



## CAMPAIGN TIMELINE

- September** Hospitals meet with local health department to discuss how campaign might be implemented in the community (e.g., identify businesses and other organizations to contact for participation).  
Begin soliciting local organization participation
- October** Download toolkits from Web site and begin organizing campaign.
- November 13** Satellite training for all local organization coordinators to be held at hospitals/health depts. Watch Web site for a location near you.
- November** Put up posters (see sample enclosed)  
Send weigh-in site information to state (see enclosed form)  
Identify local prizes if desired (see suggested list)
- December:** Hospitals and health departments get together and discuss local news event for kickoff  
Notify local organizations of your plans for January event and continue to encourage their participation.
- Jan. 7:** Hold local news event in conjunction with state kickoff (same day)
- Jan. 5 - 11** Contest begins with first week of weigh-ins
- March 8 - 14** Last official weigh-in day for teams – Plan to recognize participants and winners in some way this week.
- April 1** Final event – announcement of winners