

**2019 Alert Today Alive Tomorrow Campaign
Internal Schedule of Events and Outreach Activities**

UPDATED: June 17, 2019

WEEK (Sunday-Saturday)	SCHEDULED ACTIVITIES
May 26 - Jun 1	<ul style="list-style-type: none"> • CAMPAIGN OFFICIALLY BEGINS • PARTNER KICK-OFF EVENT: Friday, May 31 - GoToMeeting • <i>Note: Memorial Day is on Monday, May 27</i>
Jun 2 - 8	<ul style="list-style-type: none"> • Send E-Blast #1 • Post social media #1
Jun 9 - 15	<ul style="list-style-type: none"> • Post social media #2
Jun 16 - 22	<ul style="list-style-type: none"> • Post social media #3
Jun 23 - 29	<ul style="list-style-type: none"> • Send E-Blast #2 • Post social media #4
Jun 30 - Jul 6	<ul style="list-style-type: none"> • Post social media #5 • <i>Note: Fourth of July is on Thursday, July 4</i>
Jul 7 - 13	<ul style="list-style-type: none"> • OUTREACH EVENT: Live Healthy Little Havana Family Event (Friday, July 12, 3:00 p.m. to 6:30 p.m. at Henderson Park, 950 NW 3 Street, Miami, FL 33128) • Post social media #6 • Partner campaign surveys distributed
Jul 14 - 20	<ul style="list-style-type: none"> • Partner campaign surveys due
Jul 21 - 27	<ul style="list-style-type: none"> • OUTREACH EVENT: Joe Martinez Annual Health & Safety Expo (Saturday, July 27, 10 a.m. to 4 p.m., Fair and Expo Center – Darwin Fuchs Pavilion)
Jul 28 - Aug 3	<ul style="list-style-type: none"> • Distribute campaign summary report
Aug 4 - 10	<ul style="list-style-type: none"> • OUTREACH EVENT: Hammocks Police Station National Night Out (Tuesday, August 6, 6:30 p.m., Sugarwood Park - 10010 SW 145 Place)