



BORDER MODELS OF EXCELLENCE COMPENDIUM



2003

Border Models of Excellence

LETTER FROM THE COMMISSION MEMBERS

Dear Friends and Colleagues:

We are pleased to present the Border Models of Excellence applicants and selected models for the first phase of this initiative. As Commission Members, we are cognizant of the importance of your unflagging efforts to improve health in the border region.

Border Models of Excellence is an excellent example of two sovereign nations, ten states, Border Health Offices and Commission Outreach Offices collaborating to advance the health and welfare of its citizens. It is only by working hand-in-hand that true advancements can be secured against diseases that do not recognize international boundaries.

We are pleased to bring recognition to those organizations and agencies contained herein with the hope that by presenting these awards, the models and their best practices will flourish in other areas along the border and across the nations, and continue to make a difference in the day-to-day lives of the members of their communities.

Congratulations!

United States-Mexico Border Health Commission Members

The United States Mexico Border Health Commission (USMBHC) would like to thank the many individuals and organizations who made the first phase of the Border Models of Excellence (BMOE) initiative possible. Among these are our 26 Commission members, the Secretaries of Health from the U.S. and Mexico: Tommy Thompson and Dr. Julio Frenk Mora, respectively, and their delegates. This project was inspired by the Health Resources and Services Administration (HRSA), “Models That Work” program. We give special thanks to Tracy McClintock, Director of “Models That Work” for her continuous support of this initiative. HRSA's dedicated and pioneering efforts to recognize community-based programs which improve access to healthcare for the uninsured and foment the replication of these models, have been essential to this effort. We would also like to thank the dedicated individuals responsible for health promotion in the Mexican border states and in the outreach offices of the USMBHC. Furthermore, we are grateful to the members of the Border Models of Excellence Technical Advisory Group and their sponsor organizations for their guidance and technical assistance in this initiative.

Special Acknowledgement to:

The Center for Child Health Outcomes, Children's Hospital San Diego &
The Commission Border Models of Excellence Work Group:
Blair Sadler, Dr. Catherine Torres, Dr. Federico Saracho,
Dr. Alfonso Valenzuela, and Dr. Dora Elia Cortés

Border Models of Excellence

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The United States-Mexico Border Health Commission (USMBHC or Commission) was created as a binational health commission in July 2000, with the signing of an agreement by the Secretary of Health and Human Services of the United States and the Secretary of Health of Mexico.

The mission of the United States-Mexico Border Health Commission is to provide international leadership to optimize health and quality of life along the United States-Mexico border.

The Commission is comprised of the federal secretaries of health, the chief health officers of the ten border states and prominent community health professionals from both nations. The USMBHC has the unique opportunity to bring together the two countries and its border states to solve border health problems. The Commission provides the necessary leadership to develop coordinated and binational actions that will improve the health and quality of life on the border.

The role of the Commission is as follows:

- Institutionalize a domestic focus on border health which can transcend political changes;
- Become a venue for broad participation by health professionals and others interested in improving border health;
- Promote social and community participation;
- Act as a catalyst for needed change;
- Act as a policy advocate;
- Increase resources for the border; and
- Encourage self-responsibility

The health education and promotion agenda of the Commission is known as Healthy Border 2010. Healthy Border 2010 provides health objectives for the United States - Mexico border region based on common health indicators. For more information, please see the table of Healthy Border topic areas in the appendix section of this compendium. For additional information on our activities and initiatives, please visit our website at: www.borderhealth.org or www.saludfronteriza.org

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PROJECT SUMMARY

The purpose of the Border Models of Excellence initiative is to recognize the community-based health programs and initiatives along the United States-Mexico border that have made great strides in improving the health and well-being of communities along either side of the 2000 mile border. The USMBHC celebrates the accomplishments of these programs through Border Models of Excellence.

The primary purpose of this initiative is to:

- *Identify best projects and models; and*
- *To build the capacity of existing programs and models that address the focus themes of Healthy Border 2010. It emphasizes and supports the transfer and sharing of experience and successful strategies across states and along the U.S.-Mexico border region.*

In this first phase of the initiative, "*Border Models of Excellence*" has focused upon programs that currently use the Community Health Worker (CHW)/*Promotor(a)* approach and have been in existence for a minimum of 12 months and are sustainable and ongoing. CHW/Promotores(as) have been providing border communities with extremely valuable help in accessing healthcare and improving health and every day life.

