a conversation with them about the event and not rely on email. Describe the purpose of your event, the date, time commitment, how long you would like them to speak, what topic(s) the speaker should cover and whether you will provide suggested remarks in advance.

### *Create Your Agenda*

Whether planning a strategic planning session for 20 partners or a schoolwide event for 500 students, create an agenda that serves the goals you outlined in Step 1.

Your agenda will cover the event's timeline and general content, including:

- What time will you start and end?
- When will speakers take the microphone?
- Will your event include breaks or networking time?
- What's the subject for the keynote address?
- Will students be providing entertainment?
- What's getting announced at the press conference?



## **STEP 7: Promote your event and invite VIPs and community partners.**

See the “Step 7: Community Meeting Template Flyer” worksheet for help promoting your event to partners.

You’ve determined the why, what, how, where and when. With those details in place, you’re ready to promote your event to your target audience(s).

*What should your invitations say?*

If you build it, there’s no guarantee they’ll come. In other words, it’s not enough to announce that you’re hosting an event on a specific time and date. It’s not even enough to tell the world *why* you’re holding your event. That’s because everyone’s time is precious.

To encourage a good turnout for your event, consider this: for each target audience you wish to invite, ask “What’s in it for them?” If you’re asking families to give up the better part of a Saturday to come to your event, are you sure you’re providing an agenda with enough fun, or educational information, built in to make it worth their while? If you’re asking city officials to give up an evening to support your event, are you able to explain why you share common goals that would make their attendance mutually beneficial?

When you can answer what’s in it for your target audiences, you’ll have a key part of your invitation figured out. In addition to giving your audience the logistical details of your event, be sure your invitations and announcements prominently feature those compelling reasons why your audience would benefit from giving up their time to attend.

Finally, bear in mind that your wording needs to be culturally sensitive to your target audiences and may need to be delivered in other languages.

*What kind of invitations and/or announcements are right?*

Individually contact and invite any VIPs or special guests. For example, your key community leaders (especially those who might want to deliver remarks at the press event) would probably appreciate a personal phone call with event specifics and whatever appropriate follow-up is needed to get an RSVP.

The other consideration, of course, is budget. If you’re trying to reach your entire parent population, formal invitations and personal phone calls would be far too time- and budget-consuming. Other options include:

- Announcements in school newsletters
- District website events page
- Evites
- Email blasts
- Social media pages
- Flyers (assuming they make it home with students—and they often don’t!)
- Word of mouth

- Posters placed in supermarkets, laundromats—anywhere this population is likely to visit
- Local media (use calendar listings, media advisories, press releases)
- School sign marquees
- Cable access channel
- Partner communications outlets

When reaching out to large populations, consider using as many outlets as possible to promote your event. One announcement won't have nearly as much impact as several announcements delivered in a variety of ways. When you've finalized your list, you'll need to find out whom to contact—and when—to make sure your event is promoted in a timely way.

You might consider using Eventbrite to manage RSVPs. It's a great way to create and manage registration for events, meetings, seminars, etc. for free or at low cost. Many nonprofits, associations and companies use Eventbrite to manage registrations for their events. The site is easy to use. Visit <https://www.eventbrite.com> to create a free account and get started on creating a registration page for your event. The site guides you through the process and offers helpful tutorials if you get stuck.

## **STEP 8: Invite the media to your event and get them to deliver your message.**

\*\* Note: If you don't intend to invite media, skip to Step 9.

See *"Step 8: Interview and Presentation Tips and Press Materials"* for support as you plan your press event and reach out to the media. The *Press Event Materials* document includes a *Media Advisory Template and Interview/Presentation Tips*.

A good rule of thumb for notifying media about an event is a week to 10 days ahead of the event. But before you are ready to let them know about an event you first need to prepare background materials and media materials tailored to a reporter's unique needs.

These media materials should include:

- A one-page media advisory with the who, what, when and where of the event to let media know your event topic plus details on where to go to cover it.
- A press release that provides background on *Vapes Down* and the dangers of vaping. It should mention local support and include at least one direct quote from the leader of your organization and possibly a second from a key community partner.
- Contact information for your media spokesperson.

