



Media Campaign for Binational Health Week

Objectives

- **Increase the participation of the community in BHW activities**
Invite media contacts and send them the public service announcements and videos; promote events on radio, television and regional newspapers; prepare and distribute promotional brochures; and create a Sunday supplement for the local newspaper, with a calendar of activities and a list of services that will be provided during the activities.
- **Promote healthy behaviors and available health services**
Provide information to educate the most underserved segment of the Latino population about how to maintain preventive healthy behaviors and how to access local resources, implement informative campaigns, including distribution of brochures in factories and agricultural fields, radio and television announcements, and health stations at the consulates.
- **Increase awareness about health challenges facing by Latino workers to impact public policies**
Work with both, the Latino and non-Latino media, publishing articles and features that highlight the Latino community's economic, cultural and political contributions.

Steps

1) Establish a media subcommittee

Invite representatives from the main local media (press, radio and television) to participate in a subcommittee that will work on promotional strategies in coordination with participating consulates.

2) Prepare list of contacts

Gather and update a media contacts list, including both Latino and non-Latino media.

3) Contact the media and send BHW public service announcements and videos

Contact and alert radio and television producers that announcements and videos will be sent to them and ask them to reserve airtime to broadcast the announcements.

4) Prepare press packets

Press packets will include the following information:

- ✓ An media alert about the upcoming events, highlighting national and local inauguration events
- ✓ Profile for BHW
- ✓ Local calendar of activities
- ✓ Reports and fact sheets with statistical information about the Latinos on migration and health
- ✓ Audio-visual materials, including poster, PSAs and videos
- ✓ Information about the availability of key persons for interviews about BHW
- ✓ Preliminary results

5) Send press packages to media contacts

The press packages will be sent by HIA and the local information must be added by the media subcommittee:

First package- including general information on BHW, binational forum and local events.

Second package- including local calendar of activities, and names of persons to interview.

Third package- including preliminary results of BHW.

6) Follow-up with media coverage

It is suggested for the media subcommittee to make telephone calls to remind the media contacts about the events and to confirm their attendance.

7) Track and collect articles on and references to the BHW in the media

It is important to fill out the media tracking forms to evaluate the media coverage. Information on each interview given, each PSA disseminated and each article published should be collected, to include them in the final media report.

8) Send tracking forms to HIA

Please send a copy of articles and tracking forms to HIA, with attention to veronica.garcia@berkeley.edu.