

Healthy Hips Day

Event Guidelines



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Healthy Hips Day Guidelines

1.0 Introduction

If you are reading these guidelines you have probably decided to host a '*Healthy Hips Day*' event or activity, or you are considering the idea. For this we thank you; your support of Healthy Hips Australia is greatly appreciated.

These guidelines are designed to help you plan a small to moderate sized '*Healthy Hips Day*' event or activity. Feel free to pick and choose the elements that will apply to your event. Not everything in this guide will apply to all events and activities.

2.0 Healthy Hips Australia

Healthy Hips Australia Ltd (HHA) is a not for profit registered charity. Our mission is to improve awareness, support and earlier diagnosis of hip dysplasia. Sarah Twomey established Healthy Hips Australia in 2015 after recognising the need for a national body offering support and education to those affected by hip dysplasia. A mother of two children with the condition, Sarah was bewildered when her eldest daughter Eve's two-month stint in a hip harness turned into a two-year ordeal. While her younger daughter Maya's hip journey has been easier, Sarah believes that increasing support, education and resources in Australia will benefit all people impacted by the condition, along with the community-based health professionals working with them.

Since 2015 HHA has become the go-to source for practical hip dysplasia related information, united the hip dysplasia community, and started to make an inroad towards improving community awareness for the condition.

The message from HHA is clear: **Hip dysplasia isn't life threatening, but it can certainly be life changing.**

Our Aims

- Access to support, services and resources for everyone in the community; for both those working with and impacted by hip dysplasia.
- Empowerment and support for individuals and families through knowledge and advocacy.
- Minimisation of the impact of hip dysplasia on development, self-care, leisure, work or play roles.
- Maximisation of smiles and fun for everyone involved.

3.0 About '*Healthy Hips Day*'

Healthy Hips Day is dedicated to raising awareness of hip dysplasia, also known as developmental dysplasia of the hip (DDH) or 'click hips'.

Let's help **hip dysplasia**
to be **seen** by wearing



Our goal is to improve early diagnosis rates and support those impacted by the condition across the lifespan in Australia. Register your school, early childhood centre, business or event to participate and we will send you a e-resource kit!

Together We Can Make A Difference!

Our ability to put hip dysplasia on the national agenda depends on passionate people volunteering their time, talking about their experiences and supporting Healthy Hips Australia through fundraising.

By talking about hip dysplasia we can:

- better prepare people for a possible diagnosis and support those impacted throughout treatment,
- reduce risk factors that contribute to the development of hip dysplasia, such as tight swaddling, and
- reduce the incidence of late diagnosis.

Let's talk hips this November!

4.0 Steps involved in organising a Healthy Hips Day Event or Activity

You have decided your childcare/school/business/individual is going to hold a 'Healthy Hips Day' Activity/Event. FANTASTIC. Head over to the Healthy Hips Australia website and get started by registering your event/activity.

You will then be sent a FREE 'Healthy Hips Day' starter pack full of electronic resources to assist you in planning and running your event. You, as the contact person, may or may not be the Coordinator of the event/activity. At this stage it is important that a Coordinator is appointed and provided with the information.

You can either use one of our suggested events/activities or create your own! Make sure your local community is as excited and enthusiastic about the event as you are and be sure to get them involved. Produce your event plan and program then start promoting your event.

Most importantly when the day of the event comes, remember to *'Wear Green, Talk Hips and Donate'*. After the event/activity be sure to thank everyone involved.

Steps involved are as follows:

1. Register your involvement for *'Healthy Hips Day'* on the Healthy Hips Australia website www.healthyhipsaustralia.org.au/healthy-hips-day/
2. Receive and read your FREE *'Healthy Hips Day'* Starter Pack (electronic resources).
3. Nominate a *'Healthy Hips Day'* Coordinator or Manager and if required put together an organising team.
4. Select or create an event or activity.
5. Select a venue.
6. Select a time for the event or activity. All activities and events should be planned to be held on *'Healthy Hips Day'*. Please let us know if you intend to run your event or activity on a different day.
7. Gain support from the community.
8. If you are considering a larger event you may need to consult local authorities. You will also need to consider insurance and public liability requirements.
9. Prepare a Program, Plan and Budget.
10. Promote your *'Healthy Hips Day'* Event/Activity.
11. Identify and produce additional documentation as required.
12. Deliver your *'Healthy Hips Day'* Event/Activity.
13. Evaluation & Thank You.

5.0 Register for *'Healthy Hips Day'*

We request any childcare provider, school, business or individual holding an event or activity to register it online.

Registering will not only get you the resources and tips to make your event a success. It will also assist us in counting the number of participants.

To register your event or activity please follow these steps:

1. Visit www.healthyhipsaustralia.org.au
2. Click on *'Healthy Hips Day'* in the main menu.
3. Complete the online registration form.
4. All registered childcare providers/schools/businesses/private events will be sent a Healthy Hips Day Starter Pack (electronic resources).
5. If holding a public fundraising event, approval will be required from Healthy Hips Australia.
6. Once your public event has been registered and approved you will receive supporters' logos, an editable poster and a letter of authority and support will be provided where required.

