



DRIVING Breast Health

Mobile Mammography Center Partner Toolkit Items List and Timeline

At least one month before the Mobile Mammography Center will be on site, or as soon as possible:

- Send the first email to employees, clients, and prospects, which explains the importance of mammograms, availability of the free test, and how to schedule an appointment. Be sure to include the digital brochure.
- Hang the posters in locations such as:
 - employee break rooms/cafeteria
 - locker rooms
 - inside bathroom stalls
 - near time clocks
 - near vending machines
 - main stairwell doors (both sides)
 - conference rooms
 - waiting rooms
- Print postcards (if using them)
- Create social media posts notifying the community of the Center's arrival
 - Create a Facebook Event
 - Post to Instagram
 - Post to Twitter

Two weeks prior to the Center's arrival

- Distribute second email to employees and clients/prospects
- Send postcards via US Mail (if using them)
- Post social carousel ad to Facebook and Instagram

One week prior to the Center's arrival

- Send third email reminding employees and clients/prospects to make an appointment
- Check to make sure posters are still in areas where you placed them
- Use social media messaging to remind people of the date and time

Day prior to the Center's arrival

- Send fourth email for last chance scheduling
- Use social media messaging to remind people of the date and time
- If you have a robo-call system for employees, send out a message reminding them it's the last chance to schedule and noting the Center's location on site "tomorrow at (time)".