

Together Against **Zika**



ZIKA ACTION DAY TOOLKIT

EVENT GUIDANCE

A Guide for Public Health Professionals and Community-Based Organizations



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

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INTRODUCTION

This toolkit is designed to help guide health departments and other organizations, including community-based organizations, interested in holding a Zika community engagement event. Community engagement to reduce mosquito populations and protect against mosquito bites can help efforts to slow the spread of Zika virus infections (Zika) and other diseases spread by mosquitoes. Holding a successful community action event can inform and educate communities about Zika prevention behaviors, provide trustworthy and accurate information about Zika virus, and offer the necessary tools and resources for taking action to prevent mosquito-borne infections.

An effective public health response involves the whole community, including the local health authority (typically the state or local health department) and, potentially, members of the private sector. Public-private partnerships may offer a good way to leverage the products and organizations that communities know and trust to promote important public health messages and inform health behaviors to slow the spread of Zika.

Consider the following questions to determine whether a public-private sponsored community event could be the right approach for your community:

- Does your organization have at least one staff member and supporting leadership who can commit to designing and executing a community event?
- If yes, what resources can your organization provide?
- What resources do you need from the community or partners?*
- Can a private partnership help advance your goals for the community event?
- How will your organization promote the event?
- What are the costs and how will these costs be covered?

As with all activities initiated by a state or local health department, it is important for you to know and follow the rules and regulations for interacting with private partners and for conducting community events.

*Please note that U.S. federal government entities are prohibited from soliciting donations. These entities may invite potential participants but should not ask for donations of products, good, or services.

Zika Action Day in Puerto Rico: A Case Study*

It may help to consider a case study of a Zika Action Day event to decide if such an event is the right choice for your community. On June 30, 2016, during the height of the Zika outbreak in Puerto Rico, the Puerto Rico Department of Health successfully partnered with a home-improvement retailer to hold the first Zika Action Day in Caguas, Puerto Rico. In partnering with a private entity, the Department of Health blended the expertise and credibility of the department with the trusted brand and established community presence of the retailer. The goals of the event were to increase knowledge, awareness, and engagement in protection against the transmission of Zika virus and position the Department of Health and the retailer as the customer's partner in the prevention of Zika.

The event included a day of workshops about mosquito bite prevention, distribution of Zika prevention kits, product demonstrations, raffles, food, music, and more. Participants visited five workshop booths that presented and engaged them in an action step to prevent Zika transmission. Each workshop booth visit was recorded on a "punch card" that, when completed, gave the participant a chance to win a prize. At the end of the day, the hosts and partners had distributed hundreds of units of repellent, more than 6,000 condoms, about 800 larvicide tablets, and thousands of health communication materials.

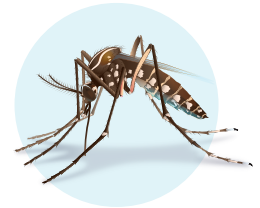


*The use of names of specific companies or product in this document is not intended to act as an endorsement of any particular organization, brand, or product.

STEPS FOR SUCCESSFUL ZIKA ACTION DAY

A Zika Action Day community event can help people who may be unaware of, resistant to, or lack the confidence to perform the behaviors needed to protect themselves and others from Zika. Private partners play a key role in Zika Action Day community events. Here are some of the things past partners have done:

- Staffed a tent/table to demo and deliver units of product to be distributed for free at the event*
- Delivered coupons for products to be distributed at the event
- Staffed a tent/table to provide educational information at the event
- Promoted the event through promotional channels
- Contributed to advertising and promotion efforts*
- Contributed food/entertainment/services/promotion/children's activities/products*
- Contributed gift cards to be included as raffle prizes
- Provided key influencer to help promote the event



The following steps may help guide you when planning a Zika Action Day community event:

Step 1: Decide on a Host Partner

One of the most important tasks in planning an event is identifying an appropriate host partner. In the above example, a home-improvement retailer was a good fit for the community event in Puerto Rico because it is located in an area at risk for Zika, is well known to community members, and is established as an expert in mosquito-bite prevention products. Further, the retailer sells many of the products needed to protect against Zika (e.g., repellent, indoor and outdoor spray, larvicide, screened windows and doors, screen repair kits, etc.). The retailer also contributed giveaways to encourage people to attend as well as space to hold a large-scale event. Other potential host partners could include:

- Major drugstore chains
- Local drug stores, pharmacies, and grocery stores where repellent is sold
- Hardware or home improvement stores where vector control products are sold
- Hospitals, health clinics, family planning clinics, or medical groups
- Local broadcast or print media representatives
- Food suppliers (grocers, restaurants, caterers, etc.) to provide food for the event

*Federal, state, or local agencies involved should ensure that they are not violation of any applicable laws, regulations, or policies relating to endorsement of products or entities, provision of food, games of chance, entertainment, etc. when participating in these events.

Consider whether the host partner has the ability to set up booths for vendors, tables, chairs or whether vendors will have to bring their own supplies.

Other public partners can also be enlisted, such as national and state parks or government representatives. National and local celebrities may also be approached to help spread the messages about Zika prevention. Public health departments that may need help connecting with private and public partner organizations may reach out to the Zika Partnership Unit (eocevent284@cdc.gov) for assistance. CDC has many existing national partnerships that can be leveraged for potential events.

An important note for public health officials

Please note that CDC policies prohibit the solicitation of donations. CDC may invite potential participants but should not ask for donations of products, goods, or services. In addition, U.S. federal government employees are prohibited from using or permitting others to use their government position or title or any authority associated with their public office to endorse any product, service or enterprise.

State and local public health officials should be aware of any conflict of interest laws, regulations and procedures or other ethics restrictions that their state or municipality may have regarding accepting unsolicited offers. Follow these guidelines before accepting any gifts, tangible or intangible, or engaging or working with private sector organizations.



Step 2: Decide on a Venue

The next consideration is a venue: Where will the event be held? As seen in the event in Caguas,

Puerto Rico, the promise of information and giveaways can draw large crowds, particularly in an area with Zika. Depending on the size of your community, you may want to consider holding the event outdoors. Try to find a space that has a high volume of regular traffic and can accommodate large groups of people. Keep in mind that you may need permits or prior permission to hold events in certain spaces. You may also need to engage local law enforcement or security staff depending on the expected size of the event and location.

