

**MONTEREY COUNTY'S
XIV BINATIONAL HEALTH WEEK**

**ANNUAL REPORT
FRIDAY, OCTOBER 3 - SUNDAY, OCTOBER 12, 2014**



INTRODUCTION

Binational Health Week (“BHW”) has become one of the largest mobilization efforts in the Americas to improve the health and well-being of underserved immigrants of Mexican and Latin American origin living in the United States, Canada, and Mexico. It encompasses an annual weeklong series of health promotion and health education activities that include workshops, insurance referrals, and brief medical screenings. BHW events emerge annually from networks forged among Federal, State, County and non-profit agencies and organizations working on breaking health barriers for our local migrant communities. BHW is the stepping stone towards achieving multi-agency coordination to improve Latino immigrant families’ health and well-being.



MISSION STATEMENT

The Monterey County Binational Health Week Partnership is a local Monterey County task force committed to building collective leadership and advocacy aimed at improving health care access for Monterey County immigrant populations in a manner that is culturally and linguistically appropriate. The Mo. Co. BHW Partnership facilitates inter-agency and international collaboration to: promote prevention and early intervention health services; reduce disproportionate health burdens, and alleviate barriers to health care access.

RESULTS

Over the years, BHW has continued to attract community sponsors because of the growing success of the event. BHW has grown over the years as a result of the continued support of committed sponsors and community partners. In 2014, Binational Health Week organized **12 separate health events** throughout Monterey County, at the following locations: City of Seaside, Salinas, Greenfield, Gonzales, King City, Soledad and Pajaro.

It is estimated that over **5,600 people** attended the health events and subsequently received direct health education. More than **10,000 health education pamphlets** were distributed in English and Spanish.

The events were also successful in assisting patrons to enroll in covered California, including the successful completion of **57 Medi-Cal** applications.

A total of **21 health agencies** from multiple sectors voluntarily participated at the health fairs. The event was organized and facilitated with the help of **32 volunteers**, who committed their time and health experience.

Free of charge health screenings were also provided at the health events. It is estimated that with the help of the volunteering health agencies, various health services were administered, including: **151 blood pressure examinations, 151 glucose tests,** and approximately **500 influenza vaccines.**



Program for Binational Health Week in 2014

The 2014 Binational Health Week ran from Friday, October 3 through Sunday, October 12, 2014. A celebration was held at the Harden Foundation on Friday, October 3rd to initiate the week's planned events: which included community health workshops in the City of Seaside, Salinas, Greenfield, Gonzales, King City, Soledad and Pajaro.

Public bilingual radio health announcements and programs; and a health fair to culminate the week-long events.



Event Kick-Off

The 14th Binational Health Week commenced with a kick-off event held at the Harden Foundation on Friday, October 3rd. The event was well attended by community leaders, local elected officials, and members of our community, including: Javier Aguilar Cuevas, Consul Ascribed from Consulate General of Mexico in San Jose; inaugurated the 14th Binational Health Week in Monterey County.



Among our attendees were; Clínica de Salud del Valle de Salinas CEO, Maximiliano Cuevas; Harden Foundation; Executive Director, Joseph Grainger; Monterey County Health Department Assistant Director of Public Health, Elsa Jimenez; and Monterey County Department of Social Services Director, Elliott Robinson.

The Binational Health Week received public recognitions from local, state and U.S. politicians. Monterey County Board of Supervisors and California Legislature Assembly awarded resolutions to the event. King City honored the event with a proclamation. The event was further recognized by U.S. Representative Sam Farr, and the California State Senate.

The kick-off's keynote speaker, Brenda Eskenazi, Ph. D., Director of the Center for Environmental Research and Children's Health at the University of California at Berkeley, provided an enlightening speech on pesticides' exposure pathways and health effects. She also discussed other prevalent health risks to farm worker families residing in Salinas Valley, California. She discussed the importance of collaboration to developing interventions to prevent future pesticide exposure.



Health Education Workshops

The workshops provide community residents an opportunity to become knowledgeable about prevalent diseases they may not be familiar with. Each of the **ten (10) workshops** facilitated by BHW had **roughly 50 attendants per class**. The workshops were led by physicians volunteering their time. The workshops were held throughout Monterey County, at the following locations: City of Seaside, Salinas, Greenfield, Gonzales, King City, Soledad and Pajaro.

The workshops covered an array of health topics, including: chronic illness prevention, oral health maintenance, and maintenance of ongoing conditions such as high blood pressure, and diabetes. Physicians also spoke about risk factors associated to cancer and general treatments. The emphasis of the workshops was to promote healthy living practices today to prevent chronic diseases tomorrow.



Workshop patrons received free health screenings for blood pressure and glucose levels. Others took advantage of the influenza vaccines being administered. The medical services were provided by physicians volunteering their time.