The Border Models of Excellence Initiative commenced its first call for applications in October of 2002. The criteria for selection of applicants in this first phase of Border Models of Excellence was the following:

- A presence on the United States-Mexico border
- Utilization of Community Health Workers / *promotor(a)*
- Innovative
- Responsiveness to community needs
- Possess outcome capability
- Demonstrate measurable quality improvement
- Collaborative in nature
- Ability to be replicated and sustained
- Administrative effectiveness
- Focus on at least one of the Healthy Border objectives

WHAT ARE COMMUNITY HEALTH WORKERS/PROMOTORAS?

Community Health Workers (CHW) are also known as community health advocates, lay health educators, community health representatives, peer health promoters, community health outreach workers, and in Spanish, promotores de salud. They are community members who work almost exclusively in community settings. They serve as connectors between health care consumers and providers to promote health among groups that have traditionally lacked access to adequate health care.

-A. Witmer 1995

Community Health Workers (CHW)/*Promotoras* can be found in a variety of healthcare and community settings including clinics, hospitals, community centers, churches, agricultural fields, libraries, shelters, and in their own neighborhoods. CHW/*Promotoras* utilize and build upon their pre-existing relationship with the community being served to connect and empower their peers. This ever-growing cadre of health support workers play many important roles in underserved and uninsured communities. According to the National Community Health Advisor study among these are the following:

- ✓ Bridging cultural mediation between communities and the health and social service systems
- ✓ Providing culturally appropriate and accessible health education and information
- ✓ Assuring that people get the services they need
- ✓ Providing informal counseling and social support
- ✓ Advocating for individual and community needs
- ✓ Providing direct services
- ✓ Building individual and community capacity

Latin America has a long and successful tradition of integrating CHW/*Promotoras* into the health delivery system. By working bilaterally, expertise and experience can be cross-pollinated on both sides of the United States-Mexico border. It is our aim to recognize the critical work that CHW/*Promotoras* carry out in their border communities and create a network of cooperation, technical support, professional training, and replication services for the organizations and agencies that utilize them.

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HEALTHY BORDER 2010 OBJECTIVES

The health outcome objectives of the Healthy Border 2010 Program are grouped into 11 topic areas. The topic areas include:

- ✓ Access to Health Care - ensure access to primary care or basic health care services
- ✓ Cancer - reduce breast cancer and cervical cancer mortality
- ✓ Diabetes - reduce both the mortality of diabetes and the need for hospitalization to treat it
- ✓ Environmental Health - improve household access to sewage disposal and reduce hospital admissions for acute pesticide poisoning
- ✓ HIV/AIDS - reduce the incidence of HIV/AIDS
- ✓ Immunization and Infectious Diseases - expand immunization coverage for young children, as well as reduce the incidence of hepatitis and tuberculosis
- ✓ Injury Prevention - reduce mortality from motor vehicle crashes as well as mortality from injuries experienced by children
- ✓ Maternal, Infant and Child Health - reduce infant mortality due to congenital defects, and improve prenatal care and teenage pregnancy rates
- ✓ Mental Health - reduce suicide mortality
- ✓ Oral Health - improve access to oral health care
- ✓ Respiratory Diseases - reduce the rate of hospitalization for asthma

The objectives of Healthy Border 2010 focus on specific issues that greatly affect the health of individuals and communities in the border region. Monitoring progress in fulfilling them will publicize achievements and challenges in border health during the remainder of this decade. For further information, please visit our website at: www.borderhealth.org or www.saludfronteriza.org

Border Models of Excellence

FINALISTS

UNITED STATES

Border Vision Fronteriza (BVF) 2 – The New Mexico Model
(*Modelo de Nuevo Mexico*)

Agency/Agencia: New Mexico Department of Health Mexico
(Departamento de Salud de Nuevo Mexico)

Entre Amigas and Community Access Program of Arizona (CAPAZ)

Agency/Agencia: Western Arizona Area Health Education Center, Inc. (WAHEC) (Programa de Acceso Comunitario de Arizona (CAPAZ))

Environmental Health and Home Safety Project (*Proyecto Educativo de Salud Ambiental y Seguridad en el Hogar*)

