

New Mexico Office of Border Health
Concept Paper for NIIW/VWA Inaugural Event

Monday, April 26, 2010

Activity Objective: Work with Mexican and regional partners to develop an inaugural event for National Infant Immunization Week/Vaccination Week of the Americas 2010 (NIIW/VWA).

Target Population: Health-related agencies and organizations along the US-Mexico border.

Expected Outcomes: At least 80 professionals—including doctors, nurses, immunization program specialists, public health officials, and policy-makers—from the Mexican and U.S. border states, as well as representatives of federal health agencies and national and regional non-profit health advocacy organizations will participate in the April 26, 2010 event.

Methods: The New Mexico Office of Border Health (NM-OBH), through its U.S.-Mexico Border Health Commission (USMBHC) Outreach Office (NM-ORO), will convene a work group with the USMBHC Mexican Section's Chihuahua State Coordinating Office (CSCO), NM-OBH, under the coordination of NM-ORO, will work with the U.S. and Mexican Sections of USMBHC, the Pan American Health Organization, Centers for Disease Control and Prevention, NMDOH Immunization Program, NM Immunization Coalition, Doña Ana County Immunization Coalition, and other selected healthcare services providers to develop an innovative inaugural event to be held in the Paso del Norte Region on April 26, 2010. The inaugural event will be developed in two parts: i) the NIIW/VWA launching event, that will include addresses by local, state, national and international agencies and organizations; and ii) a professional conference that will highlight novel approaches to increasing infant and child immunizations among at-risk populations along the U.S.-Mexico border.

The following strategic and methodological elements are proposed:

1. The NM-ORO will coordinate with USMBHC to organize the membership of the NIIW/VWA binational workgroup to consist of the representatives of the agencies and organizations indicated above. (January)
2. Initial and follow-up meetings of the work group will consider the following tasks: i) determination of distinguished invitees to invite to speak at the inaugural event; ii) determination of the topics to be presented during the professional conference related to the theme of the conference "*Alternative Methods to Increase Infant Immunizations in the U.S.-Mexico Border Region*" and potential list of speakers to invite to present; iii) determination of the list invitees to the professional conference and inaugural event; iv) E-mailing the save-the-date notice to all invitees by mid-February; v) determine venue and logistics for the inaugural event and conference, and development of contracts to procure goods and services; vi) press releases and promotion; and vii) assignment of responsibilities among members of the workgroup to carry out all required tasks. (February-March)
3. Participate in periodic conference calls with members of the workgroup organized by USMBHC to coordinate among all member agencies and organizations. (January-April)
4. Finalize arrangements with special invitees and speakers, including travel/per diem stipends for invited speakers and NMDOH staff. (March)

5. The NM-ORO Coordinator and Graphics/Media Design Specialist develop all materials associated with the NIIW/VWA event, including registration, credentials, flyers, agenda, sign-in sheets, and signage for the event; and updates of OBH and USMBHC websites concerning the event. (February-April)
6. NM-ORO Coordinator and NM-OBH Administrator finalize all logistics for the event including venue, audiovisual equipment, coffee breaks, luncheon, and local transportation. (March-early April)
7. NM-ORO Coordinator, USMBHC and NMDOH Public Information Officer develop strategy and materials for press releases and promotion of event. (March-April)
8. Workgroup members stage the inaugural event, followed by the professional conference at the same venue, including on-site evaluation by participants at the end of the conference. (April 26)
9. NM-ORO will complete a draft report and proceedings of the event and submit it to USMBHC for review and approval; with subsequent distribution to all participants and postings on USMBHC and NM-OBH websites. (June-July)