



An international festival brings diverse communities together to have fun and experience the music, dance, foods, and arts of different cultures. It is also a great way to promote an awareness of issues related to global child health while you enjoy interacting with and learning about other cultures. Festivals can be large, multi-day affairs or a smaller event such as a luncheon or dinner at a community center, school, religious institution, or park. You can organize your own festival or join someone else's. If you decide to do your own, the guide below provides logistical tips and strategies for running a successful event from start to finish. If you are joining someone else's festival, select the planning tips that relate to your portion of the event.

As you plan your festival, consider using the three following themes, which are at the core of *Rx for Child Survival*, as a way to focus your festival's health-related elements. Each theme is detailed in an information sheet, which can be used as a handout.

Local health is global health

Air travel can quickly spread infectious disease worldwide, so a pocket of disease anywhere is a threat to us all. Plus, healthy people build strong economies, stable nations, and a safer world. Public health interventions that improve health anywhere improve health everywhere.

Download the *Local Health Is Global Health* information sheet that shows how a proven set of public health initiatives keeps people healthy in your community and around the globe.

Success is possible

In the last 150 years, public health measures have eradicated diseases, dramatically reduced infant mortality, and significantly increased average life expectancy. Success is indeed possible!

Download the *Success Is Possible* information sheet relating success stories, at home and abroad, that demonstrate that improved global health is an achievable goal.

You can make a difference

There are many surprisingly simple things each of us can do to improve health locally and globally.

Download the *Get Informed/Get Involved* information sheet to learn several simple things each of us can do to make a difference at both the local and global levels.

Planning Your International Festival

Whether you are new to organizing festivals or have years of experience hosting events, the step-by-step resources provided here will assist you in making a festival of any size a safe, enjoyable experience for all. Choose as many of the activities as appropriate for the size and length of time proposed for your festival.

1. Find partners for your committee

Partners are key to developing a successful event. Recruit committee members from groups whose goals are compatible with those of your festival. Consider representatives from civic organizations (e.g., Rotary, Kiwanis, and Lions Club), schools, colleges and universities, the faith communities, the United Nations Association, and state and local departments of public health. When making the initial contact with a group, explain who you are and that you are organizing an event in conjunction with *Rx for Child Survival*. Before calling, review the *Rx for Survival* web site (pbs.org/rxforsurvival) be prepared to give a brief overview of the project.

Partners can help with the planning and can often provide speakers, funding, volunteers, and publicity. Clearly define the roles and responsibilities of each participating organization to help the committee work effectively and stay on track throughout the process.

2. Hold a planning meeting

Below are some considerations you will want to discuss with your partners.

- What is the festival goal? How large a focus will there be on global health?
- What is your budget for the festival?
- Identify your target audience. Who will be attending the event? What is the age range?
- Estimate the size of your event. What is the ideal number of attendees?
- Select a date (and a rain date). Research other area events that may pose a conflict.
- Decide how long the festival should last. Determine whether morning, afternoon, or evening is best or whether it will be a daylong event.
- Make a list of possible venues.
- Determine how many vendors, performers, speakers, and volunteers you will need and where you will find them.
- Develop a planning timeline, spelling out what needs to happen, when it needs to happen, and who is responsible for making it happen.

Having a clear vision of the event will help you make appropriate decisions. The table at left is a framework for thinking through your agenda and planning for festivals of different sizes.

	Number of Expected Participants	
	Up to 150	150 and Up
Duration	Approximately 2 hours	3 hours–day-long
Speakers	Welcome visitors, speak briefly about global child health	No speakers: Informed staff provides info at an information station
Video	Single, focused viewing	Several screenings throughout the event
Performers	Music and/or dance from around the world or a mix of entertainment and a featured performer	Mix of entertainment and performers throughout the day
Activities	2–3 activities (suggestions below)	3–4 activities (suggestions below)
Food	Potluck, catered, or 2–3 food vendors	5 or more food vendors
Crafts	Mix of multicultural crafts & 3–4 vendors	Mix of crafts with 8 or more vendors