Agency/Agencia: Southern Area Health Education Center
(*Centro de Educación en la Salud Zona Sur*)

Luchando Contra el SIDA (Fighting Against AIDS)

Agency/Agencia: Campesinos Sin Fronteras (Farmers Without Borders)

Mariposa Community Center of Excellence in Women's Health (*Centro Comunitario para la Excelencia en Salud de las Mujeres*)

Agency/Agencia: Mariposa Community Health Center (Centro de Salud Comunitario Mariposa)

Project Dulce

Agency/Agencia: Whittier Institute for Diabetes (Instituto Whittier para Diabetes)

Puente de Salud (Bridge to Health)

Agency/Agencia: Centro San Vicente (St. Vincent Center)

REACH Promotora Community Coalition (*Coalición Comunitaria de Promotoras REACH*)

Agency/Agencia: Migrant Health Promotion (Promoción de Salud del Migrante)

MEXICO

Dile a una Amiga (*Tell A Friend*)

Agency/Agencia: Fronteras Unidas Pro Salud (*United Border for Health*)

Feria de Salud por la Mujer (*Women's Health Fair*)

Agency/Agencia: Jurisdiccion Sanitaria 1, Hospital General de Allende (*Health District 1, Allende General Hospital*)

Formacion de Promotoras Voluntarias como Fuente de Salud (*Preparation of Volunteer Promotoras as a Source of Health*)

Agency/Agencia: Secretaria de Salud de Nuevo Leon
(*Health Secretariat of Nuevo Leon*)

Programa NEOVIDA (*NEOVIDA Program*)

Agency/Agencia: Secretaria de Salud de Sonora (*Health Secretariat of Sonora*)

Programa de Prevención y Control de Defectos del Tubo Neural con Participación de Promotoras Voluntarias (*Neural Tube Defect Prevention and Control Program with Involvement by Volunteer Promotoras*)

Agency/Agencia: Secretaria de Salud de Nuevo Leon
(*Health Secretariat of Nuevo Leon*)

Programa de Reducción de los Daños para Usuarios of Drogas Inyectadas para la Prevención del VIH/SIDA y Hepatitis C (*Risk Reduction Program for IDU's for the Prevention of HIV/AIDS and Hepatitis C*)

Agency/Agencia: Programa Compañeros, A.C.
(*Compañeros Program*)

Proyecto S.E.S.-CONAFE (*Project S.E.S.- CONAFE*)

Agency/Agencia: Servicios de Salud de Nuevo Leon
(*Nuevo Leon Health Services*)

Salud para Vivir (*Health for Living*)

Agency/Agencia: Misericordia y Vida Para el Enfermo con SIDA, A.C. (*Mercy and Life for the AIDS Patients*)

**EIGHT UNITED STATES
FINALISTS**

Border Models of Excellence

BORDER VISION FRONTERIZA 2 - THE NEW MEXICO MODEL New Mexico Department of Health/Border Health Office

CONTACT

Alice Salcido
Interim Director, Border Health Office
1170 North Solano Dr., Suite L
Las Cruces, NM 88001
505-528-5123 / 505-528-6045 Fax
alices@doh.state.nm.us



HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

KEY PARTNERS

The *Border Vision Fronteriza Project* (BVF) is sponsored by the Health Resources and Services Administration (HRSA) and the University of Arizona. Among their many collaborators are the following: the University of Arizona, Tuscon- Rural Health Office; Families & Youth, Inc., *La Clinica de Familia*, First Step Pediatrics, Memorial Medical Center, and the Ben Archer Health Center.

MISSION/VISION

To increase the number of qualified children and pregnant women enrolled in the Medicaid/SCHIP program in Doña Ana County and thereby increase the access to medical services.

PURPOSE AND DESCRIPTION

Initiated in 1996, *Border Vision Fronteriza Project* is a community-based outreach program in Doña Ana County which targets at-risk, underserved and uninsured children and pregnant women for enrollment in and utilization of Medicaid/SCHIP services. Among the services that BVF provides are the following: outreach, education, case management, and a variety of other health-related assistance.

PROMOTORAS

Promotoras are recruited from the target community and employed as integrated staff members in each partner organization. After an intensive training process, these committed *Promotoras* provide education, networking, and a support system in an effort to improve the health status of the total community.