Consider the selected date and time for the event carefully. Consult with your private partner to understand the best time for your event. Your private partner will be able to help you understand store traffic at different points in the day to ensure peak participation. Conduct a scan of planned events in the target community.

If there are other events occurring on the same day, consider whether the benefits of co-locating your event with another event might offset the risk of diluting your Zika prevention messages with other event messages. For example, recently, the U.S. Virgin Islands paired a back-to-school immunization event with Zika Action Day, which greatly increased the number of attendees at the event.

Also, consider whether you might be able to engage community partners in satellite activities that take place on the same day as your central Zika Action Day event. This can amplify your message. For example, in Ponce, Puerto Rico, a local community center distributed repellent wipes, Zika prevention postcards, and stickers to their members throughout the day of Zika Action Day.

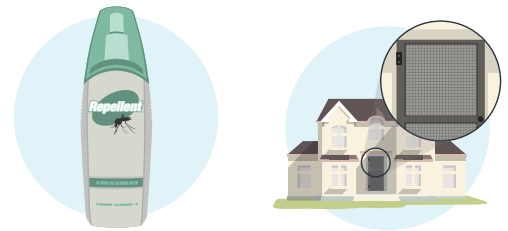
Step 3: Engage Partners

Once you have a host partner and venue, consider which other partners should be invited to participate in the event. Both public health partners and private partners may be invited to staff a booth at the event. Depending on their expertise, some partners may be uniquely qualified to staff a workshop booth. Depending on the partner, some may choose to reach out to their suppliers directly. Others will prefer that invitations be extended by the lead public health partner.

Step 4: Decide on and Plan for Event Activities

The purpose of a Zika Action Day should be to rally the community to perform Zika prevention behaviors, which might include:

- Wear light-colored long-sleeved shirts and pants when outdoors.
- Use EPA-registered insect repellent on exposed skin.
- Use condoms if pregnant or use contraception to avoid pregnancy.
- Install or repair window and door screens.
- At least once a week, dump standing water or treat standing water with larvicide.



Consult [CDC's website on Zika](#) for additional details on Zika prevention. This website also provides the very latest information about Zika cases in states and communities. By consulting the website, you can decide which workshop stations and booths to set up at your event to educate your community about Zika and what they can do to prevent mosquito bites and mosquito-borne infections.

This Zika Action Day Toolkit suggests five stations, as outlined in the “punch card” in Appendix J. However, your Zika Action Day may include additional or fewer workshop activities or, perhaps, Zika testing. Your host partner may engage invited vendors to facilitate the workshop. Please consider that you may have competing vendors at the event and will want to ensure that each partner is treated equally and respectfully.

Successful events typically offer incentives, such as food, giveaways, music, and activities for kids, or raffles that can offer a fun, engaging atmosphere to encourage action against a serious public health threat. Supporting partners can help by providing items to giveaway, donating food and beverages, and providing additional subject matter expertise for workshops at the event. Children's activities can include arts and crafts projects, face painting, balloon animals, and puppet shows.

Use our draft budget to help you anticipate, plan for, and share event costs (Appendix I). Use an event “punch card” (Appendix J) given to each participant to ensure they visit each workshop table/ vendor. Once a participant completes their punch card, the participant may become eligible to enter and win a raffle prize. These cards can also be used to track participation in the event.

While planning your event activities, consider the space that you have for your event. Use a blueprint to help lay out the space (and tents, if they are used) for the event so that you are sure to have enough space for each participant and that there is good flow throughout the event and workshop activities. A suggested template for how to set up your Zika Action Day is shown in the Appendix K.

Feel free to customize this template to help plan your event. Once activities and workshops are selected, this information can be used to flesh out logistics of the event (for example, the number of staff, tables, chairs, tents, and materials that will be needed).

Consider the following

- Who can receive and store Zika Action Day products before the event?
- How will product be stored until the day of the event?
- How will materials be transported to the event space?
- Who will transport the leftover products at the end of the event?

At least twice during the planning process, hold a group call that includes key staff from your collaborating partner group. Use this time to set expectations for roles and responsibilities, while encouraging an open dialogue among your partners.





Step 5: Promote Your Event

One critical element of Zika community event planning is developing a promotion plan. Often, private partners will be able to leverage their existing marketing efforts to promote the event via their website, social media, radio and print ads, and in-store advertising (flyers) at their locations (see Appendix G for an example of a Zika Action Day flyer).*

Having a discussion early in the planning process about promotions helps public and private partners bring together their promotional resources, align messages, and amplify event messaging. Decide early on which logos will be used in the promotional materials. Will all partners be listed? Or will promotions focus on the lead public health partner and the private partner?

Consider what clearance procedures there might be to gain approval for the use of logos and brand names, or the need for disclaimers, on promotional materials. Always allow time for partners to review and approve materials that include their brand name or logo.

If you are interested in using CDC's logo on your promotional materials, please complete CDC's Trademark License Agreement and email it to eocevent284@cdc.gov.

[Download Here](#)

* Public health officials and community-based organizations from Puerto Rico, U.S. Virgin Islands, and American Samoa may wish to use <http://helpstopzika.org>.

Enlist participating partners to help spread the word by handing out or posting flyers, sending invitations via listservs and email mailing lists, or using social media. Provide flyers to local community businesses that have bulletin boards or flyer pick-up areas. Let related community-based organizations and places of worship know about the event. Distributing a press release to the local media can also help draw attention before and during your event.

Step 6: Hold Your Event

Now is the time to see your hard work and preparation pay off! It is recommended that the event area be roped off the night before the event to prevent cars from parking in the event space. Enlist your partner host to help you with this task.

Have plenty of staff on hand for the day of the event to help set-up, hand out materials, and answer questions from attendees. Designate specific individuals to serve as event representatives to talk to media.