6.0 Healthy Hips Day Resources

Once your event is registered with Healthy Hips Australia your event becomes an officially supported event. As an officially supported event you will have access to the following items in the starter pack sent electronically to your coordinator:

- This Host Guide
- Checklist for the event day
- Posters & Decorations
 - Healthy Hips Day poster
 - Bunting
 - Colouring In Page
 - Money collection labels (varying sizes and shapes to use on your donation boxes/jars)
 - Raffle ticket templates (should you wish to run a raffle)
 - How your money helps fact sheet
 - Thank You poster
 - Tax receipt template (for anyone wishing to receive a receipt for donations over \$2)
- Social Media Sharing Tools
 - Facebook Banner
 - Countdown images
 - Donate images
 - Thank You image
- Hip dysplasia specific resources
 - Awareness infographic
 - Lived experience stories from parents of children, older children and adults impacted by the condition

Certificate of Appreciation

To thank you for your support in hosting a Healthy Hips Day event we will mail you a Certificate of Appreciation once monies raised have been deposited into the Healthy Hips Australia bank account. We will also recognise registered events via our website and social media platforms.

If you are registered as a public event you will also have access to the following;

- Proudly supporting 'Healthy Hips Day' Logo
- 'Healthy Hips Day' editable Poster
- Letter of Authority

Healthy Hips Australia can also promote public events on the Healthy Hips Australia Facebook page under Events.

7.0 Healthy Hips Day Coordinator

We recommend you select a '*Healthy Hips Day*' Coordinator for your event/activity right at the beginning. This person will be responsible for organising the event/activity. Other volunteers can be brought on to assist in delivering the event and implementing the plan however having one person overseeing the event is wise.

Key decisions and responsibilities of the Coordinator will be as follows:

- Selecting/create the event/activity;
- Preparing the '*Healthy Hips Day*' plan and program;
- Liaising with key stakeholders eg students, parents, colleagues, friends, local businesses;
- Promoting the day;
- Managing the volunteers helping to run the event;
- Preparing an event checklist (tailoring the one provided to your specific needs);
- Preparing risk assessments & emergency management plans and completing permits and licenses if required;
- Contingency plans.

8.0 Select/Create a Healthy Hips Day Event/Activity.

The goal for Healthy Hips Australia is to improve early diagnosis rates and support those impacted by the condition across the lifespan in Australia.

By talking about hip dysplasia we can:

- better prepare people for a possible diagnosis and support those impacted throughout treatment,
- reduce risk factors that contribute to the development of hip dysplasia, such as tight swaddling, and
- reduce the incidence of late diagnosis.

The theme for '*Healthy Hips Day*' is wear GREEN for hip dysplasia to be SEEN. So, let's talk hips and raise funds this November!

Event ideas and activities, you might choose are as follows;

- Green themed casual clothes day,
- Green snack competition for morning tea
- Go green with your decorations and encourage people attending to wear green
- Read Hope The Hip Hippo to school aged children and discuss hip dysplasia
- Run a hula hoop or sumo squat competition as both focus on getting the hips moving
- Organise a walk

- Invite a person in your community to share their personal experience with hip dysplasia
- Promote our resources provided in the starter pack as well as the information via our website
- Fundraise and collect donations

9.0 Select a venue, time and date

Healthy Hips Australia would prefer your event to coincide with '*Healthy Hips Day*' or the week of '*Healthy Hips Day*'.

The venue will depend on the event or activity you have chosen. It may be a classroom, a tea room, an assembly area etc.

The time of your event will depend on the type of activity you are planning to hold. Please allow time to include an educational element to your event/activity.

10.0 Gain support from the Community

Support from the community can come in many ways and for a number of reasons such as;

- Parents,
- Speakers,
- and local heroes as guests at the event;
- Team Members and Service Providers;
- Sponsors of the event either with cash or in kind with product and/or services;
- Participants in the event;
- Promote the event eg posters in shops and businesses, social media, editorial in local papers;
- Local artists, amusement operators, entertainers providing entertainment.

11.0 Prepare a Plan

Once you locked in the event or activity it is time to start the detailed planning. Every event requires an Event Plan to assist in planning, communicating and delivering the event. Make sure you give yourself enough planning time to ensure you deliver a successful event.

12.0 Event Program

You will need to create an Event Program, this is an overview of what your event will look like. Will it have food, beverage, entertainment, speeches? What time will each element commence and conclude?

A School Program may look something like this;

- Morning Bell – gold coin donations collected for free dress participants and colouring in sheets handed out.

