



Virtual Event Resources Guide for Hosts

BACKGROUND

From 2018 to 2019, thousands of people in communities across California attended over 600 Healthy Snack Day events and over 500 Rethink Your Drink Day events.

The California Department of Public Health's (CDPH) CalFresh Healthy Living program collaborated with health advocates to encourage adults, children and families to promote the importance of drinking more water and fewer sugary drinks via Rethink Your Drink Day. Additionally, Californians learned about the importance of snacking nutritiously through Healthy Snack Day.

While in-person events are not possible due to COVID-19, CDPH suggests hosting a Virtual Day of Action for one or both of these days. CDPH encourages hosts across the state to pick the date and time that work best for their organization and community.

Below is a Virtual Day of Action resource guide, which covers the following topics:

- **Before Your Virtual Event** - What to do to plan, prepare and promote your event
- **During Your Virtual Event** - Best practices for hosting a live virtual event, including sample scripts, agendas, materials to reference, and guidelines for taking photos
- **After Your Virtual Event** - Suggestions on how to follow up with attendees online and report audience attendance and engagement

BEFORE YOUR VIRTUAL EVENT

Watch the [Step-by-Step Guide to Hosting a Virtual Day of Action 2020 webinar](#) and review the resources below.

Resources for Planning Your Event

Technology

- Decide which **technology platform** you will use to host your event.
 - **Zoom** is a virtual meeting and webinar hosting platform and a popular choice
 - [Best practices to host a virtual event on Zoom](#)
 - [Link to the Zoom Help Center about hosting meetings and webinars](#)
 - **Facebook Live** is another popular choice for hosting a virtual event

- [How to use Facebook Live: The Ultimate Guide](#)
 - [Go Live on Desktop or Laptop Computer | Facebook Business Help Center](#)
- **Alternative platforms** for hosting a virtual event include:
 - [Instagram Live](#) (click here for more best practices)
 - [YouTube Live](#) (click here for a step-by-step guide)
 - [GoToMeeting](#)
 - [WebEx](#)
- Make a plan to record valuable data about your audience by familiarizing yourself with the reporting features on the platform you intend to use. Identify how you will measure:
 - Number of audience members reached by your event. Note: Consider recording how many people were reached during the live session and how many viewed the recording (if applicable) as separate metrics.
 - Audience data gathered by using a poll feature on one of the technology platforms listed above. This can help gather data about audience demographics, opinions, existing knowledge, etc.
- Determine the **best date and time** for your event
 - Decide if you would like to host a single event, or a series of events over time
 - Consider hosting your event at the beginning of a regularly scheduled class
 - Think about hosting your event during a national health observance (e.g., March is [National Nutrition Month](#), March 26 is [American Diabetes Alert Day](#), and April 7 is [World Health Day](#))

Tips for Preparing Your Event

- Develop an outline of what you plan to highlight during your Virtual Day of Action. Determine whether you will have a staff member or volunteer join you remotely as a co-presenter. Identify three to four talking points on how you will present the information. Decide which resources you will provide to virtual participants. These talking points can be used as the springboard for what you'd like to communicate and show your participants.

Agendas

- Consider using the **Sample Virtual Event Agendas** to help you get started. [Click this link to access these resources:](#)

- Make Every Day Healthy Snack Day - Sample Agenda
- Make Every Day Rethink Your Drink Day - Sample Agenda
- Make Every Day a Healthy Victory (Combined Healthy Snack/Rethink Your Drink) - Sample Agenda

Make a Plan for Audience Participation

- As you plan what you will say, identify places where you can encourage **audience participation**. Some meeting and webinar tools allow you to set up polls for participants to answer during the event. Other platforms have chat features so you can ask the audience a question and have them text their response to you live.
 - [How to create polls in Zoom meetings](#) (click here for the [Zoom webinar guide](#))
 - Some techniques to drive engagement on Facebook Live include:
 - Say hello to commenters by name and reply to their comments.
 - When possible, bring audience questions or comments into the broadcast itself by answering questions on-air.
 - Pin great comments to the top of the chat.

Camera and Display Tips

- If you decide to show yourself and any co-hosts on camera, test the technology, video quality, and audio in advance. We recommend you schedule a technical rehearsal and a full run-through of the presentation one week prior to your event. Test where to position any display items and make sure everything you'd like the audience to see is well lit and visible (and that anything you'd like to hide is off camera)!
 - For more tips on setting up your display, check out the [2019 Healthy Snack Day Step-By-Step Guide to Hosting an Event](#) (start at 21:03 in the video).

