



Event Planning Worksheet



Event Information	
Event Name:	
Event Date/Time:	
Event Location:	
Expected Attendance:	
Target Demographic:	
Event Sponsor:	
Budget:	
Permits Needed?	
Event Schedule	
Set-up Date and Time	
Tear-down Date and Time	
Event Activities	
Activity(ies) Selected <input type="checkbox"/> Information center <input type="checkbox"/> <i>Rethink Your Drink</i> flavored water tasting station <input type="checkbox"/> Children's activity <input type="checkbox"/> <i>Rethink Your Drink</i> spin wheel with approved "take-aways"	
INFORMATION CENTER Purpose: Distribute materials from the <i>Rethink Your Drink Campaign</i> and provide consumers with tangible ways to learn about sugary drinks and how to choose more healthy drinks.	<input type="checkbox"/> Booth assets (tent backwall, sidewalls, table cover(s), spin wheel, tables (if not provided by promoter) <input type="checkbox"/> Signage (bilingual as needed) <input type="checkbox"/> Drink Label Cards or empty, unlabeled beverages <input type="checkbox"/> Sugar <input type="checkbox"/> Pull-up banners <input type="checkbox"/> Nutrition education materials, including MyPlate Order materials from www.championsforchangematerials.net

Event Planning Worksheet (cont.)

<p>'FLAVORED WATER' TASTING STATION Purpose: Welcome booth participants and convey <i>Rethink Your Drink</i> messaging by demonstrating a simple alternative to sugary drinks that they can try.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Water dispenser(s) <input type="checkbox"/> Water <input type="checkbox"/> Ice (recommended; Note: not reimbursable) <input type="checkbox"/> Fresh sliced cucumbers and mint <input type="checkbox"/> Recipe cards for Cucumber Mint Breeze <input type="checkbox"/> Sample cups (3-ounce size) <input type="checkbox"/> Opportunity to partner with local water delivery companies to supply water, or use refillable three gallon water jugs <input type="checkbox"/> SafeServ-certified staff member and permit (Consider having at least two certified staff so they can take turns managing station.) <input type="checkbox"/> Gloves
<p>CHILDREN'S ACTIVITY Purpose: Provide an interactive activity for kids and encourage 'dwell time' for key messages to be conveyed to parents.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> <i>MyPlate</i> coloring pages; felt board activity <input type="checkbox"/> Potter the Otter activity sheets <input type="checkbox"/> <i>Go for H2O!</i> activity sheets <input type="checkbox"/> Optional: Set up a kid-sized picnic table activity station for longer lingering
<p><i>Rethink Your Drink</i> SPIN WHEEL WITH APPROVED "TAKE-AWAYS" Purpose: Engage the public in a conversation about healthy drink options in a fun and interactive way.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> <i>Rethink Your Drink</i> Spin Wheel Kit (includes Spin Wheel, sign, <i>Rethink Your Drink</i> quiz) <input type="checkbox"/> Approved take-aways <p>Order from: www.championsforchangematerials.net</p>
<p>General Supplies/Equipment Checklist</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> Pop up tent with <i>Rethink Your Drink</i> panel <input type="checkbox"/> Tables <input type="checkbox"/> <i>Rethink Your Drink</i> tablecloth <input type="checkbox"/> <i>Rethink Your Drink</i> banners <input type="checkbox"/> Entertainment <input type="checkbox"/> Décor <input type="checkbox"/> Signage <input type="checkbox"/> Sign-in sheet <input type="checkbox"/> Display materials <input type="checkbox"/> Education materials 	
<p>Extra Notes</p>	
<p>Comments:</p>	
<p>Staffing Schedule:</p>	



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education, known in California as CalFresh. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.