

Global Year Event Checklist

Is your chapter planning to sponsor a meeting, symposium, press conference, or other event in support of the Global Year Against Musculoskeletal Pain? Here are a few things you can do to help maximize the impact of your event.

Before the event:

- Draft a one-page press release promoting your event and send it to members of your local and/or national media (newspapers, radio and TV stations, news websites, blogs, etc.) inviting them to attend and cover your event.
- Send an announcement to hospitals, health care centers, universities, and other institutions in your area asking them to include an article about your event—and about musculoskeletal pain—in their newsletters and on their websites.
- Invite local and/or national government officials to participate. Ask them to give a brief speech at your event calling for greater attention to be paid to the problem of musculoskeletal pain.
- Ask government leaders to issue an official proclamation declaring a day, week, month, or year in honor of musculoskeletal pain awareness.
- Partner with local institutions in your area as cosponsors of your event, such as colleges, universities, research institutes, hospitals, medical societies, patient associations, libraries, etc.
- Download and print the Global Year Fact Sheets from the IASP website (www.iasp-pain.org/GlobalYear/MSP) and make them available to attendees at your events.
- Download and print the official Global Year poster from the IASP website (www.iasp-pain.org/GlobalYear/MSP) and post it at your event.
- Send an announcement to the IASP office (iaspdesk@iasp-pain.org) with all of the pertinent details, including the title of the event, the location, the dates and times, topics to be discussed, and contact information for those who may wish to attend. Be sure to share any unique brochures, flyers, posters, handouts, or other support materials you have created for the event.
- Invite your colleagues/co-workers at your university, hospital, pain center, or institution to attend the event.
- Be sure to include the official Global Year Against Musculoskeletal Pain logo and website (www.iasp-pain.org/GlobalYear/MSP) on your event flyers, announcements, website, press release, and other support materials. This will establish the relationship between your local event and IASP and help drive attendees to the IASP website, where they will find more information, news, and resources about the Global Year and the issues surrounding musculoskeletal pain.

After the event:

- Send a brief article or write-up to the IASP office (iaspdesk@iasp-pain.org) so we can share your story with the entire IASP membership via our website and possibly in the next issue of the *IASP Newsletter*. Be sure to include such details as the number of attendees, the media coverage you received, newspaper clippings, photos from the event, names of the people shown in the photos, and names of the organizers, government officials who attended, or other featured speakers or dignitaries.

When
Moving
Hurts



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Understand
Take Action

**GLOBAL YEAR AGAINST
MUSCULOSKELETAL PAIN**

OCTOBER 2009 – OCTOBER 2010
INTERNATIONAL ASSOCIATION FOR THE STUDY OF PAIN®



International Association for the Study of Pain

IASP

Working together for pain relief