Screen Share or Slide Tips

- If you decide to use **slides and screen shares** for your virtual event, consider using the branded templates and/or utilizing the resources below:
 - [Slide Presentation: Healthy Snack Day \(Includes Spanish\)](#)
 - [Slide Presentation: Rethink Your Drink Day \(Includes Spanish\)](#)
 - [Blank Branded Presentation Template](#)
- You can also show a **live demonstration** by **sharing your screen** while using these interactive online resources:
 - [Personal Recipe Finder](#) (click here for Spanish)

- [Beverage Breakdown](#) ([click here for Spanish](#))
- If you plan to conduct your Virtual Day of Action **in Spanish**, follow the steps above, utilize the Spanish-language resources with your participants, and promote the event and information in Spanish.
- However you plan your event (in English or Spanish), be sure to rehearse in advance. Live events take practice!

Tips for Promoting Your Event

Newsletters and Social Media

- Use the newsletter template in English and/or Spanish to publicize your virtual event to your audiences at least three weeks in advance. [Click this link to access these resources:](#)
 - **Make Every Day Healthy Snack Day** Newsletter Template
 - **Make Every Day Rethink Your Drink Day** Newsletter Template
 - **Make Every Day a Healthy Victory (Combined Healthy Snack/Rethink Your Drink event)** Newsletter Template
- Post virtual event details on your organization’s website and social media platforms such as Facebook. [Click this link to access this resource:](#)
 - **Sample Social Media Posts** to Promote Your Virtual Event
- If you have existing communication with your community (such as ongoing emails, social media platforms, news bulletins or online calendar listings), it’s a good idea to include virtual event information there as well.
- Before the event (we recommend a week and a few hours before), send audience members clear, step-by-step details for joining and participating in the event.

DURING YOUR VIRTUAL EVENT

Recommended Roles and Responsibilities

- Hosting a live virtual event can feel overwhelming, which is why we recommend splitting hosting responsibility between at least two people. For example, if the virtual event is conducted via **Zoom**, the lead presenter will “share the screen” by clicking on this command, and introduce the co-presenter when it’s his or her turn to speak. Below are some possible roles co-hosts can play.

- **A lead presenter** (or lead host): main responsibility is controlling what the audience views and hears on the screen. This person is the individual who shares their screen for a demonstration, has control over any slideshow or video clips presented, or leads the demonstration on camera.
- **Audience helper:** in charge of monitoring and responding to comments and questions in the chat (or on the live comment feed on Facebook Live). This person is responsible for engaging the audience with online polls and questions, and sharing questions with the lead presenter in the middle of the event if they think the questions are appropriate.
- **Co-presenter** (or co-host): serves as the back-up if the lead presenter experiences any technical difficulties. This is a “nice-to-have” and can make the event experience more dynamic when this task is split between two hosts.

Tips for Using Event Box Materials during Your Event

- If you received an event box for [Make Every Day Healthy Snack Day](#) and would like to incorporate the materials into your virtual event, we recommend showcasing the following items:
 - The **Snack Recipe Cards** are a great resource to use in conjunction with a snack recipe demonstration.
 - The four varieties available in the box and online are [Sweet](#), [Savory](#), [Spicy](#) and [Crunchy](#). There also is a [Kid-Friendly Snack](#) card.
 - Spanish Snack Recipe Cards available in the box and online include [Dulce](#), [Sabroso](#), [Picante](#), [Crujiente](#) and [Snacks Para Niños](#).
 - The [Origami Snack Finder](#) is a fun activity to demonstrate during your event. [This video shows how to fold and play the activity](#), and could be shown during your event. The Origami Snack Finder is also [available in Spanish](#).
- If you received an event box for [Make Every Day Rethink Your Drink Day](#) and would like to incorporate the materials into your virtual event, we recommend showcasing the following items:
 - The **Beverage Tip Cards** are a great resource to use in conjunction with a drink recipe demonstration.
 - The four flavors available in the box and online are [Sweet](#), [Herbal](#), [Tangy](#) and [Tropical](#). A [version for kids](#) is also available.