SUCCESS

In the project periods of 2001 and 2002, *Border Vision Fronteriza Project* achieved over 500% of the target enrollment set by HRSA.

FUTURE PLANS

The New Mexico Legislative Reform Committee is seeking to replicate the BVF model statewide in order to increase overall enrollment of children and pregnant women in Medicaid/SCHIP.

Border Models of Excellence

ENTRE AMIGAS AND COMMUNITY ACCESS PROGRAM OF ARIZONA Western Arizona Area Health Education Center, Inc.

CONTACT

Veronica Peña, Program Director
Division of Women's Health
928-726-8270
vpena@wahec.com
1896 E. Babbit Lane
San Luis, AZ 85349
928-627-9660 Fax

Tuly Medina
Vice President,
Program Development & Human Resources
928-627-9222
tulymedina@wahec.com



Western Arizona Area Health
Education Center, Inc.

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Cancer
- ✓ Immunization and Infectious Diseases
- ✓ Maternal, Infant, and Child Health

KEY PARTNERS

Entre Amigas has been funded by the Susan B. Komen Foundation since 1993; the Community Access program of Arizona (CAPAZ) has been funded since March 2001. Among the various partnerships, four have been instrumental in the development of the Health Promoter's programs: University of Arizona's Rural Health Office, Health Resources and Services Administration (HRSA), Secretaria de Salud en Sonora, Mexico and the Hospital Básico de San Luis Rio Colorado, and the Yuma County Medical Collaborative.

MISSION/VISION

(Entre Amigas) To reduce the risk and incidence of cancer and to promote wellness among Yuma County women and (CAPAZ) to increase access to medical care among Yuma County's vulnerable populations.

PURPOSE AND DESCRIPTION

Entre Amigas is a breast and cervical cancer outreach awareness program that targets the largely Hispanic population of Yuma County residents. This project works closely with the Arizona Department of Health's Well Women Healthcheck Program to ensure appropriate screening services for breast and cervical cancer and prompt follow-up. CAPAZ is directed to strengthening Yuma County's medical "safety net" for the uninsured and medically underserved so that they may access high quality care and a comprehensive system of medical services.

PROMOTORAS

The 12 *Promotoras* fulfill their vision of increasing access to care and eliminating health care disparities through a variety of activities. They provide culturally sensitive health education in homes and group settings, guide clients through medical service applications, provide referrals, and support existing medical service networks. The *Promotoras* also rally behind their community by helping to organize an annual fundraiser for cancer patients known as the "Pink Tea".

SUCCESS

Entre Amigas has been recognized by the Journal of Border Health, January-June 2000 issue for improvement in the Yuma County medical safety net and inter-organizational collaboration in response to the Health Promoter network model.

FUTURE PLANS

CAPAZ plans to continue to expand peer-to-peer support efforts with partners in the border region. They currently have formal sub-contracts with four border partner agencies to strengthen outreach services.

Border Models of Excellence

ENVIRONMENTAL HEALTH EDUCATION & HOME SAFETY PROJECT Southern Area Health Education Center & Border Health Education Training Center

CONTACT

Daryl T. Smith
Program Director
505-646-3429, ext. 11
darysmit@nmsu.edu
P.O. Box 30001 MSC AHC
New Mexico State University
Las Cruces, NM 88003
www.soahec-nm.org

Adriana Corona
Education Outreach Coordinator
505-646-3441, ext. 13
acorona@nmsu.edu



HEALTHY BORDER 2010 FOCUS

- ✓ Injury Prevention
- ✓ Environmental Health

KEY PARTNERS

The Environmental Health Education & Home Safety Project (EHEHSP) is funded by the New Mexico Border Health Office and other grants. Strong partnerships have emerged with the Border Environmental Health Coalition (BEHC), *La Clinica de Familia Promotora Program*, and the Ben Archer Health Center Promotora Program in Columbus, New Mexico.

MISSION/VISION

To minimize environmental and safety hazards in the homes of Doña Ana County residents through education and creative problem-solving.

PURPOSE AND DESCRIPTION

Since 1999, EHEHSP has provided Doña Ana County residents with environmental health and home safety education on a variety of topics such as: asthma and allergies, pesticides, lead, household hazardous products, fire and other emergencies, food safety and gas safety. Since a substantial proportion of the target population resides in substandard and often unsafe housing, the education plan is tailored to each individual home setting.

