

Therapeutic Touch Awareness Week Outreach Activity Lead Role Description

A **Therapeutic Touch Awareness Week Outreach Activity Lead** is a Recognized Teacher, Practitioner or General Member of the Therapeutic Touch Network of Ontario (TTNO) who has a desire to develop and support interest in Therapeutic Touch® (TT) within their community.

1. Build a Team

- Invite a core group of TT practitioners to plan outreach activities during Therapeutic Touch Awareness Week (TTAW). You may also consider working independently.

2. Find a Community Partner and Establish an Agreement

- Approach Community Partner(s). Consider partners like Libraries, Schools, Hospitals, Hospices, etc. (Partner Invitation Letter)
- Once Partnerships are established, make sure that both Outreach Activity Leads and Community Partners are in agreement regarding the roles and responsibilities.
- After the outreach activity, please complete and deliver a **thank you note** to your Partner.

3. Plan Your Outreach Activities

- Choose an outreach activity title that includes “Therapeutic Touch.” It will be listed in the *inTouch* newsletter and on the TTNO website.

4. Register Your Outreach Activities

- Complete and submit the **Registration Form** to the TTNO office. A donation for the TTNO would be appreciated.
- Watch the Spring *InTouch* for further details.

5. Find Resources

- The TTAW resources include advertising posters, media release forms, sample TT PowerPoint, handouts, etc. Also see the general TTNO Tool Kit and TTNO Media Kit. These are available in the TTNO website Members Area on the Member Downloads page.
- The TTAW **Media Kit** provides professionally developed information that you can make available to your local newspaper, TV or radio stations.
- You can [order TTNO promotional items](#)

6. Organize Your Outreach Activities

- Meet with your group to determine individual roles and responsibilities. Delegate roles such as social media/promotion, presenter(s), technical support, practitioners and photographer.
- Watch for the **Outreach Event Census** form, to be emailed to you prior to the TTAW, and collect your statistics. Send it to the TTNO office following your event. NOTE: We are working on a “Survey Monkey” to replace the form.

7. Get Group Feedback

- Document and submit highlights of your outreach activities as well as any photos to adcooke141@gmail.com.
- Keep a file of outreach activities for future reference.

Be sure to **thank all who stepped forward** to offer their time and services to make your outreach activities possible. What a wonderful way to practice what we know. **Celebrate!!!**