

Program Data Sheet

Name of Event: Smoke Out 5 K Walk/Run		x	Pilot Program
			Revised program
			Repeat Program
Date: Nov 20, 2003	Day of Week: Thursday	Time: 1200	
Location: Bldg. 171	Information Phone #: 3090/ 4771	Price: na	
Program Coordinator: Jeanette Coffman			
Phone #: 788-4771	Fax #: 788-2062	e-mail Address: fitness@monroe.army.mil	
Purpose of the Event: Support American Cancer Society Great American Smoke Out. Provide an active event to enhance the Fitness and Wellness of the Fort Monroe Community.			
Indicator/Measure of Success: Participation			
After Action Report (AAR) Comments from Prior Event(s):			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Jeanette	Publicity				E-zine, casemate, post calendar, flyer, fitness center web site, group fitness calendar, marquee
	Equipment				Clock, 2 tables, water cooler, 2 large coolers
	Supplies				Ice, paper cups, trash bags
	Audio/video				
	Traffic Support				Main gate to moat will be closed by MP both directions
	Food & Beverages				Bottled water 6 cases
	Procurement				
	Set-up / Clean-up				Clock set up –John Tutson Water station set up- Ralph Kelly
	Other				Futrex in the Lobby-Bobbie Hawkins, Start-Ron Finchum Road Guards-

After Action Report

Financial Analysis

Sales:	No fees charged	Notes: 6 Cases of Water were TBA as a promotional expense. \$51.00
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

Program Analysis

Attendance: Moderate	Due to decreased work force following Hurricane displacement.
Indicator/Measure of Success: The event ran smoothly, participants were pleased. Created awareness and provided information for support of the Smoke Out Day.	
Elements to Change: Utilize volunteers for course marshals to decrease use of Fitness Center staff.	
Elements to Eliminate:	
Elements to Add: Sponsorship: To add give-aways and other incentives such as post event refreshments. Encourage participation from Active Duty by commands.	
Other Comments: Plan on making this an annual event. American Cancer society provided educational materials at no cost.	