PROMOTORAS

Two *Promotoras* work in concert to cover the geographical area that comprises northern and southern Doña Ana County. The Promotoras conduct a series of home visits to identify risk factors, create an education plan, and provide evaluation and follow-up services. Innovative marketing strategies are employed to recruit participants such as: distribution of flyers, presentations at church groups, schools, and health fairs, and home presentation parties where gift bags are used as incentives.

SUCCESS

This project has been remarkably successful at eliciting changes in the homes of Doña Ana County residents in the following areas: pesticide use, safe handling of hazardous household products, fire safety and emergency planning, food safety, and electrical and gas safety.

FUTURE PLANS

The project is working on a “tool kit” for implementing an “Environmental Health Program in Your Community” so that they may continue and widen their assistance to interested organizations and communities.

Border Models of Excellence

LUCHANDO CONTRA EL SIDA - HIV/AIDS PREVENTION BI-NATIONAL PROMOTORA PROGRAM Campesinos Sin Fronteras

CONTACT

Emma Torres
H.H.S. Division Director
611 W. Main Street
P.O. Box 423
Somerton, AZ 85350
928-627-1060 / 928-627-1899 Fax
csfhealth@aol.com

HEALTHY BORDER 2010 FOCUS

✓ HIV/AIDS

KEY PARTNERS

Campesinos Sin Fronteras (CSF) receives partial funding for *Luchando Contra El Sida* from the Migrant Justice Fund, Inc. through a CDC grant. CSF relies heavily on community collaborators and volunteer Promotores to secure resources for HIV testing. Among the collaborators are the American Red Cross, the Arizona Department of Health Services, Office of Border Health, the Arizona Border HIV/AIDS Bi-national Committee, Sunset Community Health Center, and the Yuma County HIV/AIDS Network.

MISSION/VISION

The commitment to educate farmworkers and the general community about the prevention of HIV/AIDS and sexually transmitted diseases.

PURPOSE AND DESCRIPTION

Founded by a group of committed farm workers and ex-farm workers, CSF provides HIV/AIDS education and referral services to clients from Yuma County and San Luis, Rio Colorado, and San Diego. CSF provides HIV/AIDS counseling and testing in addition to their educational services to a diverse population of medically underserved and vastly uninsured, farm workers and residents.



ing HIV/AIDS education and referral services. Currently, CSF offers HIV/AIDS education and referral services to a diverse population of medically underserved and vastly uninsured, farm workers and residents.

PROMOTORAS

Thanks to the dedication of a bi-national cadre of 15 volunteer *Promotores*, more than 5,000 farm workers and their families have received educational information through community presentations, newspaper articles, and other materials. The *Promotores* have developed innovative ways to deliver their education and condoms in a culturally sensitive manner. Among the various activities in which they have participated are: HIV testing at the Dia del Campesino Health Fair, National HIV/AIDS Testing Day, and HIV testing at various community centers and health centers. The *Promotores* have developed an HIV/AIDS play to perform at special events, created two *fotonovelas* which discuss the importance of condom use, and distributed condoms inside of paper flowers for appealing distribution.

SUCCESS

With limited funding and dedicated *Promotora* volunteers, CSF's *Luchando Contra El Sida* project has managed to connect and educate their bi-national community about HIV/AIDS through an impressive number of activities and approaches.

FUTURE PLANS

CSF staff and *Promotores* are ready and willing to transfer their knowledge and experience to others who are interested and have the commitment to help themselves, their families, and their neighbors.

Border Models of Excellence

MARIPOSA COMMUNITY CENTER OF EXCELLENCE IN WOMEN'S HEALTH Mariposa Community Health Center

CONTACT

Jo Jean Elenes
Director of Health Promotion
1852 N. Mastick Way
Nogales, AZ 85621
520-375-6054 / 520-761-2153 Fax
jjelenes@yahoo.com



HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Injury Prevention
- ✓ Maternal, Infant, and Child Health
- ✓ HIV/AIDS
- ✓ Mental Health

KEY PARTNERS

The primary players in Mariposa's Comprehensive Health Care Network include: Carondelet Holy Cross Hospital; Santa Cruz County Health Department, the Arizona Department of Health Services, and Southwestern Arizona Behavioral Health Services.

