Thanks for expressing interest in or signing up for Friendship Bridge’s September 2018 Health for Life campaign! We’re glad to have you on board!

This toolkit is designed to walk you through the Health for Life campaign. You’ll find a sample email, social media posts, photos, statistics, and other information about healthcare in Guatemala. Feel free to adapt the content based on your personality and who you are contacting.

Also in this toolkit is a list of proposed actions you can take to promote your own health. Let your friends and family know about the commitments you’ve made! Fill in the blanks in the email and social media posts below with the steps you’re taking this month to prioritize your health.

Feel free to reach out to Nicole at neubanks@friendshipbridge.org or (303) 674-0717 if you have any questions! We’ll be in touch weekly during the month of September to keep you updated on the Health for Life campaign’s progress and to give you new weekly content for social media and emails!

Happy Fundraising!

–Friendship Bridge

Step 1: Sign up for a fundraising page (and download the app –P2P fundraising!)

Becoming a fundraiser in our 2018 Health for Life Challenge is easier than ever! Just go to https://www.friendshipbridge.org/events and click on “Register for the Health for Life Challenge” to get started. Next, click on “Register to Start Fundraising.”

2. Click on “Register to Start Fundraising” halfway down the page
3. Complete the Registration Detail Form and click “Next”
4. IMPORTANT: On the next page, it will ask you to create an account. Select “Do this Later”

5. Review information and click “Go to Checkout”

6. Complete information on the following page, then click “Submit”

7. Go to your email inbox and there will be an email with a link at the bottom to create your fundraising page. Click on this link.

8. This link will ask you to login to the campaign. IMPORTANT:
   a. If you are new to the health campaign since 2017, then create your login details. You can start setting up your page once you are logged in.
   b. If you participated in 2017 and know your login details, then sign in and select the 2018 Campaign to start setting up your page.
   c. If you participated in 2017, but forgot your password, then click the “I Forgot” link on the sign-in page and follow the below special instructions:
      i. Open the email sent to you to reset your password. Follow instructions to create a new password.
      ii. IMPORTANT: Once your password is reset, the page will direct you to your 2017 campaign page. You must click “Logout”.
      iii. Once logged out, then re-enter details to sign back in.
      iv. Select the Health for Life 2018 Campaign to start setting up your fundraising page.

1. Check your campaign donations
   - You will receive an email confirming your registration. In it will be a link directly to your page.
   - OR go to the web address above, scroll down to the heading “Find and Donate to a Participant,” and select the orange Find a Participant button. Click on your campaign.

2. Manage your campaign (thank donors, promote it on social media, post updates on your health challenge progress, customize your page, or change your password)
   - From your registration confirmation email, select the Edit link.
   - OR scroll to the very bottom of your page (from step 2 above) where you will see in small orange print, “Is this your fundraiser? Click here to manage the page.”
   - OR use the P2P Fundraising app, which is free to download from iTunes or Google Play.

3. Customize your page
   - You can go right on from registration to customize your page by clicking the “Complete your fundraising page setup here” button. Or you can do it later.
   - If you choose to do it later, select the Edit Page tab from the Manage Your Campaign page (from step 3 above).
- You can change your photo and the message you want to communicate to your friends.

If you have questions, please contact Nicole or Kyra at (303) 674-0717.

**Step 2: Choose a health challenge and prioritize your own health and wellness**

Here’s a few ways you can prioritize your own health and wellness this month:

- Exercise 3-5 times/week.
- Drink ½ to 1 gallon of water a day.
- Make sure you are eating nutritionally dense food. Eat your greens!
- Get enough sleep. Adults need 7 to 8 hours of sleep a night.
- Spend time each day meditating.
- Take a multivitamin every day.
- Organize a hike or a bike ride, or run a race.
- Hold a “healthy foods” potluck and invite some friends.

Wondering what preventive health services you should schedule? Here’s a checklist for you to follow.