## **STEP 9: Revisit your checklist and consider event logistics.**

*The event planning worksheet, “Step 9: Event Checklist,” helps you think through this section.*

With so many details having been put in place since you originally developed your timeline and checklist, it’s time to go back and incorporate the new logistics that will have undoubtedly arisen since planning began. For example:

- Do your speakers have logistical needs to be addressed?
- How will you coordinate delivery of food for the event?
- Will staff have access to your event site to provide ample time for setup?
- Have you addressed any specific media needs?
- Is there access for physically disabled guests?
- If you’re having an outdoor event, do you have contingency plans in place in case of inclement weather?
- Is ample parking available?
- Are there directional signs that need to be placed in one or more area?
- Are you having displays or signage to support your event? How are those being handled and how will they be displayed?
- Do you need to place a deposit on a facility?
- Do you have someone available to take event photos?
- Do you need to create a seating chart of any kind?
- Is anyone in charge of name tags for staff and/or registrants?
- Will you be providing promotional materials? Have they been ordered, and is the promised delivery date well in advance of the event?
- Are you responsible for cleanup?

Open the discussion with members of the planning committee. Review your agenda and checklist at every meeting from this point forward. This simple reality check will help you anticipate problems and find solutions *before* anything goes wrong.

A helpful tip for thinking through details of the event is to mentally role play as an event attendee. Go through every step of their journey to see if logistics have been planned for:

- When they arrive, where will they park?
- Will they know where to go or will they need directional signage to get in?
- Once they arrive do they—including speakers, officials, volunteers—need to be greeted?
- Where will food or drinks be set up?
- What will it look like for them to engage with the event?
- How can they get more information?

## **STEP 10: Enjoy, evaluate—and say thank you!**

See “Step 10: Event Survey” for a sample evaluation document to use at your event.

*Enjoy.* There comes a point where you can no longer worry about the details. Last-minute glitches—big and small—are inevitable. If you and your planning committee have done your best to foresee potential problems and consider last minute solutions, you’ll be good to go. Your guests will probably never know that anything was wrong unless they see you pacing about and wringing your hands. So let go and enjoy!

*Evaluate.* You’ve got a fantastic opportunity to gauge your event’s success. Survey attendees about issues related to the *Vapes Down* campaign. Some of the kinds of questions that you might want to ask include:

- Are they more aware of the campaign and the dangers of vaping?
- Would they be interested in learning more about the campaign?
- What questions do they have about the campaign or vaping in general?
- If you’re addressing a reporter, has their outlet done many stories about vaping? Would they be interested in covering the topic in more depth?
- Would they like to receive more information on vaping? If so, refer them to [dshs.texas.gov/vapesdown](https://dshs.texas.gov/vapesdown).

*Say thank you.* Take time to thank everyone who helped make your event a success—your staff, volunteers, speakers and invited guests. Pick up the phone, write a note, send a photo from the event. Your attention to this important detail will be enormously appreciated by all.

Finally, you and your partners will want to meet to review the event. Ask:

- Did it meet your goals?
- How did the planning process go?
- What went well?
- What could have gone better?
- Was the event well-attended?
- Were you able to stay within budget?
- Do your evaluation results offer new or important information?
- Would you do it again?

By allowing all participants to honestly assess the event, your partnership will be in an even stronger position to mount a great one next time around.

Good luck with all your events, large and small!

## Steps 1 and 2: Audience, Purpose, and Event Type Event Planning Worksheet

*This worksheet helps you think strategically about your event, create a roadmap for the planning and implementation of a great one, and capture main ideas and decisions.*

### Audience

*Who are you trying to reach with your event? What do you know about your audience?*

*What's important to them? What do they know—or not know—about vaping? When are they typically available to attend an event?*

*Are you trying to reach students? If so, what age—middle-schoolers, high school students? Are these students attending classes in person or are they attending classes online because of the COVID-19 virus? If attending classes online, what technology are these students using to attend online events?*

*Are you trying to reach parents or educators? How will you reach them with your event? What do you want them to know?*

### Define Your Purpose

*Do you want to inform and educate? Increase awareness and build support? Encourage specific actions? A combination of these?*

Do you want to:

- Inform students and parents about the dangers of vaping?
- Encourage parents to talk to their child about the health hazards of vaping?
- Ask students to share with their peers how vaping can adversely affect their health?
- Request students to pledge not to vape?
- Other goals?

