



A program of the National Alliance for Hispanic Health and Health Foundation for the Americas  
1501 Sixteenth Street, NW Washington, DC 20008 • 202-387-5000 • [www.hispanichealth.org](http://www.hispanichealth.org)

### Events Create Impact at Three Levels

- **Individual:** Opportunities for physical activity and sports, healthy lifestyle education, and health screenings.
- **Family:** Family-oriented activities and services.
- **Community:** Platform that connects participants to community physical activity opportunities and follow-up health services.

### 2007-2009 Calendar — Largest Hispanic Healthy Lifestyle Event Series

- Events feature physical activity, health screenings and community services.
- 25,000+ participants, 86% of participants attend with family.
- 19,000+ screening exams conducted, lives saved.
- 6,000+ referrals to local health provider for follow-up to event screenings.
- 300+ local partners participated in events as sponsors or exhibitors.
- \$2.4 million Univision national media sponsorship (television, radio, web).

### Community-based Organization (CBO) Partnerships Key to Success

- Events organized by lead CBO; unparalleled ability to bring together support.
- Proven financial and management stewardship, record of creativity.
- Strong base of CBO's programs clients builds event attendance base.
- 200,000+ flyers with sponsor logos hand delivered in neighborhoods.
- CBOs leveraged event funds 10:1 in pro-bono services from local partners.

### Ongoing Personalized Contact with Participants

- 1-866-SU-FAMILIA offers personalized connection to local services.
- Participant registration for year-round healthy lifestyle programs in community.