It may be helpful to have prepared talking points on how to answer general questions and alleviate common misperceptions about the virus or mosquito control. Make sure public health officials who can answer community questions and represent local public health authorities are present. Ensure that you have representatives who can address multilingual questions for your community and that you have printed materials in multiple languages, if needed. During the event, it may be helpful to have staff dedicated to the event welcome table where participants can receive their punch card and receive an orientation to the event. This step will decrease confusion between the workshop booths and the other vendor booths.



Step 7: Post-Event Wrap-Up

Congratulations! You've completed your event. Creating and sharing a short report with event metrics with your private partners can help show the impact of your partnership. Your private partner may share this with their leadership, which might further reinforce your partnerships. In the days following the event, it may be helpful to generate as many metrics as possible to characterize the event's impact. For example, you may use a white board and ask participants to write what they would do differently based on what they learned at the Zika Action Day event and why Zika prevention is important.

You may also use the punch cards, if used at your event, to determine how many adults attended the event. You may also use the kids' activities to tally how many children were in attendance.

Every event has elements of success and challenge. Consider gathering key members of the event staff to have an after-action debrief. Gathering in this way can help you celebrate your successes as an organization and improve your performance on future events.

Finally, consider conducting an event assessment with the participants. If you plan in advance and work with your agency, you may be able to contact participants after the event to ask them about their satisfaction with the event. Consider using a simple survey delivered by phone or email to collect your feedback (see Appendix L).

CDC Links for Zika Communications

Main Zika Information Page

<http://www.cdc.gov/zika/index.html>

About Zika Transmission and Risks

<http://www.cdc.gov/zika/transmission/index.html>

About Symptoms, Testing, and Treatment

<http://www.cdc.gov/zika/symptoms/index.html>

About Prevention

<http://www.cdc.gov/zika/prevention/index.html>

About Mosquito Control

<http://www.cdc.gov/zika/vector/index.html>

ZIKA ACTION DAY PLANNING DOCUMENT

Possible Planning Questions	List
<p>Have you engaged private partners? Who will participate? <i>Example: Local corporate co- sponsors and stores that sell repellent and/or condoms, and hardware stores that sell vector control products</i></p>	
<p>Which public partners will you engage? Who will participate? <i>Example: The health department, if not the sponsor, and other public health agencies working on Zika prevention</i></p>	
<p>How many workshop stations will you have? What will you have at each workstation? <i>Example: a five-station Zika prevention workshop</i></p>	
<p>How will you incentivize participation? <i>Examples:</i></p> <ul style="list-style-type: none"> • Giveaways/goody bags with Zika prevention materials (repellent, condoms, larvicide water treatment tablets) and items from co-sponsors; coupons • Raffles for coveted items (iPads, gift cards, etc.) to draw attendance • Celebrity speakers (health, local sports/ news/hometown heroes) • Kids' activities (face painting, drawing, balloons, etc.) • Food 	

How will you promote your event?	List
Event flyers/posters for circulation before event	
Branded banners, posters, tablecloth/ table stands for day of event	
Website promotion (banner ads, blog post)	
Online event registration	
Social media posts	
Radio/TV spot, live transmission from the event	
Print ad	

Event Planning Checklist and Timeline

The following event planning checklist and timeline is a sample timeline of activities that may need to be executed in order to plan and hold a Zika Action Day event. The timeline is based on planning an event that will occur in four to five weeks. The suggested dates can and should be modified to meet the specifics of your event. This list is provided for guidance and may not include all of the activities necessary to execute the specifics of your event. Add more as needed.

Activity	Suggested Timeframe	Status Date	Status - Notes
Secure event date and location, estimated # attendees	4-5 weeks		
Reach out to potential co-sponsors, partners, speakers	4-5 weeks		
Secure raffle prizes, giveaway items*	4-5 weeks		
With sponsors/partners secured, develop press release and promotional materials	4-5 weeks		
Distribute press release to get into local papers and event calendars	4-5 weeks		
Begin social media, web, and email promotion (partners too)	4-5 weeks		
Enroll staff for event and assign roles/tasks; incl. partners/sponsors	2-3 weeks		
Develop set up plan for event: table placement, food stations, kids stations, etc. and secure tables, signage, podium, etc.	2-3 weeks		
Develop workshop punch cards and incentive plan	2-3 weeks		
Distribute flyers to local partners/businesses for distribution/posting	2-3 weeks		
Develop radio or TV ads	2-3 weeks		

* Federal, state, or local agencies involved should ensure that they are not violation of any applicable laws, regulations, or policies relating to endorsement of products or entities, provision of food, games of chance, entertainment, etc. when participating in these events.

Activity	Suggested Timeframe	Status Date	Status - Notes
Continue social media, web, and email promotion (partners too)	2-3 weeks		
Place print ad in local paper	1-2 weeks		
If speakers, plan agenda for day	1-2 weeks		
Place radio or TV ads	1-2 weeks		
Continue social media, web, and email promotion up to and during the event (partners too)	1-2 weeks		
Increase social media, web, and email promotion (partners too)	Week of event		
Secure/print or develop raffle tickets, drawing plan, prize distribution	Week of event		
Continue radio or TV ads	Week of event		
Place print ad in local paper	Week of event		
Confirm all staff and partners/ sponsors schedule, set up, plan	Week of event		
Set up event space; brief staff on roles, schedule, protocols	Day of event		
Execute event	Day of event		
Conduct rapid assessment of attendees and amount of product/health comm. distributed	Day after event		
Send out social media to thank partner participants, prepare after-action report, and share post-event wrap-up statistics	Day after event		

APPENDIX A: SAMPLE SOCIAL MEDIA MESSAGES

Facebook Posts

Note: You can also create an event on Facebook making it “public” and post it to your timeline, inviting all of your followers. This allows followers to RSVP to the event, share the event, and receive any posts or updates you make to the event. Ask co-sponsors and partners to share the Facebook event and posts to their Facebook page.

The suggested messages below can be paired with graphics or photos from the Zika Action Day Toolkit or your company’s graphics and photos. Use photos that relate to the event activities, particularly photos of children’s activities, local celebrities who may be at the event, and graphics articulating Zika health-related facts and/or preventing infection. The copy below can be customized with the specific activities happening at your event, for instance: face painting for kids, ice cream sundae bar, local celebrity performance, puppet show, women’s health clinic, etc.