3. Select a venue

A festival can be held just about anywhere, such as a museum, shopping mall, park, library, school, or youth and recreation centers. When selecting a venue, consider the following:

- Is the location convenient and accessible by public transportation?
- Is it centrally located to attract passers-by?
- How many people can it accommodate?
- Is it handicap-accessible?
- Is there adequate parking? (Be prepared to make additional parking provisions.)
- Does the space lend itself to audience participation?
- Is there a reservation process to secure the location?
- Is there adequate access to electricity, water, and phone lines?
- Do you need a quiet area for viewing the video clip?
- Does it have on-site AV equipment and technical support, or do you need to provide this?
- Does it have restroom facilities?
- Are there tables, chairs, stanchions, sign-holders, trash cans, and other furniture or equipment available for the festival? Will these need to be rented from another source?
- Is there a stage or other area available for performers?
- Is a permit for your venue needed for vendors, or is it a public space?
- If insurance is required, will it be provided by you or by the venue? ?

4. Provide ways for people to support *Rx for Child Survival*

Your event will help participants learn about global health and the critical issues facing the neediest children around the world. Once people become aware of these issues, they may be interested in finding ways to get involved. Visit pbs.org/rxforsurvival/campaign for suggestions for turning this motivation into action.

One of the easiest and most productive things people can do is donate to an organization that provides direct health interventions to children around the world.

The WGBH Educational Foundation and Vulcan Productions, Inc. have teamed up with CARE and Save the Children to establish a special fund for *Rx for Child Survival*. Contributions to the fund will be received by CARE and shared equally between CARE and Save the Children to ensure delivery of the five crucial basic interventions children need before age five to help keep them healthy:

- Antibiotics to fight pneumonia and other childhood illnesses
- Vaccines to protect against infectious diseases
- Insecticide-treated netting to protect against malaria-carrying mosquitoes
- Vitamin A and other micronutrients to prevent diseases associated with malnutrition
- Oral rehydration therapy to combat the often deadly dehydration that accompanies diarrhea

Each child will receive the interventions necessary and appropriate for him or her—which may not necessarily be all five interventions. In addition (when and where it is appropriate), healthy new and expectant mothers will be educated about the positive effect of breastfeeding in first months and years of a child's life. CARE will also distribute a percentage of the *Rx for Child Survival* donations to UNICEF for the purchase of vaccines.

The donations you collect for the *Rx for Child Survival* fund will provide these identified interventions to children in Afghanistan, Mali, Mozambique, Nepal, Nicaragua, Sierra Leone, and Vietnam.

5. Promote and advertise the festival

Promoting your event well in advance helps ensure its success and that it achieves the attendance you want. Consider promoting your festival through:

- TV (public service announcements, advertisements, newsletters and member magazines)
- Radio (public service announcements, advertisements, newsletters and member magazines)
- Community and daily newspapers (calendar listings and/or advertisements)
- Posters and flyers in the community
- Newsletters and listservs
- Mailings to festival partners' members and other specific groups

Be aware of language considerations when planning for diverse groups.

Signage is a key factor in informing people about and attracting them to your festival. As the day approaches, put outdoor signs in public areas with the event name, date, and contact numbers. Use big, bold letters so that the signs are easily visible.

6. Secure speakers

To emphasize child global health in the festival and to frame the topic, you may want to have one or two speakers kick off the event or speak at different points during the festival. Setting the tone this way increases visitors' interest in the global health-related elements of your festival. Speakers may be representatives from your organization or from your festival partners' organizations. They may be experts in global child health, or community members who have returned from a visit or volunteer experience working with children in another country. Contact universities and colleges, area hospitals, state and local departments of public health, and local chapters of international aid organizations for experts who can speak at an event. Some things to consider when you have a speaker include:

- Is your potential speaker articulate and engaging?
- What are the key talking points you want the speaker to cover?
- What role do you want the speaker to play in finalizing the agenda and talking points?
- How long do you want each speaker to present?
- Can the presentation space accommodate the expected audience?
- Does the speaker want to distribute handouts or do an activity with the audience?
- Do you need a podium or table?
- Does the speaker need a microphone and public address system?
- Will the speaker use props or A/V equipment?
- Is it appropriate to include event signage or banners in this area?
- Who will introduce and thank the speaker?