MISSION/VISION

To improve the health and social wellbeing of women through a participatory, community-based systems approach that provides the framework for improving comprehensive service delivery, community-driven research, health promotion, training and leadership development targeted at reducing health disparities and increasing access to care.

PURPOSE AND DESCRIPTION

The Mariposa Community Center of Excellence in Women's Health (CCOE) is a comprehensive healthcare program provided by Mariposa Community Health Center, a non-profit healthcare facility located on the Arizona-Mexico Border. Designated by the U.S. Department of Health and Human Services in 1999, CCOE targets any female patient between 19 and 64 years of age. Enrollees are mainly Hispanic, uninsured and underserved with low educational attainment. Enrollment in the CCOE program entitles patients to a comprehensive array of services and support including: public education and outreach, women's empowerment classes, physician and Promotora presentations, support groups, and health fairs.

PROMOTORAS

The *Promotoras de Salud* are recruited from CCOE participants. These dedicated volunteers complete a 2-day training which covers HIV, cancer, domestic violence, diabetes, Head Start, nutrition, and tobacco cessation. The Promotoras engage in community mobilization, neighborhood and home-based health education and training, leadership development and mentoring programs, and evaluation development. Four volunteers were hired on at Mariposa as *Promotoras* and 22 continue to be active in a volunteer capacity.

SUCCESS

Of the over one hundred CCOE enrollees, 64 have completed *Promotora* volunteer training. Over half of the enrollees report gains in personal life such as: completion of a GED program, pursuit of more advanced health training and education, extraction from an abusive marriage, improved employment opportunities, and healthier lifestyles.

FUTURE PLANS

Mariposa CCOE is interested in sharing their Empowerment Curriculum and other resources to interested parties for a nominal fee to cover duplication costs.

Border Models of Excellence

PROJECT DULCE Whittier Institute for Diabetes

CONTACT

Chris Walker, Executive Director
9894 Genesee
La Jolla, CA 92037
760-471-8093 / 760-471-8095 Fax
walker.chris@scrippshealth.org
www.whittier.org



HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

KEY PARTNERS

Project Dulce receives funding from the California Endowment and a variety of small grants and services contracts. *Project Dulce* was designed by dynamic collaboration between the Whittier Institute for Diabetes and over 20 community-based groups and healthcare organizations. Chief among these are the following: Physician's Council of Community Clinics; University of California, San Diego School of Medicine Department of Endocrinology, Latino Health Access; and the San Diego State University Graduate School of Public Health. *Project Dulce* also ensures adaptation of their program to diverse cultures by working with a variety of organizations in the Latino, African-American, Filipino, Vietnamese, and senior citizens communities.

MISSION/VISION

To eliminate disparities in health status by specifically addressing the high prevalence of uncontrolled diabetes among Latinos and other ethnic groups.

PURPOSE AND DESCRIPTION

Established in 1997, *Project Dulce* combines peer-led education and support with quality diabetes care to achieve lasting improvements in health status and health-related behaviors among Latinos and other diverse underserved populations in San Diego County. Nurse-led teams provide clinical diabetes management to nearly 2000 persons with diabetes at 20 clinic sites throughout the County, while trained peer educators provide diabetes self management training and support.

PROMOTORAS

In fulfillment of the 'chronic care model' recommended by the DHHS Health Disparities Collaboratives, *Project Dulce's* peer educators are persons from the community *with diabetes*. These committed individuals undergo an intensive 6-month training process to become certified diabetes *Promotoras*. Modeling positive behaviors, Promotoras can provide a link between the medical provider and the patient by helping them to navigate the health care system. These Promotoras facilitate self-care group classes, support groups, and provide on-to-one assistance with appointment scheduling, pharmacy refills, and the public benefit application process.

SUCCESS

Project Dulce has seen measured improvements in four key areas: knowledge, behavior change, clinical outcomes, and medical cost effectiveness. Their comprehensive approach has incited the "spread" of healthy behaviors throughout the community.