## Type of Event

*What type of event will best serve your goals? Community meeting? In-school outreach event? Press conference?*

*Why did you choose this type of event?*

## Step 2: In-School Outreach Event Planning

*This overview helps you think through the details of planning an event on campus. Use this to guide the conversation with the planning committee.*

Schedule the best date and time to conduct an in-school outreach event (avoiding major schedule conflicts with other school events), secure permission to hold the outreach event, and then begin planning the details.

Brainstorm ideas for how to engage students around risks of vaping.

Think of ways to represent some of the dangerous chemicals in vape products.

*For example, one activation adopted the look and feel of a juice bar with actors pretending to be super high energy juice bar baristas. They offered to make participants an array of juicy concoctions. The “twist” in the activation came when they started adding to the “juice” ingredients that represented the gross and unhealthy stuff in vapes, like formaldehyde (used to preserve dead frogs for biology class), cadmium (used in batteries) and nicotine (found in cigarettes).*

Make a list of all the props you might need (table, tablecloth, attention-grabbing signage, other visual elements).

Develop ideas for interactive ways to engage with other students.

- Quizzes
- Spinning wheel that lands on different facts or figures
- Bean bag toss
- Other interactive games that can be tied to facts

Select a high traffic area in school, such as outside the cafeteria or gym, or in a wide hallway.

Secure permission from the school principal to hold your outreach event in that location.

Design and print small information cards or flyers with key bullet points about the dangers of vaping and websites that provide more resources.

Write a short script promoting your outreach activity to be read during school announcements and secure permission.

If your school has video announcements, you might develop a very short (15- to 30-second) video to be aired on the school news channel.

Create your own Vapes Down social media content on TikTok, Instagram, Twitter or Facebook to help promote your activation and share information with other students.



## Step 3: Suggested Event Calendar/Timeline Planning Worksheet

Start early to ensure that you and your committee have ample planning time! It's important for your event committee to set a timeline in order to stay organized and on task. Here's a general timeline that you can use to help organize.

### THREE MONTHS OUT

- Form your event committee.
- Form teams and assign specific duties to each.
- Hold a kickoff brainstorming and planning meeting.
- Draft a budget.
- Create the event timeline.
- Research possible event dates and locations.
- Set the event date and time.
- Set the location.
- Determine any visuals/signage needed for the event.
- Submit requests for necessary permits/permissions.

### TWO MONTHS OUT

- Identify speakers for the press event and create a tentative event agenda.
- Invite and confirm event speakers.
- Invite partners and community groups to participate.
- Initiate the production of event signage/visuals.
- Determine how many volunteers will be needed the day of the event.
- Create an event coordination, staffing, and volunteer plan.
- Create an emergency plan, including a communications process.
- Create a detailed supplies list.
- Create media advisories and press releases.
- Create an evaluation plan.

### MONTH OF EVENT

- Send out reminder invitations, post reminders on community event calendars, websites and social media networks, and post flyers in supportive businesses.
- Send out media advisories and press releases.
- Arrange for any special audio/visual needs

### WEEK OF EVENT

- Hold a meeting to finalize any logistics.
- Confirm all logistical arrangements with outside partners, vendors, etc.
- Follow up with media to confirm attendance and any special needs.

### MONTH AFTER EVENT

- Make thank-you calls and write thank-you letters and notes.
- Submit articles and photos from the event to local newspapers and media.
- Send survey to attendees and participants.
- Hold a meeting after your event to review what went right, what to do next time.



