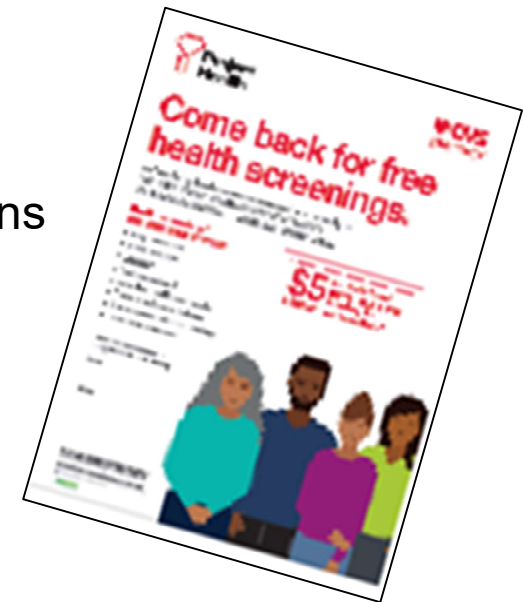


Community Affairs

- Goal: drive attendance to Project Health events by asking area businesses if you can post or leave behind flyers to encourage community members to get free screenings.
- Distribute flyers/info (or email) in high traffic locations near event in an effort to create awareness regarding benefits of the event for the community.
- Suggested locations surrounding each store to visit and hand out flyers:
 - Churches and Temples
 - Senior Centers
 - Barber shops
 - Non-Governmental Organizations (NGOs)
 - Gyms
 - Doctor and Dentist offices
 - Laundromats
 - Any other local business in high traffic locations that allow us to drop flyers

Dress: Business casual (non-branded attire)



Social Media Sharing General Tips

- **If attending or if you obtain pictures from a Project Health event, please feel free to share on social media**
- **Please adhere to CVS Health Social Media Policy**
- **Follow @CVSHealth @CVSinAction on Twitter, Facebook & Instagram**
- **Use hashtag #ProjectHealth when sharing content**
- **Tag @CVSHealth and/or @CVSinAction on Twitter, Facebook and Instagram**

Sample Tweets

- Did you know @CVSHealth is offering free health screenings through its annual @CVSinAction #ProjectHealth events at select @CVSPharmacy locations? Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- Free #ProjectHealth screening events from @CVSHealth offer information on weight management, diabetes resources & smoking cessation programs. Learn more and find a @CVSPharmacy location at www.cvs.com/ProjectHealth
- Free wellness screenings are happening all weekend as part of @CVSHealth's annual @CVSinAction #ProjectHealth Campaign! Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- I just had a free wellness screening at @CVSPharmacy as a part of @CVSHealth's annual #ProjectHealth wellness events! Find a location near you and get your screening today! www.cvs.com/ProjectHealth [include photo of yourself getting a screening!]
- Did you know CVS Health [tag @CVSHealth page] is offering free health screenings through its annual CVS in the Community [tag @CVSinAction page] #ProjectHealth events at select CVS Pharmacy [tag @CVS Pharmacy page] locations? Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- Free #ProjectHealth screening events from CVS Health [tag @CVSHealth page] offer information on weight management, diabetes resources & smoking cessation programs. Learn more and find a CVS Pharmacy [tag @CVS Pharmacy page] at www.cvs.com/ProjectHealth
- Free wellness screenings are happening all weekend as part of CVS Health's [tag @CVSHealth page] annual CVS in the Community [tag @CVSinAction page] #ProjectHealth Campaign! Find a location near you and get your screening today! www.cvs.com/ProjectHealth