Binational Health Week 2019 (BHW)

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

April-May

Goal: Planning committees and seeking funding

Coordinators and consulate activities

- Internal evaluation of the 2018 experience, events that took place and agencies that participated.
- Develop brief synthesis that includes both challenges and accomplishments.
- 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.
- Coordinate first taskforce meeting.
- Form subcommittees within the taskforce, including funding, media, and evaluation, that will be led by members with some experience in each area.
- 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.
- Invite the local Public Health Departments to participate in the BHW 2019.
- Send invitations to the taskforce members (both to actual and potential taskforces).
- 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).

HIA support

- Directory of community organizations, hometown associations, agencies and community clinics.
- Guidelines for operation of taskforces, suggested members profile and sample of invitations.
- 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.

June

Goal: track funding, confirm target population and work plan

Coordinator and consulate activities

- Follow up on the requests for funding that were sent (phone calls, personal meetings, etc.).
- Identify the major health issues that affect the most disadvantaged Latino communities.
- Locate the areas where large segments of this population reside; in order to coordinate events either within the location or areas with easy access for this community.
- Confirm the local and regional resources that are available to tackle the identified health issues.
- Develop tentative schedule of activities for BHW 2019.
- Send cover letter on BHW to the local authorities and invite members of their offices to participate in the committee.
- Approach the School District Migrant, the Migrant Education Program and with key regional educational institutions and invite them to participate in the committee.
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.
- Steps and examples of invitation to local authorities.
- Directory of Migrant education programs.
- Webinars for BHW coordinators on one of the central health themes.

**July**

**Goal:** Event planning petition for educational materials and confirm available resources confirm

**Coordinators and consulate activities**
- Specify dates, places and services for the proposed events.
- Identify health educational materials that will be distributed during the activities and send petition for donations to agencies and key programs.
- Send requests for donations of materials to key agencies and programs.
- Confirm funds and available resources to plan activities.

HIA support
- Guidelines for petitioning educational materials, and directories of programs and agencies that could donate materials to the taskforce.
- Webinars for BHW coordinators on one of the central health themes.

**August**

**Goal:** Request of proclamations, and confirm available resources.

**Coordinator and consulate activities**
- Confirm calendar of activities.
- Elaborate and/or update the list of media contacts, including both English and Spanish media.
- Invite media contacts to participate in the taskforce.
- Design a promotional plan for the events, including media campaign for 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.
- Request proclamations and resolutions from local authorities and elected officials in support of BHW.

**HIA support**
- Development of requests and declarations of support for BHW.
- Guideline to develop the media strategy, both Latino and non-Latino, for BHW.

**September**

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

**Coordinator and consulate activities**
- Upload calendar of activities onto BHW website.
- Print promotional materials for the events, such as flyers and posters, distribute them in key areas where the target populations are located.
- Consider strategies to provide transportation to underserved communities to facilitate their attendance to the events (see transportation options with the school district).
- Coordinate strategy for data collection and evaluation during events.
- Follow up with the publication of announcements 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, customize to the local level the documents sent by HIA.

Send first media kit to media contacts (radio, television and written press).

**HIA support**

- Training on the BHW website and uploading calendars of activities.
- Evaluation materials such as guides and questions.
- Sample flyers and promotional materials of the events.
- Second media kit including alerts, description and the key message of the BHW and data about Latino population and health.
- Webinars about access to health services for the BHW coordinators.

### 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.
- Update the calendar of activities on the BHW website.
- Instrument the evaluation while events take place, including application of questionnaires 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
- Questionnaires and tracking formats to fill out during the events.

### November - December

**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 achieved successes 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 2019 activities.