## Planning Committee Assignments

| Task  | Responsible Committee Member | Due Date | Status |
|---|------------------------------|----------|--------|
| Select planning committee and chair   |                              |          |        |
| Assign subcommittee tasks   |                              |          |        |
| Set target date for event   |                              |          |        |
| Assess available budget   |                              |          |        |
| List potential event sponsors   |                              |          |        |
| Contact potential event sponsors  |                              |          |        |
| Evaluate possible event locations   |                              |          |        |
| Book location for event   |                              |          |        |
| Set agenda  |                              |          |        |
| Coordinate food/beverage sponsors   |                              |          |        |
| Invite speakers   |                              |          |        |
| Send V.I.P. invitations   |                              |          |        |
| Write media advisory/pull press kits together                                 |                              |          |        |
| Contact media to request coverage   |                              |          |        |
| Review event logistics  |                              |          |        |
| Follow up on important RSVPs still TBD  |                              |          |        |
| Follow up with speakers to finalize schedule/needs                            |                              |          |        |
| Follow up with location coordinator for details on pre- and post-event access |                              |          |        |
| Coordinate volunteers for day of  |                              |          |        |
| Create name tags for staff/volunteers   |                              |          |        |
| Hold day-of coordination meeting  |                              |          |        |
| Send thank yous   |                              |          |        |
| Hold internal recap meeting   |                              |          |        |



## Steps 5 and 6: Event Location and Speakers Event Planning Worksheet

*This worksheet helps you think strategically about your event, capture your main ideas and decisions, and create a roadmap for planning and implementing a great event.*

### Location and Time

*What is the most appropriate and accessible location for your event? Does the location offer visuals that can help support your messages?*

*Does the location require a deposit? Security?*

*If the event is outdoors, is there a plan in case of rain?*

*Are there adequate restroom facilities and parking? Is it accessible? Is electricity available? What kind of A/V setup do you need?*

*What kind of refreshments should be offered based on the event time selected?*

### Speakers

*Who will speak at your event? What topic(s) will each speaker cover?*

*Suggested speakers:*

- *Health experts*
- *Student leaders*
- *Someone to share a personal story about how vaping impacted him/her*
- *Someone covering how to talk about vaping with peers, children, students*
- *A speaker offering tips on how to quit vaping*
- *A representative from a student group supporting the Vapes Down campaign.*

# Community Meeting

## SAMPLE AGENDA



### **Welcome and Opening Remarks** – 10 min.

- Welcome participants and recognize sponsors and panel participants.
- Review the purpose and goals for the event's activities.

### **Panel Discussion: *Overview of Vaping and Its Impact*** – 30 min.

- Local community leader/school official: *Status of Vaping in the Community and Schools* (local data, activities, etc.)
- Health expert: *Myths vs. Facts – How to Identify the Signs and Intervene*
- Student spokesperson: personal story
- School district/university representative (optional): available resources and the importance of working together
- Panelists may vary from community to community. Other potential speakers could include coaches, student leaders, parents, cessation experts, Say What! representatives, Peers Against Tobacco representatives, DSHS staff, etc.

### **Question and Answer** – 15 min.

Panelists take questions from the audience.

### **Closing Remarks** – 5 min.

The meeting closes with the local organizer/emcee thanking participants and panelists for their work. Participants are reminded to sign up for email updates regarding ongoing activities and resources, if available.



More Texas students are vaping than ever. Join us to learn about its dangers, available resources for quitting, and what you can do to help reduce the number of teens who vape.

*Vapes Down*  
Learn the facts  
about the dangers of vaping.

Presented by [Name of Hosting Organization]

[Date], 2020

[Time]-[Time] [a.m./p.m.]

[Location]

[Address]

[City], Texas [ZIP Code]

Registration is free and open to all community members.  
Register today at [\[Eventbrite or other registration website\]](#).

Registration encouraged but not required.

**QUESTIONS?**

Contact:

[Name]

[Email]

[Phone]

## Step 8 – Interview and Presentation Tips, Press Materials

### Your Event Presentation

- To prepare for your presentation, practice, practice, practice your talking points.
- When speaking, be dynamic. Vary your tone and inflection. Convey commitment. If you're not committed to what you're talking about, your audience won't be either.
- Make your message memorable: the average sound bite is seven seconds.
- Remember the K.I.S.S. principle—keep it short and simple!

### Print Interview

- To prepare for your interview, practice, practice, practice using your talking points.
- Relax, but stay focused on why you're there and the story that you want to tell.
- If your interview is in-person, your nonverbal communication is as important as your verbal communication.
- Remember, the journalist is your messenger, but not your friend. Keep it short and simple. Stay on message.

