

## The *All of Us* Journey

The *All of Us* Journey is a hands-on experience to build awareness and excitement about the *All of Us* Research Program, supported by the National Institutes of Health. Through a 41-week national tour, this traveling exhibit actively engages community members to join this landmark research project that will accelerate research and improve health.

We greatly value the power you have reaching your community as a trusted community partner. That is why we are seeking support from partners like you. Your support will help us reach your community and help us ensure that your community is included as we work to improve the health of all Americans through more effective and tailored prevention strategies and treatments for diseases.



### How does hosting the *All of Us* Journey benefit my community?

- Educates community members about the *All of Us* Research Program and its benefits for people, families, communities, and future generations
- Provides an opportunity for hands-on exploration and engagement, to ask questions, and to enroll on-site
- Gives your community the opportunity to actively participate in a program that seeks to improve the health of *all* Americans regardless of their sex, gender, race/ethnicity, religion, insurance status, address, income, or other unique traits

## The *All of Us* Journey Footprint

**Space Requirements:** 15-20'ft x 45 'ft.

**Stage:** Opens out on passenger side

**Generator:** Included

**ADA Compliant:** Wheelchair lift and engagements

### Off Board Elements:

- **Interactive Video Kiosks** – attendees can self-navigate and browse through video selection.
- **Experience Participation** – complete onboarding process through standing kiosks.
- **Animation Video** – educational video that provides an overview of what precision medicine is and the goal of the *All of Us* Research Program.
- **Post event** survey tablet to capture feedback.

### On Board Elements:

- **Pebble Art Engagement** – Learn about lifestyle, environmental, and genetic factors that make you unique.
- **'One in a Million'** – Photo Marketing experience that teaches attendees about the factors considered by precision medicine.
- **Exploration Station** – Non digital activities that provide current day examples of precision medicine.
- **Enrollment Kiosk** – provides a channel where attendees can initiate their enrollment process and learn more about the program.
- **Enrollment Center** – Private area that provides attendees the opportunity to reach the *All of Us* Call center and/or continue the enrollment process.
- **Story Wall** – Magnetic writeable post-it engagement where attendees can share their story and express how they may support the program.
- **Social Media Area** – Attendees can use the available prop signs and their own devices to capture their on-site to share through their own social media channels.



### Staff:

- Our Tour Manager will be responsible for the on-site execution and management.
- Trained local part-time staff and volunteers will support the activation as necessary.