Remove anything from the messages below that isn’t specific to your event, and add any activity that is.

Facebook Post Timeline & Sample Post (Fill In Your Information)

14 days before event

Come to Zika Action Day on (date, time) at (location) and learn how to prevent the Zika virus in our community! Free demonstrations, a health fair, kids’ activities, and raffles to win XX prizes! Together we can take steps to prevent Zika!

10 days before event

Are you concerned about the Zika virus? Together we can take steps to reduce its spread. Come to Zika Action Day on (date, time) at (location) for free demonstrations on mosquito control, Zika virus prevention, a health fair, kids’ activities, free goody bags, raffles for XX prizes, and more!

7 days before event

Countdown to Zika Action Day! In 7 days, we’ll be giving free demonstrations on mosquito control and Zika virus prevention AND free ice cream! We’ll have kids’ activities, a health fair, raffle prizes, and more! Bring your family and friends to (location). We can prevent Zika together.

1 day before event

Tomorrow is Zika Action Day! What does that mean? We’re hosting free demonstrations on mosquito control and Zika virus prevention from X a.m.–X p.m. at (location). Bring family and friends for the kids’ activities, food, workshops, a health fair, and raffles for XX prizes!

On morning of event

We can't wait to see you at Zika Action Day today from X a.m.–X p.m. Bring your family and friends to (location) for free workshops on mosquito control and Zika virus prevention, with kids' activities, food, and a health fair. Lucky guests will win XX prizes! Will you be one of them?

Day after event

Thanks to everyone who participated in our Zika Action Day yesterday! With more than XX people in attendance, we came together as a community to learn how to prevent Zika, and enjoyed demonstrations, treats, and prizes. Thanks to our partners XX, XX, XX, and to everyone who joined us.

Twitter Posts

Note: Ask each sponsor/partner to share the posts on their Twitter feed.

Twitter Post Timeline & Sample Post (Fill In Your Information)

Two weeks before event

Come to Zika Action Day on (date) at (time). Learn how to prevent Zika. Free demos, kids' activities, raffle prizes!

One week before event

Bring the family to Zika Action Day on (date) from X-X p.m. Learn how to prevent Zika. Free demos, kids' activities, raffle prizes!

Post a few times during the week before event

At Zika Action Day on (date) at (time) learn how to prevent Zika. Enjoy free goodies, kids' activities, demonstrations, and more!

Post day of event, a few times throughout the day leading up to the event

Today is Zika Action Day! Join us from (time to time) for free demos, a health fair, kids' fun, and raffles. Take steps to prevent Zika!

APPENDIX B: SAMPLE ORGANIZATION SUBSCRIBER EMAILS

The suggested email messages below can be paired with graphics or photos from the Zika Action Day kit, or your organization's graphics and photos. Use photos that relate to the event activities, particularly photos of children's activities/children, local celebrities who may be at the event, and Zika prevention. You should ensure you have appropriate permission to use these photos and graphics. The copy below can be customized with the specific activities happening at your event (for example, face painting for kids, ice cream sundae bar, local celebrity performance, puppet show, women's health clinic, etc.). Remove anything from the messages below that isn't specific to your event and add any activity or information that is, customizing it to appeal to your specific audience.

1) Send email two weeks before event:

Sample text:

Save the date! You're invited to [company/organization name's] free Zika Action Day on [date] from (time) at (location.) Find out the steps you can take and products you can use to prevent Zika.

Bring family and friends for free demonstrations, a health fair, kids' activities, ice cream, goody bags, special guests, and raffles to win XX prizes! Together we can take steps to prevent Zika at home and in our community. We hope to see you there! For questions, call or email XXX -XXXX.

Let's prevent Zika together. For our families, for our community. At [company/organization name's] Zika Action Day, you'll learn how.

Sponsors and partners for Zika Action Day:

(List or add logos/ graphics with all partners. Ensure appropriate permissions to use logos are in place).

2) Send email week of event, a day or two before event:

Sample text:

Are you joining us for Zika Action Day on [date] from [time] at [location]? We're hosting a free community event to help our customers, family, and friends learn how to prevent the Zika. Bring your family to Zika Action Day for free demonstrations, a health fair, kids' activities, ice cream, and giveaways! Special guests XX will be there to (speak/sing/perform) and we'll be raffling off [prizes] for a few lucky winners. One of them could be you!

Let's prevent Zika together. For our families, for our community. At [company/organization name's] Zika Action Day, you'll learn how.

Sponsors and partners for Zika Action Day:

(list or add logos/ graphics with all partners)

APPENDIX C: LIVE-READ 30-SECOND RADIO SCRIPTS

Remove anything from the messages below that isn't specific to your event and add any activity or information that is, customizing it to appeal to your specific audience.

Script 1

Sample text

Learn how to prevent the spread of Zika with (host organization name), your partner in Zika prevention. Bring your family and friends to the (host organization name) Zika Action Day on (date, time) at (location)! With free demonstrations, kids' activities, a health fair, and raffles to win XX prizes.

Let's prevent Zika together for our families, for our community. At Zika Action Day, you'll learn how. See you on (Date, time, location of local event)

Script 2

Sample text

Help protect our community from the spread of the Zika, with (host organization name), your partner in Zika prevention.

Join us for the (host organization name) Zika Action Day on (date, time) at (location)! You'll learn steps to prevent the spread of Zika in free workshops and demonstrations, with kids' activities, giveaways, a health fair, and raffles to win XX.

We can all take steps to prevent Zika for our families and community.

Stop by for the (host organization name) Zika Action Day on (Date, time, location of local event).

APPENDIX D: SAMPLE BLOG POST

[Host/co-Host] will host a Zika Action Day right here in [location] on [date], beginning at [time]. The free event will feature workshops on how to prevent Zika, with demonstrations and explanations of the actions we all can take to prevent mosquito bites, reduce areas where mosquitoes will lay their eggs, and reduce sexual transmission of Zika. Attendees can look forward to [list other event offerings, such as kid activities, giveaways, raffle, speakers, etc.] Why hold a Zika Action Day? To help protect pregnant women and the next generation from the serious effects of Zika virus. Together, we are against Zika! To register for this important event, visit [insert URL of registration].