FUTURE PLANS

Project Dulce continues to successfully expand to meet the needs of their diverse community. They have created a series of tools to assist other agencies in the adoption of a peer-led program. These tools include: *Diabetes Among Friends* - a diabetes education curriculum with teaching aids and flip charts; a *Promotora* training manual, and an operations manual. *Project Dulce* can provide initial and continuing technical assistance and training for the replication of their project.

Border Models of Excellence

PUENTE DE SALUD/BRIDGE TO HEALTH Centro San Vicente

CONTACT

John A. Romero
Executive Director
jromero@csv.tachc.org
8061 Alameda Avenue
El Paso, Texas 79915
915-859-7545 / 915-859-9862

Claudia Garcia, CHES
Health Education Director
cgarcia@csv.tachc.org



HEALTHY BORDER 2010 Focus

- ✓ Access to Health Care
- ✓ Cancer
- ✓ Diabetes
- ✓ Injury Prevention
- ✓ Immunization and Infectious Diseases
- ✓ Maternal, Infant, and Child Health

KEY PARTNERS

Puente de Salud receives funding from United Way, The Paso Del Norte Health Foundation, National Council of La Raza, HRSA-Bureau of Primary Health Care and Community Voices. *Puente de Salud* has established a variety of community partnerships and collaborative initiatives. Among these are the following: National Heart, Lung and Blood Institute's *Salud Para Su Corazón*; Bureau of Primary Health Care's Health Disparities Collaborative; The National Council of La Raza; The Paso del Norte Health Foundation; Bayer Corporation; Lions for Vision; The Texas Diabetes Council and The Office of Tobacco Prevention and Control of the Texas Department of Health; the El Paso Diabetes Association; El Paso Community College; and The University of Texas at El Paso.

MISSION/VISION

To provide community members with health education, awareness and support programs that promote healthy lifestyles in the areas of diabetes, nutrition, tobacco, and chronic disease prevention and control.

PURPOSE AND DESCRIPTION

The *Puente de Salud* health education and lifestyle promotion program is an essential service included as part of the mission of Centro San Vicente Clinic, a non-profit Federally Qualified Community Health Center. In existence for over ten years, *Puente de Salud* has grown from a diabetes education program to a more comprehensive program that includes classes and interventions in a variety of health areas such as cardiovascular health, tobacco use, women's health, and nutrition. The project serves primarily Hispanic, economically disadvantaged, and uninsured residents of El Paso County.

PROMOTORAS

The Program is currently staffed by a total of 8 *Promotoras* who are integral to the promotion of health and well-being at *Centro San Vicente's* Main Clinic, San Elizario Clinic, and the Homeless Center clinic. These *Promotoras* boast a wealth of attributes including: national training experience, leadership skills, bilingual skills, and vast experience working on the border. They provide community outreach education, access to referral services, one-to-one counseling and group presentations at the clinics, housing projects, schools and parent groups, senior centers, work-sites, and at the invitation of community agencies.

SUCCESS

In the past five years *Puente de Salud* has grown extensively in response to community need. Clients have reported such lifestyle improvements as healthier nutrition, better exercise habits, and better adherence to healthcare and self-care regimens.

FUTURE PLANS

The program intends to expand their services further in order to meet the health care needs of children in the community. *Puente de Salud* will continue to serve as a pivotal training resource for other *Promotoras* in the El Paso community through their classes and Train-the-Trainer sessions. *Centro San Vicente* envisions becoming the regional training center for health education utilizing the *promotora* model.

Border Models of Excellence

REACH PROMOTORA COMMUNITY COALITION Migrant Health Promotion, Inc.

CONTACT

Rebecca Garza
Associate Director
P.O. Box 337
U.S. 281 & Toluca Ranch Rd.
Progreso, TX 78759
956-565-0002 / 956-565-0136 Fax
regarza@voyager.net



HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Diabetes

KEY PARTNERS

REACH receives funding support from the Centers for Disease Control and Prevention (CDC). Coalition members include the following organizations: Brownsville Community Health Center; *Mano a Mano*; *Nuestra Clinica del Valle*; *Su Clinica Familiar*; University of Arizona School of Public Health; and the University of Texas system, Texas-Mexico Border Health Coordination Office.

MISSION/VISION

To promote health and wellness for the people of the Texas Rio Grande Valley by maximizing and mobilizing community resources.

