

The *All of Us* Journey

The *All of Us* Journey is a hands-on experience to build awareness and excitement about the *All of Us* Research Program, supported by the National Institutes of Health. Through this national tour, this traveling exhibit actively engages community members to join this landmark research project that will accelerate research and improve health.

We greatly value the power you have reaching your community as a trusted community partner. That is why we are seeking support from partners like you. Your support will help us reach your community and help us ensure that your community is included as we work to improve the health of all Americans through more effective and tailored prevention strategies and treatments for diseases.



How does hosting the *All of Us* Journey benefit my community?

- Educates community members about the *All of Us* Research Program and its benefits for people, families, communities, and future generations
- Provides an opportunity for hands-on exploration and engagement, to ask questions, and to enroll on-site
- Gives your community the opportunity to actively participate in a program that seeks to improve the health of *all* Americans regardless of their sex, gender, race/ethnicity, religion, insurance status, address, income, or other unique traits

The *All of Us* Journey Footprint



Space Requirements: 15-20 ft. x 45 ft.

Generator: Included



Stage: Opens out on passenger side

ADA Compliant: Wheelchair lift and engagements

Off Board Elements:

- **Interactive Video Kiosks** – attendees can self-navigate and browse through program videos.
- **Guestbook Sign-in** – attendees complete the onboarding process and if they wished to can opt-in to receive program updates.
- **Animation Video** – educational video that provides an overview of what precision medicine and the goal of the *All of Us* Research Program.
- **Post event** survey tablet to capture feedback.

On Board Elements:



- **Pebble Art Engagement** – Learn about the precision medicine factors that make you unique and the importance of contribution.
- **One in a Million** – Photo Marketing experience that teaches attendees about the factors considered by precision medicine.
- **Explore Wall** – interactive area where attendees can learn about existing precision medicine treatments and how future advancements in precision medicine can help existing conditions.

- **Enrollment Kiosk** – provides a channel where attendees can initiate their enrollment process and learn more about the program.
- **Enrollment Center** – Private area that provides attendees the opportunity to reach the *All of Us* call center and/or continue the enrollment process.
- **Story Wall** – Magnetic writeable post-it engagement where attendees can share their story and express how they may support the program.
- **Social Media Area** – Attendees can use the available prop signs and their own devices to capture their on-site photo to share through their social media channels.

Staff:

- Our Tour Managers will be responsible for the on-site execution and management.
- Trained local part-time staff and volunteers will support the activation as necessary.

The All of Us Journey

2019 Dates	Markets
1/7 – 1/13	Albuquerque, NM
1/14 – 1/20	Albuquerque, NM
1/21 – 1/27	Oklahoma City, OK
1/28 – 2/3	Little Rock, AR
2/4 – 2/10	Jackson, MS
2/11 – 2/17	Jackson, MS
2/18 – 2/24	Memphis, TN
2/25 – 3/3	Louisville, KY
3/4 – 3/10	Charlotte, NC
3/11 – 3/17	Raleigh, NC
3/18 – 3/24	Takoma Park/Baltimore, MD
3/25 – 3/31	Washington DC
4/1 – 4/7	Germantown, MD
4/15- 4/21	Philadelphia, PA
4/22- 4/28	Philadelphia, PA
4/29 – 5/5	New Brunswick & Newark, NJ
5/6 – 5/12	Bridgeport & Middletown, CT
5/13 – 5/19	Danbury & Stamford, CT
5/20 – 5/ 26	Boston, MA
5/27 – 6/ 2	Harrisburg, PA
6/3 – 6/ 9	Youngstown & Warren, OH
6/10 – 6/16	Columbus, OH
6/17 – 6/ 23	Cincinnati, OH
6/24 – 6/30	Dearborn & Detroit, MI
7/8 – 7/14	Grand Rapids, MI
7/15 – 7/21	South Bend, IN
7/22 – 7/28	Chicago, IL
7/29 – 8/4	Elgin, IL
8/5 – 8/11	Milwaukee, WI
8/12 – 8/18	Madison, WI
8/19 – 8/25	St. Paul, MN
8/26 – 9/1	Minneapolis, MN



Events will be selected based on the presence of the following, in order of priority:

- UBR populations, as defined by the program
- Significant partner presence or opportunities to promote community events
- Large-scale community events targeting UBR populations

Events are scheduled 60-90 days pre-market

Event Request Form: <https://app.hatchbuck.com/OnlineForm/70444633620>