APPENDIX E: SAMPLE PRESS RELEASE

Press Release

Month Day, Year

Contact: [Name of Host Partner Contact]

[Phone Number]

[Host/Co-Host Partners] to Hold A Zika Action Day!

Join us for a fun-filled day of workshops and prizes to encourage Zika prevention

On [date], [name of Hosts] will host a Zika Action Day to engage community members in taking steps to protect themselves from mosquito bites and exposure to Zika. Participating in the event are the XX Department of Health, [host partner and other co-sponsors] who will be on hand to provide information and answer questions about Zika.

The day-long event will include several workshops and vendors explaining how to take steps to prevent Zika, such as wearing EPA-registered insect repellent and long-sleeved shirts and pants, installing or repairing window screens, removing or treating standing water, and using condoms to reduce sexual transmission. The event will also feature [fill in details about speakers, guest appearances, activities, giveaways, etc.]

As of [date], Zika has been diagnosed in XX people in the U.S. and its territories, including XX cases in [fill in location in near event*]. Zika virus infection during pregnancy can cause microcephaly and other severe fetal brain defects. Zika is primarily spread through the bite of infected *Aedes aegypti* or *Aedes albopictus* mosquitoes and can also be spread by sex from a person infected with Zika to his or her partners. [Quote from public health official; ex, “We hope this Zika Action Day will help explain the simple steps that we all can take to reduce the spread of Zika and help protect pregnant women and babies, said_____”]

The Zika Action Day is free and open to the public. To register, visit [web address].

*U.S. case counts available at <https://www.cdc.gov/zika/geo/united-states.html>.

APPENDIX F: SAMPLE EVENT FLYER

**SPONSOR
LOGO GOES
HERE**

**EVENT TITLE WILL
GO RIGHT HERE**

Event Activities

- Activity One
- Activity One
- Activity One
- Activity One
- Activity One
- Activity One

**Event Date
10am - 6pm**

**123 Anytown
My City, FL 12345**



Use insect repellent and reapply as directed. Use it for 3 weeks after you get home.



Use insect repellent on top of sunscreen and cover up.



Use condoms every time you have sex and for 8 weeks after returning from vacation.

For more information visit
cdc.gov/PreventZika

APPENDIX G: SAMPLE PRINT AD EXAMPLE

**EVENT TITLE WILL
GO RIGHT HERE**

**Event Date
10AM - 6PM**

**123 Anytown,
MY CITY, FL 12345**

**SPONSOR
LOGO GOES
HERE**

**SPONSOR
LOGO GOES
HERE**

**SPONSOR
LOGO GOES
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For more information visit

cdc.gov/PreventZika



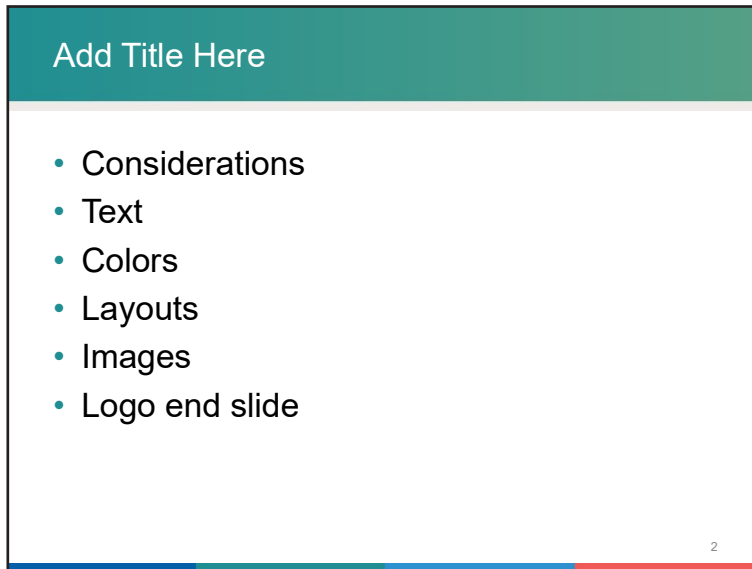
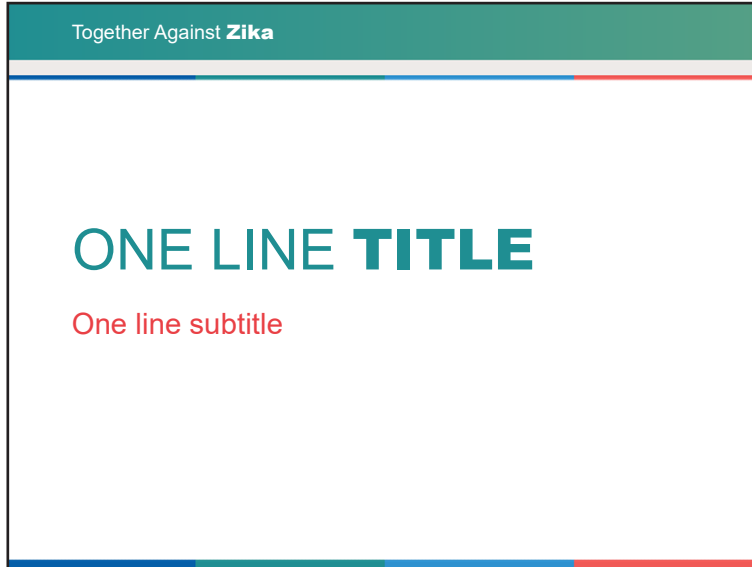
U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

If you are interested in using CDC's logo on your promotional materials, please complete CDC's Trademark License Agreement and email it to eocevent284@cdc.gov.

[Download Here](#)

APPENDIX H: SAMPLE POWERPOINT

The Zika Action Day Run of Show PowerPoint template is provided for use by organizers to capture logistics details of a Zika Action Day event. The PowerPoint file is provided as a separate document. Fill in red text with your event information. Add slides as necessary for recording other event information.