In your 20s +
- Annual Checkups
- Routine Physical Exam
- OBGYN - Papanicolaou Exam
- STI test
- Dentist
- Dermatologist
- Eye Exam
- Vaccinations
- Dietician

30s, add:
- Cholesterol Checks
- Blood Pressure Checks

40s, add:
- Mammogram
- Stress echocardiogram
- Ophthalmologist

50s +, add:
- Colonoscopy
- Bone density scan

**Step 3: Email your friends and family and post on social media**

Sample Email:
Subject: Support me as I support healthcare for women in Guatemala!

This month I will be ________, _______, and ________. (sample content: scheduling a dentist appointment, making an appointment for my yearly physical, hiking every week, exercising five days a week, eating more veggies, drinking 100 oz of water every day, etc.)

Will you support me as I take on this health challenge?

I ask because I’m joining a movement for the month of September support Friendship Bridge (www.friendshipbridge.org), a nonprofit that creates opportunities that empower Guatemalan women to create a better life. Friendship Bridge provides preventive health services to rural, indigenous women in Guatemala through their Health for Life program. Most of these women lack access to important and often life-saving health services, and health complications often prevent these women from finding a way out of poverty.

Since 2015, we have served 5,224 women with preventative health services, and have given 15,399 women health education like diabetes and hypertension screenings, breast and cervical exams, Pap smears, and birth control options. I’ll share more information about this program and stories of women whose lives it has impacted – women like Manuela who was diagnosed with cervical cancer, received treatment, and today is cancer free!

As Friendship Bridge expands this program to thousands more women this year, I’m standing with them by prioritizing my own health. But also as important, I’m trying to raise $1,000 for Health for Life to provide 40 women with health services and education for a year. (Just $25 provides a woman with health services!) You can donate at my personal page (insert link to your own page), where you can see how even $5 or $10 can make a huge difference. Will you support me as I support women in Guatemala?

Sample Facebook post

This month I’m committing to ________ and ________. I’m doing this to promote health and raise $1,000 for Friendship Bridge’s (tag us on Facebook @microcreditplus) Health for Life program and provide health services for 40 women in Guatemala. You can check out my fundraising page to learn more. Will you support me as I support women in Guatemala? (insert link to your fundraising page)

Step 4: Post on social media throughout September!

We bet most of your personal network is on social media, so be sure to post on Facebook and other social media platforms throughout the month of September. In our weekly emails we’ll also be sending you photos you can share along with these posts. You can also take a photo of yourself with the #HealthForLife sign provided at the end of the toolkit and post it on social media. REMEMBER, use the hashtag #HealthForLife everytime you post on social media. Another good hashtag to use (if you have room) is #FriendshipBridge. If you want to connect with us on social media, you can find us at the following names:
Below is some sample content for social media posts.

64% of indigenous women in Guatemala said they did not want to have children in the next two years, yet only 10% had access to contraceptive options. It takes as little as $10 a year to give a woman access to a family planning method. Would you support my fundraising campaign as I support health services like family planning for women in Guatemala?

<copy link to your fundraising campaign>

78% of Mayan women aged 15-49 reported never having a cervical exam. With regular cervical exams you can help reduce cervical cancer – the 2nd most common cancer affecting women in Guatemala. Will you donate to my fundraising campaign to support preventive health?

<copy link to your fundraising campaign>

Can you imagine your life without access to health services or education about the importance of preventive health? Would you partner with me to provide Guatemalan women living in poverty a healthier future? The money I raise will provide women in Guatemala with access to often life-saving preventive health services.

<copy link to your fundraising campaign>

Help me in my mission to prioritize my health by supporting my campaign to empower Guatemalan women with life-saving health services!

<copy link to your fundraising campaign>

Step 5: Save the Date: Sept. 21st International Health for Life Walk
Join us either in your location or with a participating group for our international Health for Life walk! Check our website for participating locations, or let us know if you want to organize your own.

Step 6: After the Health for Life challenge ends
Thank your supporters for helping you raise awareness and funds for women’s preventive health in Guatemala. Let them know how much you appreciate their support!

