

Community Educational Forum

How to organize an educational forum featuring the DVD *Steroids: True Stories Hosted by Curt Schilling* and *Words Can Work: When Talking About Steroids* booklets from Blake Works.

DVDs and booklets available from Blake Works are an ideal catalyst for community dialogue about the challenges facing young people.

In May 2006 Blake Works co-hosted a two-hour educational forum featuring *Steroids: True Stories Hosted by Curt Schilling* at Boston's Fenway Park. The event began at 10 A.M.

You can have a well-attended, successful educational forum in your community by following this step-by-step plan.

Four months before the event

- Invite organizations to co-hosts the event. (May include representatives of PTO or PTA, the local Department of Health, local youth sports organizations, and schools.)

Three months

- Hold first meeting of the co-hosts.
- Pick a time and place for the forum.
- Decide who to invite. (Blake Works and our co-hosts invited coaches, athletic directors, public health officials, educators and policymakers. (Space was limited. Each school was allowed one peer leader.)
- Pick moderator/facilitator for the event.
- Develop a budget. (Costs include the DVD, *Words Can Work* booklets, refreshments, and audio/visual costs. The Boston Red Sox donated the space and refreshments were provided at a discount by the vendor. Breakfast was provided at no charge by a local bakery.)
- List potential sponsors. (insurance companies, businesses, community foundations, hospitals, HMO, Chamber of Commerce, Rotary, sports teams, Departments of Health.)
- Identify volunteers to set up and clean up at forum.
- List potential speakers and panel members. Include a health care professional; a former athlete to discuss how he or she avoided steroid abuse; and representatives of high school or college athletic departments and sport organizations.
- Assign tasks (finding the event space; contacting speakers/panel members; identifying funding.)
- Schedule next planning meeting.

Six weeks

- Finalize speakers and panel members
- Create e-invite (Email info@wordscanwork.com for template.)
- Co-hosts email e-invite to their membership and contacts.
(Determine who receives RSVPs.)
- Reserve audiovisual equipment (large screen TV or projector, microphones for speaker and panel)
- Order DVD and *Words Can Work* booklets. (A hospital, HMO and the Department of Public Health provided each attendee with a DVD and package of 20 *Words Can Work* booklets)
- Plan refreshments.

One week

- Confirm speakers, refreshments, audiovisual equipment, and set-up/clean-up volunteers.

Day of event

- Ensure sufficient seating for everyone
- Copy any handouts. Make sure you have more copies than you have registrants. People who didn't pre-register may show up for the forum.
- Review agenda, videos, and handouts
- Determine whether and what refreshments will be available
- Set up a registration table with sign-in sheets
- Check all AV equipment
- Queue video *Steroids: True Stories Hosted by Curt Schilling*