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APPENDIX I: DRAFT BUDGET

Zika Action Day Budget Summary

ZAD Date:

Days Remaining:

Category	Funder (DOH/ Sponsor/Other)	Estimated	Actual	Over/Under
Printed Educational Materials				
Printed ZAD Punch Cards				
Printed ZAD banners/ Signage				
Repellent				
Condoms	write in	write in	write in	write in
Table Tents, Chairs, Tables				
Food and Water				
Printed Media Advertisement				
Promotional Budget (radio, newspaper, flyers)				
Travel				
Other				
Total Expenses		\$0.00	\$0.00	

APPENDIX J: PUNCH CARD TEMPLATE

<p>ZIKA ACTION DAY Take this part home as your guide.</p> <p>Five Zika Virus Prevention Stations</p> <ol style="list-style-type: none">1. Learn how to protect yourself against Zika2. Use the right insect repellents3. Use condoms when you have sex4. Empty and treat standing water5. Treat your home and yard	<p>Name _____</p> <p>Phone _____</p> <p>Visit each station to get your card punched.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
<p>ZIKA ACTION DAY Take this part home as your guide.</p> <p>Five Zika Virus Prevention Stations</p> <ol style="list-style-type: none">1. Learn how to protect yourself against Zika2. Use the right insect repellents3. Use condoms when you have sex4. Empty and treat standing water5. Treat your home and yard	<p>Name _____</p> <p>Phone _____</p> <p>Visit each station to get your card punched.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
<p>ZIKA ACTION DAY Take this part home as your guide.</p> <p>Five Zika Virus Prevention Stations</p> <ol style="list-style-type: none">1. Learn how to protect yourself against Zika2. Use the right insect repellents3. Use condoms when you have sex4. Empty and treat standing water5. Treat your home and yard	<p>Name _____</p> <p>Phone _____</p> <p>Visit each station to get your card punched.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
<p>ZIKA ACTION DAY Take this part home as your guide.</p> <p>Five Zika Virus Prevention Stations</p> <ol style="list-style-type: none">1. Learn how to protect yourself against Zika2. Use the right insect repellents3. Use condoms when you have sex4. Empty and treat standing water5. Treat your home and yard	<p>Name _____</p> <p>Phone _____</p> <p>Visit each station to get your card punched.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>
<p>ZIKA ACTION DAY Take this part home as your guide.</p> <p>Five Zika Virus Prevention Stations</p> <ol style="list-style-type: none">1. Learn how to protect yourself against Zika2. Use the right insect repellents3. Use condoms when you have sex4. Empty and treat standing water5. Treat your home and yard	<p>Name _____</p> <p>Phone _____</p> <p>Visit each station to get your card punched.</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5</p>

APPENDIX K: WORKSHOP STATIONS SETUP

(EXAMPLE FROM PUERTO RICO)

Public Health Partners

CDC
ENTOMOLOGISTS

ASK-A-
PHARMACIST

FEMALE
CONDOMS

PR DEPT.
OF HEALTH
(CONDOMS)

WIC (ZIKA
PREVENTION
KITS)

CDC (ZIKA
PREVENTION
MATERIALS)

Mosquito Bite Prevention Workshop

COVER SEPTIC
TANK PIPE

TREAT
STANDING
WATER

INSTALL &
REPAIR
SCREENS

USE OUTDOOR
RESIDUAL
SPRAY

USE INDOOR
RESIDUAL
SPRAY

MEDIA TENT

WELCOME
TENT

KIDS'
ACTIVITY TENT

Private Partners

FOOD

WINDOW &
DOOR
SCREENING CO.

WINDOW &
DOOR
SCREENING CO.

INSECT
REPELLENT
COMPANY

INSECT
REPELLENT
COMPANY

INSECT
REPELLENT
COMPANY

APPENDIX L: ZIKA ACTION DAY EVENT EVALUATION TOOL EXAMPLE

Pre-Q. Which event did you attend?

- a. Zika Action Day on St. Croix
- b. Zika Action Day on St. Thomas (with immunization and Zika testing)
- c. Zika Action Day in Ponce, Puerto Rico

1. How did you hear about the event?

- a. Flyer
- b. Newspaper advertisement
- c. Radio advertisement
- d. From a friend/word of mouth
- e. Drove by/walked by
- f. Other

2. About what time did you arrive?

- a. Morning
- b. Noon
- c. Afternoon

3. Why did you come to the Zika Action Day event? (Check all applicable)

- a. To learn about Zika and Zika virus prevention
- b. To pick up a Zika Prevention Kit because I am pregnant
- c. To get an immunization (St. Thomas only)
- d. To get tested for Zika (St. Thomas and St. Croix only)
- e. For giveaways

4. Overall, how would you rate the event?

- a. Unsuccessful
- b. Somewhat successful
- c. Successful
- d. Very successful

5. How many people came with you to the Zika Action Day?

6. Did you learn something new about Zika and Zika prevention? Yes/No

6a. What did you learn? (write in)

7. What was your favorite part of Zika Action Day? (Write in)

8. What was your least favorite part of Zika Action Day? (Write in)

9. Would you attend another Zika Action Day event? Yes/No

10. Do you have any comments to improve Zika Action Day in the future? (Write in)

11. What more needs to be done to prevent Zika transmission?

APPENDIX M: CDC TRADEMARK LICENSE AGREEMENT

Centers for Disease Control and Prevention/CDC Trademark License Agreement—Non-Exclusive

Trademark License Number:

Licensee: *[name of org]*

This Agreement (“Agreement”) is dated as of _____, 20__ (“Effective Date”), between the Centers for Disease Control and Prevention/ATSDR, an agency of the Public Health Service, located at 1600 Clifton Road, Atlanta, GA 30333 (“Licensor; PHS”) and the *[name of org]* (“Licensee”; collectively, the Parties) located at *[complete mailing address]*.

Recitals

PHS is the owner of trademarks (“Trademarks”) as identified in Attachment “A,” and the goodwill associated therewith.

The Trademarks are used in association with public health/safety messages, training, or communication initiatives that support the mission of Licensor, which is “Collaborating to create the expertise, information, and tools that people and communities need to protect their health – through health promotion, prevention of disease, injury and disability, and preparedness for new health threats.”

