

Activities to Reach Out to the Public and Community

Tours for Elected Officials—Invite local, state, and federal elected officials to your facility to tour your department and become aware of the important role HIM professionals play in healthcare and protecting personal health information.

Community Seminars—Hold an educational seminar for members of your community using the PowerPoint presentation found on our website. Examples of local civic groups include senior centers, rotary clubs, chambers of commerce, PTAs, and girls and boys clubs. Distribute and discuss the article for the public. Have attendees turn in the quiz for a chance to win a prize in a drawing.

Educational Displays—Contact your local schools, libraries, and community centers to ask about setting up HIP Week posters, distributing HIP Week brochures, and other information showcasing HIP Week.

HIP Week Lobby Display—Using the information in this kit, set up a HIP Week lobby display. Photocopy the article and quiz for the public as handouts. Use the HIP Week posters, buttons, t-shirts, and balloons for your display.

Local Media Coverage—To get the word out to local media, use the sample press release template available on www.ahima.org/hipweek. Provide the materials in this kit as a starting point for reporters. Provide a tour of your facility to the media and community officials.

Contact Guidance Counselors at your local high schools and colleges and offer to give a presentation and provide recruitment materials. Information on the HIM profession can be found at www.ahima.org/careers.

Social Media—Create a chat on Twitter or post messages on social media sites to raise awareness of the role of health information professionals in healthcare. Post photos from HIP Week activities to both your organization's and AHIMA's Facebook page. "Go Live" on Facebook to showcase how your organization celebrates HIP Week. Use #HIPWeek18 to follow those around the country who are participating in the celebration!