7. Show a video segment from the *Rx for Survival* series

Video can be a powerful tool for helping attendees visualize and understand the health issues children around the world face, as well as the simple things that can dramatically improve children's lives. If your festival is small, combine your speaker's comments with a screening of a segment from the broadcast series. The speaker may introduce the segment and then follow it with a presentation on global child health. For larger festivals, you may want to designate a quiet corner or separate room as a viewing area, showing the segment multiple times throughout the event. Choose a segment from the *Rx for Survival* broadcast series that fits your needs.

To purchase the *Rx for Survival* series, visit www.shop.wgbh.org (coming fall 2005)

8. Line up performers

When looking for performers, think about the size and expected age range of your audience. Storytellers are good for younger children, while a world-music group or dance troupe will appeal to a wide range of ages. Have a standby plan in case performing groups arrive late.

In general, consider:

- Is a stage or other space of appropriate size and location available?
- Does the performance space allow for sufficient traffic flow around it?
- Is seating required, and does the space accommodate it?
- If people will dance, what kind of space is needed and available?
- Establish a schedule for when each performer will go on, leaving enough time between performances to set up equipment, if needed.
- Will performers bring all necessary equipment (e.g., instruments, sound system)? If a dance troupe participates, check if they are bringing their own music and sound system.
- Who will introduce and thank each performer?

9. Provide hands-on activities

Activity stations offer attendees hands-on ways to explore aspects of global child health. When selecting activities, consider the following:

- What activity-to-attendee ratio do you want to provide?
- Which combination of activities best supports your festival's goals?
- Have you included a variety of activities for visitors of different ages and interest levels?
- Who will organize and facilitate each activity?
- What materials do you need to collect, photocopy, or prepare before the festival?

A variety of hands-on activities are available on the *Rx for Survival* web site at pbs.org/rxforsurvival.

10. Provide food and crafts

Food and crafts enable participants to experience other cultures in multisensory ways. Food may be supplied by vendors, local restaurants, community groups, and families bringing dishes based on recipes from around the world. Craft vendors may include merchants specializing in global items, local ethnic groups, and items made by community youth.

You may need to purchase a temporary business license for the festival or for each vendor. Vendors are responsible for collecting, reporting, and paying state sales tax (if applicable).

Some things to consider when planning for food or crafts at your event include:

- Provide at least one long table and a chair for each vendor.
- Does furniture need to be rented, or are tables and chairs provided?
- Inform each vendor of the size of the space available and the accessibility to electricity, including voltage (110 or 220).
- Will vendors provide their own electrical cords?
- Are stanchions available if the customer lines become too long and cause congestion?
- Vendors need to be stationed at their table/booth at all times and have sufficient funds to make change for customers.
- Vendors are responsible for leaving a clean booth area at the end of the festival.
- If possible, reserve a parking space for each vendor.
- Ensure the venue is open sufficiently early to allow vendors to set up.

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Food Vendors

- Will food vendors prepare their food on site or arrive with prepared foods?
- Are the vendors' reputations, menus, and experience suitable and appropriate?
- Is there a sufficient mix of beverages, desserts, and entrées?
- Do vendors need an insurance certificate, temporary business license, or health permit?
- Make sure vendors bring their own ice, plates, utensils, napkins, cups, trash bags, etc.
- Will glass containers/bottles be allowed? Can containers be recycled?
- If food is to be sold (rather than included in the price of admission to the festival), how will vendors advertise a menu/price list?

Crafts Vendors

- Will the vendors be artists who can talk about their work with festival visitors?
- Are the handicrafts to be sold related to the festival themes? Are they of adequate quality? Will there be a jurying process?