Licensee desires to use the Trademarks on and in connection with jointly developed public health/safety messages, training modules, or other communication initiatives, as identified in Attachment B, as a co-brand with Licensee’s brand.

The Parties are entering into this Agreement to confirm the basis upon which Licensee is permitted to use the Trademarks.

NOW, THEREFORE, for good and valuable consideration, including the mutual promises and covenants contained herein, the receipt and adequacy of which is hereby acknowledged, the Parties agree as follows:

1. Grant:

1. PHS hereby grants to Licensee a non-exclusive, non-transferable, royalty free, license (“License”) to use, reproduce and display the Trademarks on and within Internet pages, visual presentations, or written materials solely in connection with the jointly developed public health/safety messages. The License is for non-commercial use of the Trademarks only. The Trademarks may not be used in connection with any other goods or services without the written consent of PHS.
2. Licensee shall only use the Trademarks on or in additional products or services other than those identified in Attachment B after such use has been approved by CDC, in writing, in response to a written request by Licensee.

3. **Term of the Agreement:** This Agreement will begin on the Effective Date and will continue for a period of thirty-six (36) months or upon expiration of the use described in Attachment B or any subsequent approval under paragraph 1.2, whichever is soonest (“Term”), unless terminated earlier in accordance with this Agreement.
4. **Termination:** Licensee shall have a unilateral right to terminate this Agreement by giving PHS seven (7) days written notice to that effect. PHS or Licensee may (without prejudice to any other right or remedy) terminate this Agreement (a) at any time upon notice in writing to the other party if the other party is in material breach of any obligation hereunder and does not cure such breach within seven (7) days of being requested in writing to do so; or (b) upon notice, where the Licensee’s use of the Trademarks is the subject of a legal claim. The license to use PHS’s Trademarks will cease within three (3) business days upon the termination or expiration of this Agreement. Licensee agrees to remove any Internet page content if in PHS’s sole discretion such removal is warranted, and to destroy all material bearing the Licensed Trademarks. Licensee shall provide PHS written confirmation of such destruction. Notwithstanding, Licensee may, at PHS’s discretion, distribute stocks of co-branded materials extant at the time of license termination unless Licensee has materially breached this Agreement and failed to cure such breach within thirty (30) days written notice by PHS. In the event there is a significant change in the scientific research or data reflected in any product using the Trademarks, which PHS reasonably concludes renders the content substantially inaccurate, PHS may notify the Licensee in writing. Upon receipt of such notice, Licensee shall, prior to producing any further such products update the content of those products. Failure to provide such update will result in PHS’s termination of the license granted with respect to such products determined by PHS to contain scientifically outdated, incorrect, or harmful content.
5. **Permitted Use; Standards of Quality; and Approval:** The Licensee will only use the Trademarks in conformance with the policies, specifications, regulations and standards authorized or stipulated by PHS and whose character and quality is not altered by the Licensee without the authorization of PHS. Licensee is strictly prohibited from using any materials including the licensed product to promote any political party or affiliation or for lobbying purposes. Licensee may not use the Trademarks together with any content that is unlawful, defamatory, infringing, obscene, fraudulent, hateful, or racially, ethnically or otherwise objectionable in the sole discretion of PHS. Licensee agrees to adhere to the trademark usage guidelines illustrated in Attachment A. Licensee shall submit for PHS’s approval at least one sample of each product using the Trademarks, including any product to be made available through the Internet, packaged and labeled in the form proposed to be marketed, at least twenty (20) business days before actually marketed. Licensee shall use the Trademarks only as specified in Attachment B or as otherwise approved in accordance with paragraph 1.2.
6. **Trademark Control:** Upon request by PHS, the Licensee will provide PHS with representative use of Trademarks. Use of the Trademarks on goods or services other than as covered under this Agreement or in a manner inconsistent with Licensor’s Trademark Guidelines or paragraph 4 shall constitute material breach of this Agreement. Notwithstanding paragraph 3, if such material breach has not been cured within five (5) business days following receipt of notice from PHS, this Agreement will be terminated.

7. **Ownership:** Licensee agrees to use the Trademarks only as stated in this Agreement. Licensee agrees not to use the Trademarks in combination with any other trade name, trademark or service mark without the prior written approval of PHS. Licensee acquires no right, title or interest in Licensor's Trademarks or the goodwill associated with them, other than the right to use Licensor's Trademarks according to this Agreement. In accepting this Agreement, Licensee acknowledges that as between Licensee and PHS, PHS is the owner of the Licensor's Trademarks and Licensee agrees not to use or apply to register any trademarks which include a Licensor Trademark or any trademark, service mark, trade name or derivation confusingly similar to a Licensor Trademark, in any country or territory during or after the term of this Agreement. Licensee will not take any action in derogation of any of the rights of PHS in any Licensor Trademarks.
8. **Copyright:** Contributions by US government employees in products bearing the Trademarks are not subject to copyright in the United States.
9. **Indemnification:** PHS offers no warranties other than that it owns the Trademarks. No indemnification of any loss, claim, damage or liability is intended or provided by any party under this Agreement. Each party shall be responsible for any loss, claim, damage or liability it incurs.
10. **Assignment:** The License granted herein is personal to Licensee and Licensee shall not assign, sub-license, transfer, or otherwise convey Licensee's rights or obligations under this Agreement without PHS's prior written consent, such consent of PHS not to be withheld unreasonably.
11. **Survival.** The parties' rights and obligations, which by their nature would continue beyond the termination of this Agreement, including, but not limited to, indemnification and actions affecting the enforceability of the mark, shall survive such termination.
12. **Partial Invalidity:** The provisions of this Agreement are severable, and in the event that any provision of this Agreement shall be determined to be invalid or unenforceable under any controlling body of law, such determination shall not in any way affect the validity or enforceability of the remaining provisions of this Agreement.
13. **Entire Agreement:** This Agreement supersedes all previous agreements, understandings, and arrangements between the parties, whether oral or written, and constitutes the entire agreement between the parties regarding the subject matter herein.
14. **Notice:** All notices required or permitted by this Agreement shall be given by confirmed receipt email or prepaid, first class, registered or certified mail properly addressed to the following:
 1. **For CDC:**
Rick Hull
Health Communications Specialist
Centers for Disease Control and Prevention
4770 Buford Highway K11
Atlanta, GA 30341
770-488-5055
flh1@cdc.gov

