

Hosting 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. The traveling exhibit actively engages community members to join this landmark research project that will accelerate research and improve health.

We are excited to have your support as a community partner by hosting the Journey in your community. The following items are critical to consider when hosting the exhibit, as they can greatly impact the success of the Journey's visit in your community.

Community Partner Checklist:

- Space:** Identify an area with ample space to accommodate the 15-20'ft x 45 'ft. exhibit inclusive of the pop out stage, located on the passenger side. If space not available at host location, consider a different local venue or event.
- Venue selection:** Possible event venues could be churches, recreation/community centers, libraries, shopping center parking lots, local fair, health expo, multicultural festival, or other local family-friendly community sites. Venues whose primary focus is to serve alcohol is not an appropriate site.
- Visibility:** Host the Journey in an area that is accessible and visible to the public and possible event attendees. If visibility is a challenge, work with the team to proactively bring people to the exhibit.
- Community Involvement:** Maximize the use of the [promotional materials](#) to promote the Journey's visit and engage the local community.
- Promotion:** Distribute posters and flyers 1-2 weeks in advance to increase foot traffic.
- Social Media:** Promote the Journey's visit through social media prior to the event day and throughout the event day.

Additional items to support a great event experience:

- Decorations** such as balloons help create an inviting, friendly and approachable environment.
- A friendly event day reminder** that can be sent to your community through the listserv and/or organization social media during the event day.
- Exterior Entertainment** such as music helps create a fun environment and attract organic foot traffic.