### Radio Interview

- To prepare for the interview, practice, practice, practice your talking points.
- Be as dynamic as if you were visible to the audience. Vary your tone and inflection.
- Be excited. If you're not excited about what you're talking about, your listeners won't be either.
- Point the microphone to your chin. This technique will keep you from popping your p's and gives you direct eye contact with your host.
- Have a conversation with your host.
- If it is a call-in show (where people call in to ask you questions), keep your responses short and simple. Respond to questions but stay on message as much as possible.

### Television Interview

- To prepare for the interview, practice, practice, practice your talking points.
- Choose clothes that are comfortable but appropriate. Look at what other guests of the show wear. Avoid clothes that are green, very bright, or have complex patterns—they do not work well on television. Avoid heavy jewelry and accessories.
- Sit up straight, and speak clearly. Avoid sitting back in your chair. On television, this posture can look like you are slouching.
- During the interview, don't look directly at the camera. Instead, look at the interviewer, so the interview doesn't appear staged.
- Try to limit big hand and facial gestures. They can appear bigger on television.



## --- [SAMPLE] MEDIA ADVISORY ---

[DATE]

### *[LOCAL COMMUNITY ORGANIZATION(S)] TO HOLD COMMUNITY MEETING ON VAPING ISSUES AFFECTING LOCAL TEENS AND YOUNG ADULTS*

**Public is invited to attend community meeting with [City/Town] community leaders, health professionals as part of “Vapes Down” campaign**

- WHEN:** [Day of Week], [Date], [Time]
- WHERE:** [Location of Event], [Physical Address]
- WHO:** [Speaker, Organization]  
[Speaker, Organization]  
[Speaker, Organization]
- VISUAL:** Vapes Down campaign materials

**[YOUR CITY]** — {Names of local community organizations} is/are hosting a Community Meeting on [Day of Week], [(date)] to discuss vaping issues affecting [Town/City] residents, particularly teens and young adults. Everyone is welcome to attend. The forum-style event will feature a panel discussion that includes leaders from teen and young adult support systems, health professionals and school personnel.

For more information, contact [Name] at [Email] or [Phone Number].

###

## Step 9: Event Checklist

Whether you're holding a contained press conference or a large community event, this checklist covers the essential requirements for guaranteeing that events involving the media will go smoothly. Feel free to add to the list based on your specific event. *To add a blank row, just hit "tab" in the last cell.*

| BEFORE THE EVENT |                            |  |                             |                             |
|------------------|----------------------------|--|-----------------------------|-----------------------------|
|                  | Location reserved          |  | Press kits prepared         | Statements approved         |
|                  | Parking reserved           |  | Visuals prepared            | Timed agenda prepared       |
|                  | A/V equipment ordered      |  | On-site photographer ready  | Media followup done         |
|                  | Speakers chosen            |  | Media sign-in sheet         | Refreshments                |
|                  | Media advisory sent        |  | Other guests invited        | Speaker name cards made     |
|                  |                            |  |                             |                             |
| DAY OF THE EVENT |                            |  |                             |                             |
|                  | Podium, seating arranged   |  | All A/V checked             | Photo assignments made      |
|                  | Displays, decorations done |  | Moderator briefed           | Refreshments displayed      |
|                  | Logo place on podium       |  | Media table ready           | Security in place if needed |
|                  |                            |  |                             |                             |
| AFTER THE EVENT  |                            |  |                             |                             |
|                  | Restore conference room    |  | Compile evaluation surveys  | Debrief to assess success   |
|                  | Follow up with media       |  | Thank participants/speakers | Follow up with attendees    |
|                  |                            |  |                             |                             |

## Step 10: Evaluation

### Vapes Down Event Survey

1. As a result of attending this event, I have a better understanding of the dangers of vaping, particularly among youth and young adults.
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
  
2. As a result of attending this event, I am more committed to helping teens and young adults get help and support to help them quit vaping.
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
  
3. As a result of attending this event, I understand that buying vaping products while under the age of 21 is illegal in Texas.
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
  
4. What did you find most beneficial from attending this event?
  
  
5. Do you have any additional feedback that you would like to share?
  
  
6. Are you interested in learning more about the campaign?
  - Yes
  - No

If yes, please provide your email address: