



To: Secretary Sebelius

From: [Name, Office]

Subject: [Event/Meeting/Call Title]

Date: [date of event]

Meeting/Event/Call Details

Location: [Location of event]
Time: [Time of event]
Staff: [Name of person staffing Secretary]

Overview

This section should answer the following:

1. What is the Secretary's role at this event?
Example: You will deliver remarks from a podium before an audience of nurses... You will moderate a roundtable on health-it... You will participate in a meet and greet with hospital leadership.
2. What is the context for her participation? When was the last time she met with this person, group?
Example: You will participate in the final day of a 3-day conference on non-communicable diseases. This is the first event UN-level meeting on NCDs.
3. What is the goal/purpose of the event?
Example: The purpose of the press call is to announce the awarding of new Community Transformation Grants and to draw attention to the Administrations work on addressing health disparities.

Example:

Tomorrow, you will visit a Walgreens store on the south side of Chicago. During your visit, you will tour the store with Walgreens leadership, receive your seasonal flu vaccination, and participate in a press conference with local media.

The visit was scheduled after you accepted an invitation from Walgreens President and CEO Greg Wasson to visit one of Walgreens' four pilot "healthy and daily living" stores. The purpose of your visit is to see firsthand strategies Walgreens is using to address issues ranging from food deserts to preventive health services. Your visit will also be an opportunity to promote the importance of flu vaccination.

This is your third meeting with Walgreens leadership in the past year.

This event is open/closed press.

Participants

Include the name, title, and if necessary a few lines of biographical information. Including a few lines of relevant biographical information is preferred over including a series of biographical attachments.

Example:

- Greg Wasson, President and CEO, Walgreens. Greg Wasson has served on the company's board of directors since 2009. You last met with Greg Wasson on 5/20/11 at HHS to discuss Walgreens' efforts to improve access to healthy foods and preventive services in underserved communities.

Agenda

Insert agenda here. Do not copy and paste the entire event agenda. Instead, edit to include only the information relevant to the Secretary's participation.

Example:

10:30AM	YOU are greeted by Greg Wasson and Kermit Crawford
10:35AM	Store tour begins
10:55AM	Store tour ends and YOU receive flu vaccine
11:00AM	Speaking program begins
11:20AM	Media availability
11:30AM	YOU depart

Background

This section should expand on the description provided in the "Overview" section, with additional information relevant to the Secretary's participation.

Things to consider:

- Are there grants or reports being announced in conjunction with this event/meeting/call?
- Has the group/organization received any other HHS grants?
- Is this event/meeting/call part of a White House initiative?
- What is the group/organization's position on the issue?
- What is HHS's position on the issue?

Attachment

This section should include additional documents crucial to the Secretary's participation. If the whole document is not needed, it is best to summarize the important information, rather than attaching a great deal of information that is not all critical to the Secretary's participation.

1. Insert attachments relevant to the event
Example: talking points; copies of press materials that are public or being distributed