Native American Elders: Fostering Interagency Collaborations to Support Effective Outreach

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Goals

Through the National Multicultural Outreach Initiative, the NIH and NIAMS will:

• Raise **awareness** in multicultural communities about the availability of, and access to, NIH, NIAMS and other Federal resources to help people with conditions of the bones, joints, muscles and skin.

• Emphasize that **research** is the **foundation** for progress.

• Support and **involve** organizations in multicultural outreach.
Target Audiences and Content Areas

**Target Audiences**
- African Americans
- American Indians, Alaska Natives, and Native Hawaiians
- Asian Americans and Pacific Islanders
- Hispanics/Latinos (bilingual)

**Content Areas**
- Bone health
- Joint health
- Muscle health
- Skin health
2013 Health Planners

A Year of Health
A Guide to a Healthy 2013
for You and Your Family

Keeping Your Skin Healthy

Keeping Your Eyes Healthy

A Year of Health
A Guide to a Healthy 2013
for You and Your Family
NIAMS National Multicultural Outreach Initiative

As part of the National Institutes of Health (NIH), the mission of the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) is to support research into the causes, treatment, and prevention of arthritis and musculoskeletal and skin diseases, the training of basic and clinical scientists to carry out this research, and the dissemination of information on research progress in these diseases. NIH, the nation’s medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services (HHS). NIH is the primary Federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases.

NIAMS A Year of Health: A Guide to a Healthy 2013 for You and Your Family

Learn More ➤

For more on the free, easy-to-read information available in a Year of Health planner, please click on the above multicultural group that most interests you.

For more information about NIAMS multicultural outreach, please visit:

If you’re interested in conducting outreach to multicultural communities, please click here to access additional information and resources.
Electronic Toolkit

National Multicultural Outreach Initiative

The National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) of the National Institutes of Health (NIH) created this e-toolkit to help support outreach efforts to multicultural communities. The materials included here can be used as a helpful guide to begin planning your own dissemination strategies.

General Information

Overview
Learn more about background and goals for the National Multicultural Outreach Initiative.

NH Disparities Strategic Plan
Learn more about the overarching principles for the NIH health disparities agenda.

Outreach Tips
Read about research-based tips to help distribute A Year of Health planners effectively.

Web Banners
Add a link to the NIAMS on your website or blog.

Templates
Flyer
Promote the availability of A Year of Health planners in your organization or community. Use the Contact Information Label below to add your organization's contact information to the flyer.

Twitter
Let your followers know about A Year of Health planners.

Facebook Posts
Link to the NIAMS.
Outreach Tips

• Review the health planner.
• Tailor the information you present.
• Choose the best location to distribute.
• Engage in personal interactions with people while distributing the health planners.
• Leverage outreach workers or health representatives.
• Focus on the variety of information available.
Help us reach your communities!

• Order the health planners.
• Download the sticker template to customize the health planners with your organization’s contact information.
• Forward the special announcement to your constituencies.
• Use the Facebook and Twitter posts to alert your constituencies.
For more information:

www.niams.nih.gov/multicultural

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