- The Spanish version of the four flavors available in the box and online are [Dulce](#), [Herbal](#), [Agridulce](#) and [Tropical](#). A [Spanish version for kids](#) is also available.
 - The [Origami Flavor Finder](#) is a fun activity to demonstrate during your event. [This video shows how to fold and play the activity](#), and could be shown during your event. The Origami Flavor Finder is also [available in Spanish](#).
- If you are able to mail or safely distribute materials to participants before your virtual event (see page 9 of this guide for ideas on safe distribution), the I♥ Healthy Snacks/Yo♥ Snacks Saludables, and I♥ Water/Yo♥ Agua **stickers** from the event boxes are a great way to keep the lessons of drinking more water and eating healthy snacks top of mind for attendees.

Sample Conversation Starters

- If you are using the **Beverage Tip Cards** or the **Snack Recipe Cards**, an easy way to engage your audience is to ask them to pick their favorite flavor so that you, in turn, can identify a matching tip or recipe. This could be done in a **zoom poll** or you could simply ask participants to type their choice in the chat or comments section.
 - Conversation starters that reference the Snack Recipe Cards can be downloaded from the [2019 Healthy Snack Day Event Guide](#) (pages 7-8 and 12). Below are example scripts for each flavor:
 - **SAVORY:** Simple snacks such as hard-boiled eggs, string cheese, or air-popped popcorn are all fast and portable. If you want to get a little more creative, you can try these snack ideas: heat frozen edamame (*refer to the Savory Recipe Card: Edamame Beans*). They have a mild flavor that kids love, and they're fun to pop out of their shells.
 - **SWEET:** Snacks like fruit slices, or frozen and sliced grapes, are easy-to-prepare treats that satisfy your sweet tooth without adding processed sugar. If you want to get a little more creative, you can mix unsweetened applesauce with a sprinkle of cinnamon for an easy treat or a great topping for breakfast pancakes (*refer to the Sweet Recipe Card: Applesauce with Cinnamon*).
 - **SPICY:** Mixing unsalted nuts and pumpkin seeds with chili powder gives you a treat with some heat that you can take on the go. You can try

sprinkling sliced fruit or vegetables with lime juice and chili powder (*refer to the Spicy Recipe Card: Fruit and Veggie Cups*).

- **CRUNCHY:** Many raw fruits and vegetables have a satisfying crunch. To make crunchy snacking easier, try cutting veggies ahead of time so you have them ready to go in the fridge. Try baby carrots with a chickpea dip as an easy and nutritious snack on the go (*refer to the Crunchy Recipe Card: Chickpea with Fresh Vegetables*).
- Alternatively, **conversation starters** that reference the Beverage Tip Cards and Origami Flavor Finder can be downloaded from the [2020 Rethink Your Drink Day Event Guide](#) (pages 6-7).
- The complete library of online resources in English and Spanish are available for download for [Healthy Snack Day resources](#), and for [Rethink Your Drink Day resources](#).

Guidelines for Taking Photos During Your Event

- **Using Media Disclaimers:**
 - If you plan on taking any photos or recordings of your virtual event, please post the Media Disclaimer at the beginning of your presentation.
 - Download the Healthy Snack Day Media Disclaimer [here](#).
 - Download the Rethink Your Drink Day Media Disclaimer [here](#).
- **Using Photo Release Forms:**
 - If you plan on taking photos to use for promotional purposes and/or to share with the CDPH CalFresh Healthy Living program, please ensure that photographed individuals complete a Photo Release Form.
 - Download the Photo Release Form [here](#).
 - Download the Photo Release Form in Spanish [here](#).
- **Capturing Screenshot Photos During Virtual Events**
 - You may want to capture key moments with your audience during your virtual event. This is possible by taking screenshot photos. Below are suggested articles on how to take screenshot photos based on your computer's operating system (OS).

- For **Windows OS**: Read this [Microsoft article](#) on how to use the Snipping Tool to capture screenshots.
 - For **Mac OS**: Read this [Apple article](#) to use a combination of keys to capture your entire screen or a portion of your screen.
- **Capturing Photos During Material Distributions**
 - If you are planning to safely distribute pre-packaged materials to participants before your virtual event or as a separate activity (see page 9 of this guide for ideas on safe distribution), this is a great opportunity to take photos of your outreach efforts. For example, you can take photos of your pre-packaged materials and of your team safely distributing materials to your participants in a resource kit/bag. Please ensure you are following the COVID-19 safety guidelines for your county.