Sample thank-you email:
Thank you so much for supporting my fundraising campaign this month. [Let them know how much you raised] The money we’ve been able to raise will go far in expanding the reach of preventive health services to women in Guatemala. Thank you to everyone who has spread the word and donated. If you’re interested in staying up to date on this health program and what Friendship Bridge is doing to empower women in Guatemala, sign up for their newsletter at www.friendshipbridge.org!
Background on *Health for Life* program

*Health for Life*
Through surveys and interactions with our clients, we know health complications limit their potential of building a better future for themselves and their children. Some of the most common health complications in Guatemala are preventable diseases like diabetes, hypertension, cervical cancer, and sexually transmitted infections. In Guatemala, misconceptions and lack of education about health care, as well as limited access to culturally appropriate services, result in high rates of these preventable diseases. We designed our *Health for Life* program to specifically address the preventive healthcare challenges that rural, indigenous women face in Guatemala.

Our model
The *Health for Life* program provides health education and services to Friendship Bridge clients, in partnership with *Wuqu’ Kawoq* (Maya Health Alliance). Culturally sensitive exams, consultations, and other services are offered by women nurses who are from the local communities and speak the clients’ indigenous languages. The program also provides mobile clinics that travel to the clients’ communities.

Clients participate in health specific education sessions during their monthly Trust Bank meetings and earn access to the preventive health services package as a benefit of being a Friendship Bridge client. The *Health for Life* pilot began in 2015 at the Sololá branch, and in 2016 expanded to the Chimaltenango branch. In 2017 we expanded to our Quiché branch. When complex health cases are discovered, clients are absorbed into *Wuqu’ Kawoq’s* complex care program.

2017 Results

3 Branches now offering health services: Sololá, Chimaltenango, and Quiché.
2,675 clients received health services.
541 clients participated in family planning methods such as birth-control pills and implants.

*To date we have served 5,224 women with preventative health services, and have given 15,399 women health education.*

Talking Points on Friendship Bridge

**Mission:**
Creating opportunities that empower Guatemalan women to build a better life.

**Vision:**
Empowered women choosing their own path.
What does Friendship Bridge do?

Friendship Bridge provides microfinance, education, and preventive health services to help clients build resilience and pursue opportunities. We call this our Microcredit Plus program. 100% of our clients are women, and we target rural areas where poverty levels are highest in Guatemala.

Why is Friendship Bridge trustworthy?

Our work in the Health For Life program has received International recognition. In February we were published in the prestigious Healthcare journal:

And in March an article about the success of our program was published by Univision, one of the largest Spanish Speaking media companies in the world:


Sample Photos & #HealthForLife Sign: Feel free to share these photos and graphics in your emails and social media posts. TIP: right click to save the image to your computer.

A client gets her blood pressure checked by a mobile health clinic nurse. Hypertension screenings are one of the preventive health services offered.
A mobile health clinic nurses preps a client’s arm to insert a Jadelle arm implant, one of the family planning methods offered through Friendship Bridge’s preventive health program.

A Friendship Bridge client receives a health exam.
Doña Maria smiles with her daughter. “After I found Friendship Bridge, I gained access to preventive health services, and it saved my life. After my pap smear, they detected cervical cancer. Since I knew I was dying there was no reason to seek treatment. I felt extremely sad. My nurse, Rebecca, changed my mind. She is not my daughter, but she is my life-giving angel.” Doña Maria is so grateful to Nurse Rebecca and her Friendship Bridge Loan Officer Gloria for the support they gave her. “They always told me, ‘We fight together, and we’ll win together.’ Now I’m here talking about my victory. I want other women to hear my story. It could save their lives. It’s our job to make the decision to defeat sickness; if I can do it, another woman can do it too.”
Doña Mili speaks with Nurse Dina from The Maya Health Alliance about preventive health during her exam. “In our community, it’s a luxury to get sick. It’s too expensive to get the care we need many times when we get sick,” said Doña Mili. “That’s why I encourage my group to take advantage of this opportunity for health services. Until our NFE meeting, many of us didn’t know what tests we needed.”

Images You Can Use For social media
43% of Guatemalan indigenous women are unaware of any family planning methods

Health For Life
CHALLENGE

$10 Two Pap Smears

$25 Preventative Services for one woman

$50 Two birth control implants

Health For Life
CHALLENGE