11. Recruit and coordinate volunteers

Your most valuable resource is your volunteers. Each staff member and volunteer should be assigned to a particular activity. For example:

- performers and staging
- craft and food areas
- activity stations
- safety and emergency services
- venue and admission ticketing
- technical support, such as audio-visual equipment and electricity
- getting visitors to fill out evaluation forms and returning completed forms to the event organizer
- information table, lost and found, and troubleshooting

Here is a checklist of things to keep in mind as you plan for volunteers' participation:

- Appoint a volunteer manager to coordinate volunteer assignments. This person is responsible for assigning specific tasks to each volunteer, training volunteers, explaining the day's event(s) to the volunteers, answering questions, and troubleshooting.
- The number of volunteers you recruit will determine how many activities you can offer and vice versa. We recommend two volunteers to staff each activity station. Adults as well as responsible youth make good activity facilitators.
- If you anticipate high attendance, you may need volunteers to help with security and parking. You may also need additional volunteers at each activity station.
- Plan to provide volunteers with nametags and identifiable outfits (e.g., matching caps or shirts).

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- Create an event schedule that shows volunteers' assignments and break and meal times.
- Schedule a volunteer training a week before the event. At the training, provide snacks and drinks (pizza is quick and easy), share the event goals and schedule, assign roles, and explain responsibilities. For volunteers working with hands-on activities, have them do the activities themselves before the event.
- If you are able to host the training in the same location as the event itself, schedule a tour and show the volunteers where each station will be located.

Remind volunteers and facilitators to be friendly and patient. Staff should:

- Encourage exploration and learning about global child health.
- Guide participants to appropriate literature, performers, vendors, restroom facilities, etc.
- Feel free to say, "I don't know, but let me see if I can find that out for you."
- Have fun!

12. Provide security and first aid

Although many events do not have security, you should always ask yourself the question "what if?" and have a suitable reply. If you need to provide security, hire a police officer or a private security guard. Also, consider the need for renting barricades and/or stanchions to control traffic flow.

Make sure to have basic first aid supplies on hand. Depending on the size and nature of the festival, you may want to consider hiring an EMT or having a First Aid tent, table, or area. If emergency vehicle access looks problematic, notify the fire and police departments.



Completing the On-site Logistics

Whether you have a small event or an all-day festival, there are simple things that help traffic move smoothly, reduce overcrowding and lines, create a safe and secure environment, and help the festival end on a high note for all.

1. Prepare the event space

- For large events, consider having multiple tables devoted to the same activity to avoid crowding.
- Leave space between tables to prevent overcrowding.
- U-shaped table arrangements (using three or four tables) form a space where vendors and facilitators can work, interact with visitors, and restock supplies.
- Depending on the event size, you may want to set up stanchions around the vendor and activity areas, so as not to overwhelm the vendors, facilitators, and visitors.
- Set up each activity in its own area with one or several six-foot tables, chairs or stools for the activity facilitators, and at least one activity sign per table.
- Cover tables with colorful cloths. For activities using water, use plastic tablecloths. Secure cloths with tape or clips so that they don't move while participants are working.
- Store extra supplies under the table, so they will be readily available but not in the way.
- Supply each activity area with materials and instructions. Placing instructions in a clear acrylic frame helps make them more visible.
- Place a trash container under each table.

2. Post signs and photos

Signage is a key factor in getting people to and around your festival. Outside the venue, post signs with arrows directing people to the event. Inside the venue, post signs with arrows guiding visitors to the right part of the building. Signs at all venue entrances should mention the event name and room location.

3. Coordinate the volunteers

- Schedule a day-of-event orientation at least one hour before your event opens. At this orientation, give volunteers an overview of the day, assign them to their stations, give them their schedules, and review restroom locations and venue-specific information.
- Designate some volunteers as floaters. They can cover stations during assigned breaks and lunch.

4. Clean up

At the end of a festival, the staff and volunteers are tired and there is generally a big mess. Make things easier by having lots of large trash bins, recycling boxes, dustpans, and brooms.

5. Send thank you notes and debrief the festival

Whatever your festival's size and scope, take the time to thank everyone involved. From the smallest task to the grandest, a thank-you is greatly appreciated and garners good will.

Questions? **Contact us at rxforsurvival@wgbh.org**