2. **For Licensee:**

[partner point of contact's name]

[title]

[name of org]

[complete street address]

[telephone number]

[e-mail address]

14. **Trademark Notice; Non-Endorsement Statement:** Licensee agrees to place the following trademark notice on any product or Internet page that includes a Licensed Trademark: “The mark “CDC” is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.” The notice must be placed in proximity to Licensed Trademarks.
15. **Waiver of Rights:** Neither Party may waive or release any of its rights or interests in this Agreement except in writing. The failure of PHS to assert a right hereunder or to insist upon compliance with any term or condition of this Agreement shall not constitute a waiver of that right by PHS or excuse a similar subsequent failure to perform any such term or condition by Licensee.
16. **Non-endorsement:** By entering into this Agreement, PHS does not directly or indirectly endorse any product or service provided, or to be provided, by Licensee whether directly or indirectly related to this Agreement. Licensee shall not state or imply that this Agreement is an endorsement by the Government, PHS, any other Government organizational unit, or any Government employee. Additionally, other than the use specified in Attachment B, Licensee shall not use the names of CDC, PHS, or DHHS or the Government or their employees in any commercial advertising, promotional, or sales literature without the prior written consent of PHS.
17. **Dispute Settlement:** The Parties agree to attempt to settle amicably any controversy or claim arising under this Agreement or a breach of this Agreement. Licensee agrees first to appeal any such unsettled claims or controversies to the designated PHS official, or designee, whose decision shall be considered the final agency decision. Thereafter, Licensee may exercise any administrative or judicial remedies that may be available.
18. **Modifications:** If either Party desires a modification to this Agreement, the Parties shall, upon reasonable notice of the proposed modification by the Party desiring the change, confer in good faith to determine the desirability of such modification. No modification will be effective until a written amendment is signed by the signatories to this Agreement or their designees.

IN WITNESS WHEREOF, the parties have caused this License to be executed by their duly authorized representatives.

For **PHS**:

Signature of Authorized PHS Official
Ronald Otten, Ph.D.
Deputy Associate Director for Science
Centers for Disease Control and Prevention

Date

For **Licensee**:

Signature of Authorized Licensee Official
[partner signatory's name]
[title]
[name of org]

Date

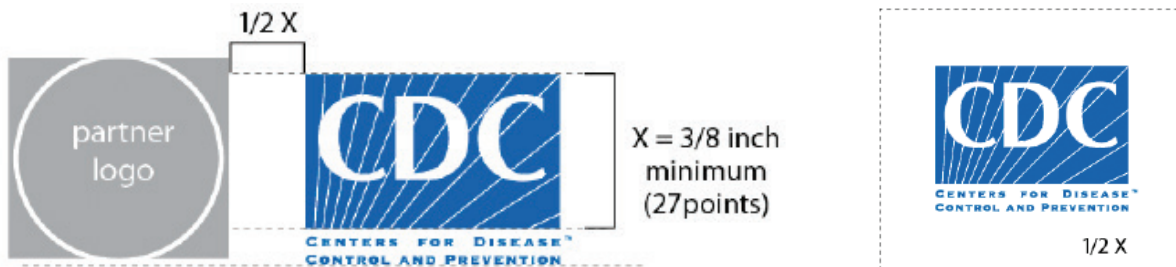
Attachment A – Trademarks

Color

The official CDC logo color is Pantone 286 blue (CMYK: 100, 66, 0, 2 RGB: 0, 93, 170) or black. Substitution of CDC blue or black is prohibited. The blue is acceptable for use on color material and the black is only acceptable for black and white or spot color use or when the partner logo is also presented in black and white.

Alignment and spacing

Separate the CDC logo from the partner logo by a minimum of 1/2 the vertical measurement of the CDC logo (excluding the CDC logo tag line).



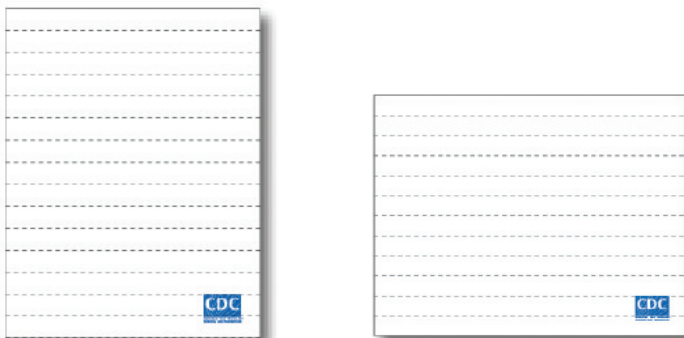
A buffer area of “1/2 X” around the CDC logo should be maintained free of text or graphics.

Partner use of the CDC logo on a Web site or Web page:

- The logo should be placed near the bottom of the partner’s Web page.
- The following trademark notice should be placed proximate to the logo: “The mark ‘CDC’ is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.”
- The logo should be used at a minimum of 35 pixels in height and a maximum of 45 pixels in height, with proportional scaling of its horizontal dimension.

Appropriate relative sizing

On a vertically-oriented document the logo may occupy approximately 1/15 of the vertical grid. On a horizontally-oriented document the logo may occupy approximately 1/12 of the vertical grid.



Legibility over a background color or image

The logo tag line only is reversed to white when used over a dark background. The logo block remains blue with white detail.



The same is true for the black version. Do not use a drop shadow, halo effect, or add a color frame to achieve legibility over a dark background or photo.



Examples of inappropriate logo use

altering the color



altering the horizontal or vertical proportions



placing it inside a lined box



adding a dropshadow



rotating off standard alignment



changing the transparency



reversing the color



placing inside a filled box



Attachment B – Covered Use

(cover layout/webpage, showing where partner and CDC trademarks will go, per trademark usage guidance in Attachment A, and with “Trademark Notice; Non-Endorsement Statement” provided in paragraph 14. of the agreement.)

