

## ACTIVITY 2 EXHIBITING AT A COMMUNITY EVENT

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### OBJECTIVE

To create a display for a large audience that is eye catching, memorable, and raises awareness about preventing preterm birth

### TIME NEEDED

- Preparation time: Varies (about 1 to 4 hours)
- Activity time: Display time varies according to the scheduled time for the event

### ADVANCE PREPARATION

- Register for the event as an exhibitor if required.
- Ask the event sponsor for an estimated number of event participants and the display setup schedule.
- Ask the event sponsor whether or not the table and tablecloth will be provided. Ask about the availability of electricity if needed for your exhibit.
- Obtain items needed for the display, such as pamphlets, signage, display board, door prize, promotional items, etc.
- Prepare the visual aids you will use for the display.

### MATERIALS NEEDED

- Table and display board (some events supply the table). If you need help finding a display board, call the *Healthy Babies are Worth the Wait* Coordinator. (page 93)
- Creative display ideas:
  - Enlarged images from pamphlets with tiny babies, pregnant women
  - Other items that represent healthy babies, like rattles, diapers, or baby blankets
  - Double Velcro tabs to adhere and remove the items from the display board
  - Large construction paper “letters” to be used to complete your message
- Suggested materials listed in the Resources section (Appendix B) of this toolkit, such as:
  - Every Week Counts (pamphlet)
  - I Want My 9 Months (pamphlet)
  - Smoking and Pregnancy (pamphlet)
  - Alcohol and Pregnancy (pamphlet)

- Learn the Signs of Preterm Labor (wallet card)
- Becoming a Dad (booklet)
- Any or all of the handouts to reproduce from originals in the toolkit:
- Additional materials listed in the Resources section (Appendix B) of this toolkit

### **COMMUNITY EVENTS WHERE YOU MIGHT EXHIBIT INFORMATION ABOUT PRETERM BIRTH**

- Meetings of community clubs and organizations or special events
- Professional conferences
- Community-sponsored expectant parent fairs or baby showers
- Local March of Dimes *March for Babies* fundraising events
- County fairs/state fairs
- Workplace wellness seminars
- Promotional week events held at retail stores that relate to babies/pregnancy (e.g. stores like Kmart and Wal-Mart offer sales throughout the year on baby items and promote them as a Special Baby Week and seek participants to bring display items to their store to help promote healthy pregnancy outcomes and entice patrons to their store)
- Hospital-sponsored events
- Government offices during special events
- Many businesses participate in “back to school” events and these are a good place to find childbearing-age families
- School-related events like the “Reality Store” that teach kids about finances by providing a display that compares the costs of having an uncomplicated birth versus a premature birth and offering information about preventing preterm birth would be an excellent place to exhibit
- Other school functions could also explain differences between full-term birth infants versus preterm birth infants—See fact sheets and handouts provided in the toolkit
- College campus events
- Women’s conferences

## TIPS FOR SUCCESS

- Check the events calendar to see what special days might be coming up that relate to pregnancy or babies.
- Use decorative baskets or baby-related items to house educational materials designed to appeal to your audience. For example, pregnant women may appreciate decorative and fun pieces while business people may prefer pictures or words that address the costs of preterm birth and its impact to the community.
- Another enticement to attract more people to your table is to offer a modest door prize (donated from a local business) that requires participants to “sign up” for a drawing, and award the door prize at the end of the event. Be aware that some community events require an exhibitor’s fee be paid to participate (costs typically range from \$25 to \$100), and some events require a small donation for the event door prize. Sometimes community events offer exhibitors free display space.
- Colorful posters are an easy way to attract people to your display.