



Binational Health Week 2020 (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 2019 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 2020.
- 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

- National report of BHW 2019 and an overview of the events for BHW 2020.
- 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 2020.
- 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.