- Morning Tea – Green Snack Competition. Staff morning tea.
- Education Component – hip dysplasia infographic and personal hip dysplasia stories shared during assembly/morning tea and via newsletter/social media platforms

A Business Program may look something like this;

10.00am Morning Tea commences

10.15am Welcome

10.16am About '*Healthy Hips Day*' – hip dysplasia infographic and personal story shared

10.20am Best Green Dressed/Best Green morning tea item

10.30am Morning Tea concludes

13.0 Promote Your Healthy Hips Day Event

Once you have created a program you can start promoting your event.

You will receive '*Healthy Hips Day*' promotional resources in your starter e-pack and these will also be available via the Healthy Hips Australia website.

Start by promoting your '*Healthy Hips Day*' event in your own community /school /club / organisation. If you have your own website, consider promoting the event on it. Aim to create and distribute posters / invitations / email invitations to:

- Your club/school/organisation database
- Your supporter's databases
- Local schools, clubs, shops, businesses

Press releases and advertisements to:

- Local newspapers
- Local radio station
- TV
- Newsletters
- Websites
- Magazines
- Online

You may be able to secure the local newspaper and radio station to cover your event. Tell them in advance and invite them to attend your event.

Use Social Media including Facebook, Instagram and Twitter. Make sure you #HealthyHipsDay

The promotional material you distribute will need to provide the potential participants with enough information to attend your event including; start time, getting to your event, type of event. It should also include contact details/ website details so participants can gain more information.

Healthy Hips Australia can list selected events on the '*Healthy Hips Day*' website, and public events may feature on social media at Healthy Hips Australia's discretion. Healthy Hips Australia does not distribute any contacts from its database or complete mail- outs on behalf of a third party.

14.0 Fundraising and Documentation

'*Healthy Hips Day*' is an awareness and fundraising event, so we encourage schools/businesses/individuals to collect donations. All monies received are used to further the objectives of Healthy Hips Australia.

It is important to note that monies raised for Healthy Hips Australia are generally distributed, and allocated along the following guidelines, in accordance with the relevant legislation that we must operate under and comply with.

All monies received from fundraising (eg.) gold coin donations, merchandise sales, food sales, all fundraising from childcare centres, schools etc can be directly deposited into the Healthy Hips Australia account. Please aim to do so within two weeks of your event completion.

Healthy Hips Australia Ltd BSB: **302-162** Account No: **0843929**

Please use your contact person or Childcare/school/Workplace name as the reference to assist us in tracking and allocating funds received.

Businesses or Private Donors that require a tax-deductible receipt – Deductible Gift Recipient (DGR)

This receipt is given when a person receives nothing in return for their payment. DONATIONS over \$2.00– Cash, cheque or direct credit payments via PayPal or similar, directly into our account as a donation without exchange of goods, service or merchandise is eligible and therefore can be regarded as a DGR item.

We require that you record the name, address, email, date and transaction amount of the person/ organisation donating. If there are a number of people donating please record each individually. Please forward this information to Healthy Hips Australia either via post to PO Box 6180 EAST PERTH WA 6892 or email to info@healthyhipsaustralia.org.au. From this point, we will then issue the appropriate receipt to the person or organisation.

Donations can also be made via direct transfer, PayPal and/or Cheque – details for these options can be found: www.healthyhipsaustralia.org.au/donate/

Please ensure that you quote some reference details with your remittance along with the DGR spreadsheet which also needs to be included if you are sending any cheques in the post to the foundation.

The Healthy Hips Australia ABN is 75 605 680 411.

If you are holding a public event with fundraising it is important you familiarise yourself with the fundraising laws within your state or territory.

15.0 Evaluation and Thank You

It is recommended that you hold an event debrief with key stakeholders one to two weeks after the event. The purpose of the debrief is to obtain feedback about the successful aspects of the event, as well as identifying any issues encountered, with suggested areas for improvement for future events.

Thanking all sponsors, VIPs, volunteers, organisations involved is also advised. This enforces how much you have appreciated their support and gives them a sense of achievement and satisfaction.

16.0 Thank You from Healthy Hips Australia

Healthy Hips Australia thanks you for supporting, participating and registering your involvement in an event/activity.

The aims of the organisation would not be met without the ongoing support of childcare providers, schools, businesses, community groups and individuals across Australia. For this we are truly grateful.

To show our appreciation everyone that registers their event/activity online will receive a Certificate of Appreciation from Healthy Hips Australia.

17.0 Assistance from Healthy Hips Australia

Please do not hesitate to contact us for general advice and Healthy Hips Australia marketing, promotional and informational materials for your event/activity. We are more than happy to help make your event as successful as possible.

CONTACT DETAIL:

Sarah Twomey

Founder & Chairperson

Healthy Hips Australia Ltd | PO Box 6180 EAST PERTH WA 6892

| E: sarah@healthyhipsaustralia.org.au | W: www.healthyhipsaustralia.org.au

| www.facebook.com/healthyhipsaustralia | [@healthyhipsaustralia](https://www.instagram.com/healthyhipsaustralia)

