



Issuing and Using a Proclamation

A proclamation is an official designation of an event issued by governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns. It is a tool for gaining public recognition and carries the full support of a government official in your state or community. For a sample National Women's Health Week proclamation, please visit go.usa.gov/n6C and use the information below to have a National Women's Health Week proclamation issued in your community.

How to Get a Proclamation Issued

Contact your local government official's communications office to identify the action needed to designate May 13–19, 2012 as National Women's Health Week in your community. Contact information can usually be found online or in your local phone book. Send them a draft of the proclamation so they have to do as little work as possible.

What a Proclamation Should Say

The proclamation should declare May 13–19, 2012 as National Women's Health Week and be signed by your local government official, noting that he or she supports National Women's Health Week. The proclamation should discuss the importance of National Women's Health Week as well as the importance of raising awareness of women's health and safeguarding the health of women in your community.

To view a sample proclamation, please visit go.usa.gov/n6C. To view the 2011 National Women's Health Week Presidential Proclamation, please visit go.usa.gov/n6r.

How to Use a Proclamation

Reach out to your local media

Send a press release to your local media announcing the proclamation, and personalize it with information specific to your organization and community. For information on reaching out to the media, visit go.usa.gov/n6Y, and for information on a template press release, visit go.usa.gov/n64.

A press release should:

- Give background information about National Women's Health Week, explain why the proclamation was issued and who issued it, provide information about women's health as it relates to your city or state, and detail what the proclamation means to your community.
- Include quotes from the government official issuing the proclamation. It may also include a quote from the individual or organization who worked to have the proclamation signed or an organization who works to improve the health of women in your community.

Once the press release is written, send it to reporters at your local newspaper and TV and radio stations along with a fact sheet that includes local information and statistics. Have the proclamation printed in business or community newsletters, including newsletters for hospitals and local community health centers.

Hold an event

If you're holding a National Women's Health Week event, use it as an opportunity to promote the proclamation. Invite reporters and local health organizations by sending a media advisory and distribute printed copies of the proclamation at the event. You can also have the proclamation enlarged to display at the news conference, event, or your office. For a template media advisory, visit go.usa.gov/n62.

Distribute the proclamation

Send the proclamation to local health organizations and local government officials, such as the mayor or governor, and encourage them to display the proclamation in their offices and on their websites. Don't forget to post the proclamation to your own website.

If you need assistance, contact Retta Terry at Henrietta.Terry@hhs.gov or 202-205-1952.