



How to Take Full Advantage of USBJD National Awareness Week

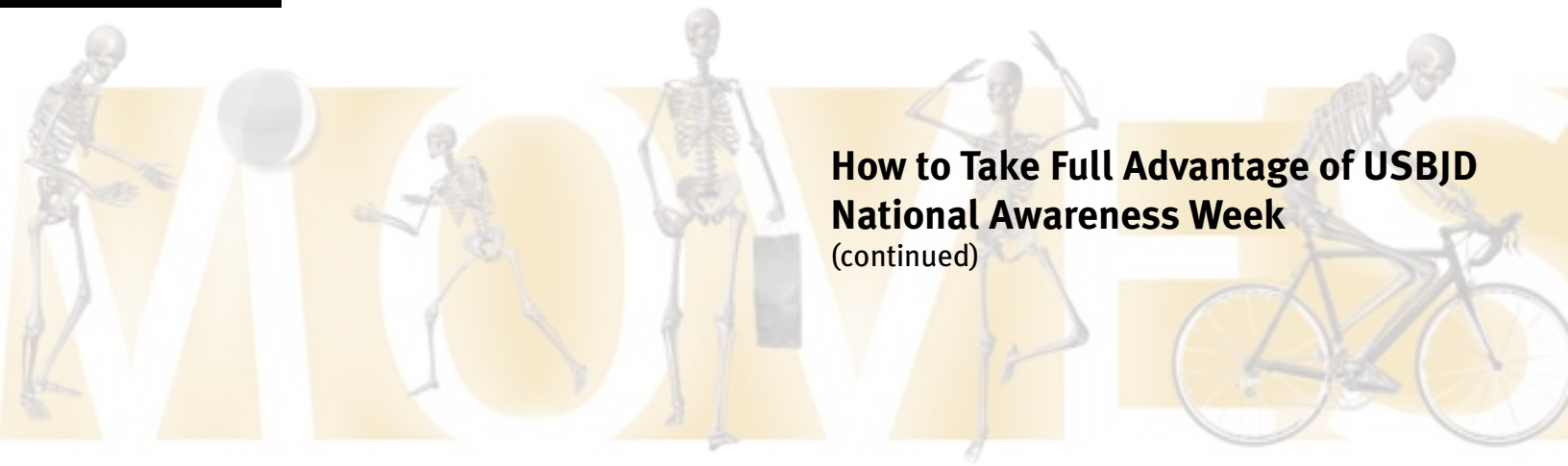
As a “Friend of the Decade,” you appreciate the importance of educating Americans on the prevention and treatment of musculoskeletal problems.

During October 12-20, you’ll have the opportunity to maximize awareness on what your company or organization is doing to improve the quality of care for people afflicted with bone and joint disorders, and to promote prevention education.



To help you organize your promotional plans for the United States Bone and Joint Decade National Awareness Week (NAW), below you’ll find a checklist to review your options:

- Determine What to Promote During NAW
 - New research, initiatives and products
 - Upcoming projects, studies and procedures
 - Special events and community outreach programs created for NAW
- Choose Activities to Organize and/or Sponsor
 - Races, walks, screenings, bone density tests, health fairs, information booths at local shopping centers
 - Presentations to senior groups, women’s clubs, church groups, professional organizations and schools
 - Meetings with local and national government officials
 - Sporting events with local professional teams
- Identify Spokesperson(s) for NAW
 - Your public relations director
 - Other company or organization representatives
 - In-house research/health care professionals
 - Prominent musculoskeletal doctors/researchers
 - Celebrities associated with musculoskeletal conditions
 - Regional health care professionals
- Plan Media Outreach Strategy
 - Update broadcast, print and Internet media lists before pitching media
 - Obtain local and state proclamations for NAW
 - Write press releases, media alerts, calendar listings, spokesperson biographies
 - Shoot and distribute visually interesting digital photos
 - Produce a Video News Release (VNR)
 - Schedule a Satellite Media Tour (SMT) and/or radio media tour



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- Prepare and distribute a Mat Release, a paid-for, pre-produced article, which is syndicated to newspapers around the country. Visit North American Precis Syndicate — www.napsnet.com — for details.
- Run a press release about your event on PR Newswire — www.prnewswire.com or Business Wire — www.businesswire.com
- Alert your webmaster to include an NAW section on your Web site
- Run print and/or broadcast advertisements
- Prepare public service announcements (PSAs) for local radio and TV stations
- Submit op-ed pieces to local and national publications
- Post NAW information on Internet community boards, discussion groups and blogs



Include Specific NAW Information on Your Web Site

- List activities your company or organization is sponsoring, with who/what/when/where details
- Explain why you're a "Friend of the Decade"
- Offer glossary of key bone and joint terms
- Add link to www.usbjd.org Web site
- Add USBJD logo, which is available at — www.usbjd.org/rd/index.cfm?Materials — to your Web site

Order NAW Materials from USBJD or Create Your Own

- Find brochures for patients and health care professionals, lapel pins, buttons generic posters and Mr. StrongBones stickers at www.usbjd.org/rd/index.cfm?Materials
- Design collateral materials, T-shirts, buttons, pens, Post-It notes and other giveaways with your company or organization's name along with the USBJD logo

Determine What You Can Do In-House, and What Outside Help You'll Need to:

- Update media lists
- Write press materials, PSAs and Web site content
- Revise Web site
- Design special collateral materials and giveaways
- Pitch media
- Produce VNRs and SMTs
- Media train spokespeople



How to Take Full Advantage of USBJD National Awareness Week (continued)

Encourage Employees and Organization Members to Promote NAW

- Update them about activities via e-mail and in-house publications
- Suggest they add “Support the Bone and Joint Decade” to their e-mail signature lines and on their outgoing voicemail messages
- Hand out NAW lapel pins and buttons to employees and members to wear during week
- Print USBJD logo on publications, brochures, letterhead, and Web site
- Hang USBJD logo and/or copy of President George W. Bush’s proclamation in your reception area. Visit www.whitehouse.gov/news/releases/2002/03/20020325-5.html for a copy of President Bush’s proclamation.

