

## **Binational Health Week Taskforce Initial Steps**

### **1) Invite members**

Local taskforces are established in each participating county of Binational Health Week (*BHW*). The first step is to identify strategic agencies and organizations from the region and invite them to be a part of the taskforce (*see suggested member profile and sample invitation letter attached*).

### **2) Participation of Regional Consulates**

It is recommended to establish a multinational taskforce with all the participating consulates in the region.

### **3) Fiscal Agent**

Designate one single fiscal agent. Non profit organization with a 501(c)(3) status that will be receiving and distributing the funds collected to support local activities.

### **4) Taskforce General Coordinator**

It is recommended that the taskforce designate a general coordinator. Among other duties, this person will be in charge of convening the monthly meetings and linking the taskforce with the national coordinating committee and participating consulates.

### **5) Taskforce Subcommittees**

It is recommended that within the taskforce, several subcommittees be established in the following strategic areas:

- **Resources and Fundraising Subcommittee:** in charge of fundraising and budgeting. We recommend that the person in charge have some experience in developing or working for a foundation.
- **Media Subcommittee:** in charge of designing the local media strategy, including publicizing events, creating health-related media programs, and linking groups with local media. We recommend that the person in charge work with or for a regional newspaper, television or radio station.
- **Evaluation Subcommittee:** in charge of collecting information about events and people served, coordinating the implementation of surveys, and submitting the information requested to the national coordinating committee.

### **6) Coordinating of Planning Meetings**

It is suggested that the taskforce members meet once a month during the eight months prior to BHW. The location for the meetings can be alternated among the participating consulates and agencies. It is also encouraged for regional health programs to conduct presentations on topics related to BHW during these meetings. Key decisions related to operational procedures, allocation of funds, and main areas of involvement must have the approval of a majority of the taskforce members.

### **7) Development of a Work Plan**

It is essential to identify the critical health issues in the region, the geographic areas where underserved populations are located, and the challenges these communities face while trying to access health care.

Next, the taskforce should identify programs providing services addressing these health issues as well as resources available to conduct the activities. Consequently, a work plan should be developed that will lead to the implementation of BHW activities.