



Town Hall Resources

A community-based event provides an opportunity for community members to learn about youth mental health and substance use prevention. It encourages local services collaboration and participation in reducing and preventing underage drinking (UAD) and other substance use. This helps the community expand the capacity to implement an evidence-based approach in UAD prevention and increase overall community wellbeing.



Plan a Community Event in 10 Steps

- 1 Establish event goals
- 2 Form a workgroup to help plan the event
- 3 Select an event date
- 4 Brainstorm event (timeline, format and budget)
- 5 Invite panelists, speakers and presenters
- 6 Publicize event
- 7 Coordinate event suppliers (catering, donation and equipment)
- 8 Recruit event volunteers
- 9 Execute event on selected day
- 10 Evaluate event outcomes



Resources

- Art of Hosting: artofhosting.org/what-is-aoh/methods
- Community Talks: stopalcoholabuse.gov/communitiestalk/tips-resources
- Liberating Structure: liberatingstructures.com/ls-menu
- Quick Start Planning Guide: stopalcoholabuse.gov/media/pdf/QuickStartPlanningGuide_Nov2020_508.pdf
- 2010 Town Hall Meetings: store.samhsa.gov/sites/default/files/d7/priv/sma12-4448.pdf



Tips for Success

- Always plan ahead
- Make an agenda or to-do list to keep track of the event planning
- Keep workgroup members engaged in the planning process
- Ensure workgroup members' ideas and opinions are heard
- Look for local donation and/or sponsorship opportunities
- Apply for SAMHSA stipend
- Attend other community gatherings to promote your event
- Visit the event location