AFTER YOUR VIRTUAL EVENT

- Within 48 hours of your live virtual event, we recommend sending an email to all who attended your event with a link to the recording or, if you used Facebook Live, posting the recording of your event on your Facebook page after it ends.
- A Virtual Day of Action is a fantastic way for you to highlight your direct education or Policy, System and Environmental (PSE) change efforts that your organization is working on. When you **share your event recording**, be sure to include a **call-to-action** for your audience to continue participating in your events or support your PSE efforts.
- Remember that now, more than ever, people are seeking connection and community, especially when they are unable to meet people in person. Invite participants to continue the conversation after the event by sharing their healthy snack and beverage choices on any **chat forums** or in a **community Facebook group**, for instance.
- In order to best keep track of your data, immediately following your virtual event and/or safe distribution activity, please fill out the [2021 Virtual Day of Action Activity Report](#) by June 30, 2021. This report is designed to be quick and easy and will be used to track the reach of different activities conducted across California between March - June 2021. You will need to submit a report for each event and activity completed if you complete multiple events and/or activities during this time. Aggregate data will be made publicly available in August 2021 and distributed via email to hosts.

Although it is encouraged that partners host Virtual Days of Action between March - June 2021, you are welcome to host at any time of the year.

ADDITIONAL RESOURCES

The following additional resources may not apply to every event or host organization, but they are included for those who may find them useful.

- [California Department of Public Health, CalFresh Healthy Living Virtual Education Guidance](#)

This document provides additional tools and resources to assist Local Health Departments (LHDs) make the shift to virtual education.

- [Physical Activity Resource Guide: Implementing Physical Activity Programming for SNAP-Eligible Populations](#)

This resource provides practical “how-to” information about physical activity programming. This guide is intended to assist public health professionals, community leaders, and community organizations assess, plan, implement and evaluate evidence based physical education and physical activity programming in early child care, elementary school, middle school, high school, parks and the worksite environment.

- [Early Childhood Education \(ECE\) Resources](#)

The California Department of Public Health’s CalFresh Healthy Living program offers helpful resources for ECE such as *Power Play! Shape of Yoga*, *Treasure Hunt - Finding Healthy Food at the Grocery Store*, and *Potter the Otter* books.

- **Ideas for Safe Distribution**

You may find the opportunity to distribute Healthy Snack or Rethink Your Drink materials to CalFresh eligible participants in your community. Download the [Sample Virtual Event Agendas](#) folder, which includes the Ideas for Safe Distribution document. Review this for ways to provide educational materials to your community while following COVID-19 safety and social distancing guidelines.

A Virtual Day of Action event can supplement your education efforts.

- **Leah's Pantry: Virtual Direct or Indirect Education Webinar Series**

This webinar series provides practical advice and examples of virtual classes and events. The three-part series covers:

- [Part 1: Planning](#)
- [Part 2: Marketing/Promotion](#)
- [Part 3: Implementation](#)
- The webinar series also includes [Planning Tips + Resource Guide](#)

- **Sample Virtual Events from Other Agencies**

- [The Los Angeles Trust for Children's Health](#)
Spotlights live, online and interactive nutrition education workshops in English and Spanish with high school students and adult community members on their Facebook page.
- [Catholic Charities of Santa Rosa](#)
Features live cooking videos on their Facebook page, as well as hosts from partner organizations, including AmeriCorps.
- [Merced County Department of Public Health \(click here for Spanish example\)](#)
Highlights a Facebook Live event in English and Spanish for local students and their parents. Merced County distributed 900 flyers to local students promoting the virtual event in resource bags that included the flyer, Healthy Snack materials, face masks, and hand sanitizers.
- [Del Norte County Department of Public Health CalFresh Healthy Living Program](#)
Shows various cooking, healthy snack videos, and healthy beverage videos on their Facebook page.

- [Washington SNAP-Ed Providers Virtual Resources](#)

The state of Washington has made their virtual event resources available for download online. We recommend reviewing this webpage for additional information and resources.

If you have additional questions about hosting a Virtual Day of Action, please contact CFHL_PR@rescueagency.com.



The California Department of Public Health is a public health effort working with hundreds of partners and organizations to empower Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP. USDA is an equal opportunity provider and employer. For important nutrition information, visit www.CalFreshHealthyLiving.org