



PEP

**People for Equal
Partnership In
Mental Health**

**Pour l'égalité
des partenariats
en santé mentale**

Your Inaugural Peer Support Week & Day

COMMITTEE/BOARD INVOLVEMENT

- / Work Committee
- / Board Involvement
- / Full involvement by entire organization
- / Staff/Volunteers

STRUCTURE AND DURATION

- / Day or week
- / Timing
- / Event Description
- / Budget
- / Design
- / Venue: *Participants
 - *Lighting
 - *Technical Requirements
 - *Snack Breaks/Lunch/Dinner

DATE AND TIME

- / Decide on Primary Focus
- / Focus = Theme
- / Set preliminary date
- / Check community/Municipal Events
- / Check with Partners

MARKETING

- / Budget
- / Media Types (PSA/Radio/TV/Facebook)
- / The Hook
- / Sponsors
- / Proclamation from City

DESIGN 1

- / Speaker/Topics
- / Organizational Involvement (Vertical)
- / Community Involvement/Social Determinates
- / Political/Community Leaders

DESIGN 2

- / Workshop
- / Lectures
- / Seminars
- / Celebrations
- / Community Involvement
- / Peer Support/Leadership
- / Specialized Internal Program
- / Other celebratory event & organization anniversary & new service unit & new structure & open house

DESIGN 2 cont....

- / Formal Cake Cutting
- / Proclamation Announcement
- / External: Music ∞ Comedy ∞ Documentary
∞ Art (Photovoice)
- / Food

ADVERTISE/LAUNCH

- / PSA ∞ Social Media ∞ Person – Person ∞
Virtual triggers ∞ Day of Launch
- / Day of Launch ∞ Back-up Plan
- / Participant Evaluation/Satisfaction Survey

POST EVENT

/ Evaluation/Analysis

/ Full Debrief

/ Thank you and other follow ups (Public)

