



Binational Health Week 2011 (BHW)

Critical Route from the Health Initiative of the Americas (HIA) to Consulates and Taskforces for the Planning and Coordination of the Events

MARCH

Goal: Inventory and formation of taskforces

Coordinators and consulate activities

- Internal evaluation of the 2010 experience, events that took place and agencies that participated.
- Develop brief synthesis that includes both challenges and accomplishments that were presented.
- Perform an inventory of materials and resources that are available from last year.
- Identify local key players that are not yet part of the taskforce.
- Send invitations to the taskforce members (actual as well as potential).
- Approach consulates from other participating countries in BHW to initiate the planning of activities in conjunction (applies only to areas where several consulates are located).
- Prepare materials first taskforce meeting, including national & local reports for BHW 2009, and overview for BHW 2010.

HIA support

- National report for BHW 2010 and overview for BHW 2011.
- Directory of community organizations, hometown associations, agencies and community clinics.
- Guidelines for operation of taskforces, suggested members profile and sample of invitations.
- Critical route of tasks that will be assigned to the taskforce.

APRIL

Goal: First taskforce meeting, create subcommittees and send requests for funding

Coordinator and consulate activities

- Coordinate first taskforce meeting (a multinational taskforce is suggested in areas with several consulates from participating countries, alternating meeting locations among consulates and partner agencies).
- It is recommended to choose a general coordinator for the taskforce.
- Form subcommittees within the taskforce, including funding, media, and evaluation, that will be lead by members with some experience in each area.
- Approach local Public Health Departments and develop a work strategy.
- Select a fiscal agent that will receive and distribute collected funds.
- Identify possible foundations and corporations that could give economic support.
- Prepare and send out funding proposal to foundations.

HIA support

- Sample Invitation to Public Health Departments.
- List of potential foundations that could grant funds to the taskforce.
- Guidelines for petitioning of funds, sample of applications, funding proposals, sponsorship packages and local budget.

MAY

Goal: Follow up to funding requests, confirm health issues, focus population and develop a work plan

Coordinators and consulate activities

- Follow up on the requests for funding that were sent (phone calls, personal meetings, etc.)
- Elaborate work plan for each subcommittee.
- Identify the health issues that affect the most disadvantaged groups in the community.
- Locate the areas where large segments of this population reside; in order to coordinate events either there or in locations that are close or easy to access for this community.
- Confirm the health issues that will be addressed during the events.
- Invite regional, national and international agencies and organizations to support the taskforce

HIA support

- Guidelines for developing of the local work plan
- List of contacts from regional, state, national and international agencies and organizations that are interested in supporting the taskforces.

JUNE

Goal: Approach local authorities, educational institutions and speakers for workshops.

Coordinators and consulate activities

- Send letters to local authorities and elected officials presenting BHW and invite their staff to participate in the taskforce.
- Approach the School District, Migrant Education Program and other educational institutions to participate in the taskforce.
- If applicable, invite experts from participating countries to facilitate educational workshops during BHW.

HIA support

- Guidelines and sample invitations to authorities and elected officers.
- Migrant Education Program Directory.
- Guidelines for coordinating workshops with facilitators from participating countries.
- Support to invite and confirm speakers from the participating countries.

JULY

Goal: National campaigns, request of proclamations, petition for educational materials, media strategy and confirm available resources.

Coordinator and consulate activities

- Participate in the training to implement locally the national campaigns, approach regional programs that could support the campaigns, and develop the local strategy.
- Request proclamations and resolutions to local authorities and elected officials in support of BHW; Binational Awareness Day on Obesity and Diabetes; and National Latino AIDS Awareness Day.
- Identify health educational materials that will be distributed during the activities and send petition for donations to agencies and key programs.
- Elaborate and/or update list of media contacts, including both English and Spanish media.
- Invite media contacts to participate in the taskforce.
- Reproduce audio-visual materials, including educational videos and Public Service Announcements about BHW and other health topics.
- Confirm funds and available resources to plan activities.

HIA support

- Provide training, guidelines and materials to instrument locally the national campaigns.
- Guidelines for requesting proclamations and examples of letters and resolutions.
- Guidelines for petitioning educational materials, and directories of programs and agencies that could donate materials to the taskforce.

- Guideline to develop the media strategy for BHW.
- Audio-visual materials, educational videos and Public Service Announcements on BHW and other health topics.

AUGUST

Goal: Evaluation training confirm calendar of activities and develop promotion plan

Coordinator and consulate activities

- Participate in training to implement the local evaluation of the activities.
- Confirm calendar of activities.
- Upload calendar of activities onto BHW website.
- Design a promotional plan for the events, including approaching radio and television stations. It's recommended to publish a weekly supplement in a local newspaper with information on BHW and the regional calendar of events.
- Consider strategies to provide transportation to underserved communities to facilitate their attendance to the events (see transportation options with the school district).

HIA support

- Training on the implementation of the local evaluation.
- Provide evaluation tools, including guidelines and questioners.
- Training on the BHW website and uploading calendars of activities.

SEPTEMBER

Goal: Follow up on the planning, resources, materials and proclamations requests, promotion of events

Coordinator and consulate activities

- Print promotional materials for the events, such as flyers and posters, distribute them in key areas where the target populations are located.
- Follow up to the publication of announcement and supplements in newspapers about BHW.
- Invite authorities and key leaders to attend the events in October.
- Follow up on the petition for economic resources, educational materials and proclamations, to make sure they will arrive in time for the events.
- Prepare media kits, customizing to the local level the documents sent by HIA.
- Send first kit to media contacts (radio, television and written press).

HIA support

- Sample flyers and promotional materials of the events.
- First media kit, include: media alert, description and key messages, and statistics about the Latino population and health.
- Second media kit, include: profile of national events, generic profile of local events, and interview availability.

OCTOBER

Goal: Follow up on media campaigns; supervise activities, and perform the evaluation.

Coordinator and consulate activities

- Follow up individually with media contacts to assure they promote the events and give media coverage.
- Instrument the evaluation while events take place, including application of questioners and release forms.
- Coordinate and supervise BHW activities.
- Upon completion of the events, update the information in the website with the final data of the activities and fill out the tracking formats.

HIA support

- Third media kit, include preliminary national results and a profile of the BHW closing event.
- Questionnaires and tracking formats to fill out during the events.

NOVEMBER

Goal: Evaluation of activities, preparation of reports and send thank you letters.

Coordinator and consulate activities

- Create a local report of activities.
- Send thank you letters and certificates of recognitions to agencies and volunteers.
- Evaluate internally with key agencies and collaborators the activities that took place, including successes achieved and challenges presented, and suggest ways for improving events next year
- Conduct a final gathering with agencies and volunteers that collaborated in the events, present results and hand out recognitions.

HIA support

- Sample of local report, certificates of recognition and thank you letters.
- National report on media coverage.
- National report evaluating the BHW 2011 activities.