Health Fair

The Binational Health Week culminated with grand fair held in East Salinas. Attendees of the fair enjoyed culturally enriching activities, educational presentations, and last but not least, obtained direct health services by qualified physicians.



The event was perfect for a family outing: approximately 550 children and 700 parents were amongst those who attended the event. There was a diversity of games for children and parents to play. As an additional bonus, 372 toys were donated to children.

With the help of our sponsor, Saoves, Fishes & Computers, Inc., six computers were raffled off at the health fair for free. Patrons received tickets upon arrival and winners of the raffle were required to be present at the time of selecting the winners at 4:00 p.m. Some of the winners had never possessed, and the families were excited for the blessing of being able to own one. The children were excited that they would have the tools to enrich their school educational assignments.



MEDIA

Binational Health Week events were publicized widely throughout the Monterey County. An estimate of 2,000 BHW event calendars were printed and distributed to community organizations. In addition, about 4,000 flyers for the Health Fair were printed and distributed by the task force members at schools, churches, community centers and events.

Radio Bilingüe aired BHW public service announcements on a daily basis from the first week of October until the closing of BHW.

Entravisión, with a local net reach of 115,653 viewers, broadcasted multiple spots on their TV outlets; and their Radio, of 49,627 listeners, also broadcasted BHW events on multiple spots.



FUND DEVELOPMENT

The fund development committee worked diligently to engage local businesses and agricultural companies as sponsors of multiple BHW events with great success. Binational Health Week received more than **\$2,500** in-kind contributions and **\$6,000** in grants from The American Cancer Society and First 5 of Monterey County.

PARTNERS

Binational Health Week engaged new and old partners in the planning and implementation of health education activities, including; Clinica de Salud del Valle de Salinas, Employment Development Department State of California, California Rural Legal Assistance, Consulado General de Mexico in San Jose, California, Mexican American Opportunity Foundation, Community Action Partnership of San Luis Obispo, Center for Community Advocacy, Monterey County Health Department, and Students Interested in Medicine Association.

RESOURCES

Binational Health Week is an annual event coordinated by the Monterey County Binational Health Week Partnership. For a copy of this report please visit www.csvs.org.

STATISTICAL PROGRESS REPORT

BHW Event	Population Attended	Number of Activities
Health Fair	5,000	1
Health Education Workshops (promotion of health and healthy practices)	500 (not including children)	10
Media Coverage: Radio Interviews TV Interviews		3 1
TOTAL	5,500	
Direct Services Glucose Screenings Blood-pressure Screenings Vaccinations Medi-Cal Applications	151 151 500 57	
TOTAL	850	

Monterey County Binational Health Week 2014
Planning Committee

Erick Lopez- Chair

Clinica de Salud del Valle de Salinas
Crystal Escobar-Assistant

Jesus Lopez- Co-Chair/Media Coordinator

California Rural Legal Assistance
Tony Valencia- Univision La Tricolor
Victor Ramos- Univision La Tricolor
Delia Saldivar- Radio Bilingue

Maria Ortiz- Event Officer

Mexican American Opportunity Foundation
Elsa Arroyo- Employment Development Department

Angie Ramirez- Workshop Officer

Community Action Partnership of San Luis Obispo
Emiko Torres- Monterey County Health Department
Christina Perez- Monterey County Health Department Intern

Rosario Aguirre- Agencies Liaison

Monterey County Health Department
Elsa Arroyo- Employment Development Department
Alan Sua and Martha Gutierrez- Consulado Mexicano

Joel Hernandez- Safety Officer

Center of Community Advocacy
Jhanie Ramos and Leonel Zagal- SIMA

**BINATIONAL HEALTH WEEK 2014
MONTEREY COUNTY TASK FORCE
MEMBERS**

Fiscal Sponsor



Coordinating Agencies



Financial Sponsors



Donors

Casa Del Pollo

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Participating Agencies

Alliance on Aging

**Center for Community
Advocacy**

**Central Coast Center for
Independent Living**

CHAMACOS

Child Support Services

Ciclovia

**Clinica de Salud del Valle de
Salinas**

**Consulado General de Mexico-
San Jose**

Covered California

**Employment Development
Department**

Food Bank for Monterey County

Loaves, Fishes and Company

**Mexican American Opportunity
Foundation**

**Monterey County Health
Department**

Monterey County Social Services

Natividad Medical Center

Planned Parenthood

Recycle

Smooth Family Chiropractic

Walgreens

Willie Mobilee

Elective Officials & Partner Cities

Office of Sam Farr

City of Soledad

Office of Luis Alejo

City of Gonzales

Office of Monterey- County

City of Greenfield

Board of Supervisors

City of King City

City of Salinas

