



AMERICAN INSTITUTES FOR RESEARCH®

October 15, 2009

Mr. Eddie Olivarez  
Hidalgo County Health and Human Services Department  
1300 W. Houston Avenue  
McAllen, TX 78501

Dear Mr. Olivarez,

Thank you for participating in the *Take the Lead: Working Together to Prepare Now* (TTL) campaign, an initiative of the Centers for Disease Control and Prevention (CDC).

This campaign will increase flu preparedness in participating communities. It also will help define how different types of communities can most effectively encourage individuals and families to prepare for current and future flu outbreaks including the 2009 H1N1 flu (sometimes called "swine flu").

As a lead TTL Collaboratory partner, you will be responsible for:

- recruiting and engaging community partners;
- overseeing the planning and rollout of community activities;
- serving as the campaign's local champion and spokesperson;
- participating in campaign evaluation activities.

A document outlining partner roles, responsibilities, and activities is attached for your review.

Over the next year of the campaign (through September 2010), you will be working with the American Institutes for Research (AIR) and our partner, the Dewey Square Group, to plan and implement the local TTL campaign. Local campaign planning and implementation will take place between October 2009 and June 2010. AIR's evaluation and final reporting of campaign activities, including lessons learned, will take place from June to September 2010.

***What are we asking you to do? We are requesting that participating Collaboratories facilitate at least two awareness-building activities and two social mobilization activities over the next year.***

Awareness-building activities focus on increasing awareness and knowledge of why and how to prepare for an influenza outbreak (e.g., distributing fact sheets). Social mobilization activities are intended to facilitate actions toward preparedness and community engagement (e.g., creating an

opportunity for a group of community members to get together and write family flu preparedness plans).

It is expected that lead partners will help guide the planning of awareness-building and social mobilization activities. Community partners associated with the Collaboratory will be significantly involved in the planning and primarily oversee the execution of these activities.

AIR and the Dewey Square Group will provide the following assistance to your organization to support campaign activities.

We will:

1. Work closely with your organization to develop a strategy (or expand upon a current plan) to conduct campaign activities and partnership building (including a 1-day in-depth meeting on-site).
2. Provide your organization with an on-site consultant (from your community) who will conduct a 2-week "scrub" or community profile and provide an additional 60 days of on-site support to get the campaign moving forward.
3. Provide your organization with on-going phone and e-mail consultation and technical assistance as needed for the remainder of the campaign.
4. Provide a CDC TLL campaign toolkit, including fact sheets, posters, toolkit user's guide, and other materials to assist in campaign implementation.
5. Conduct a social media Webinar to help all campaign partners across sites build their capacity for using social media techniques and tools to disseminate flu preparedness information and encourage social mobilization at the community level.
6. Facilitate opportunities for sharing across campaign sites (e.g., conference calls, e-mail newsletter).
7. **Provide a \$3,000 stipend** to help the Collaboratory community partners with associated campaign costs associated. The stipend may be used for the following activities:
  - Printing and reproduction of campaign-related materials (e.g., fact sheets, posters, meeting agendas)
  - Local marketing efforts (e.g., newspaper ad, direct mail, radio announcement)
  - Special events (e.g., room rental costs, signage, audio equipment rental, name tags, promotional items)
  - Supplies associated with social mobilization activities (e.g., soap/hand sanitizer for a hygiene activity, boxes for a storing health supplies activity).

***Due to government regulations, these funds cannot be used for salaries and benefits, travel costs, food and beverages, or any cost that is not directly related to a campaign event or activity.***

***To obtain this funding, you must provide AIR in writing (e-mail is fine) a brief description of how you expect to use the funding during the campaign. By July 30, 2010, you must provide AIR a detailed report indicating how the stipend was spent, including copies of receipts.***