PURPOSE AND DESCRIPTION

The REACH 2010 Promotora Community Coalition aims to reduce morbidity and mortality related to Type 2 Diabetes among Mexican-Americans in Hidalgo and Cameron counties of the Rio Grande Valley. Migrant Health Promotion involves over twenty Promotoras and six member organizations that participate in planning, leadership, education, and evaluation of this project. Together, coalition members and Promotoras developed a Community Action Plan comprised of three intervention targets; schools, clinics, and colonias.

PROMOTORAS

Supported by continuous capacity building and training, the Promotoras catalyze direct and systemic changes through education, referrals, improved access to health care and recreational facilities, and policy development. Among the innovative techniques that Promotoras have implemented to improve lifestyles in their target community are: cooking classes, walking groups, and mobilizing to ensure healthier school lunches. Not only do Promotoras serve their target community as health advocates and educators, they receive valuable experience in program planning, organizing, and evaluation.

SUCCESS

While the evaluation process is still underway, community members are reporting lowered fat consumption, healthier nutrition choices, and more active lifestyles.

FUTURE PLANS

Migrant Health Promotion is committed to sharing capacity, principles of coalition building, and the creation of viable solutions with other organizations and communities interested in similar projects.

Border Models of Excellence

UNITED STATES FINALISTS PHOTOS

BORDER VISION FRONTERIZA 2 - THE NEW MEXICO MODEL New Mexico Department of Health/Border Health Office



ENTRE AMIGAS AND COMMUNITY ACCESS PROGRAM OF ARIZONA Western Arizona Area Health Education Center, Inc.



Border Models of Excellence

UNITED STATES FINALISTS PHOTOS

ENVIRONMENTAL HEALTH EDUCATION & HOME SAFETY PROJECT Southern Area Health Education Center & Border Health Education Training Center



LUCHANDO CONTRA EL SIDA - HIV/AIDS PREVENTION BI-NATIONAL PROMOTORA PROGRAM Campesinos Sin Fronteras



Border Models of Excellence

UNITED STATES FINALISTS PHOTOS

MARIPOSA COMMUNITY CENTER OF EXCELLENCE IN WOMEN'S HEALTH Mariposa Community Health Center



PROJECT DULCE Whittier Institute for Diabetes



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UNITED STATES FINALISTS PHOTOS

PUENTE DE SALUD/BRIDGE TO HEALTH
Centro San Vicente



REACH PROMOTORA COMMUNITY COALITION
Migrant Health Promotion, Inc.



**EIGHT MEXICO
FINALISTS**

Border Models of Excellence

DILE A UNA AMIGA (TELL A FRIEND)

Fronteras Unidas Pro Salud, A.C.

CONTACT

Marcela Merino
Ave. Río Tijuana 2725, Col. Revolución
Tijuana, Baja California, Mexico C.P. 22400
01152-664-681-7870
prosalud@bc.cablemas.com



HEALTHY BORDER 2010 FOCUS

- ✓ Cancer

KEY PARTNERS

Dile a una amiga (Tell a Friend) is a project supported by the Fundación de Fronteras Unidas Prosalud, Asociación Civil (Borders United for Health Foundation). In 2001 this project received a grant from PATH (Program for Appropriate Technology in Health) and the Alliance for Cervical Cancer Prevention through February 2002, and in April 2002 it received a donation from Oscar and Phyllis Ancira. There is also a partnership with the Baja California Health Services Institute; the developmental clinic at the Tijuana General Hospital and the Autonomous University of Baja California with medical school graduates and *Promotoras* performing social service.

MISSION/VISION

To have a better future, with optimal health and the best living conditions or the Baja California underserved population.

PURPOSE AND DESCRIPTION

The “*Dile a una amiga*” program is targeted to non-Spanish speaking Mixtec Indian women living in the Colonia Valle Verde area in Tijuana. B.C. who have migrated from Oaxaca and Guerrero. The focus of this program is medical and educational in emphasizing the importance of early cervical cancer screening by using the Pap test and making health care available to these women for treatment.

PROMOTORAS

Basically “*Dile a una Amiga*” provides training to a group of bilingual Mixtec health promotoras on cervical cancer prevention, early screening and treatment. Once they have been trained, these promotoras spread this information among the women of their community and refer them to Health Care Services. The promotoras tell them what the Pap test involves, and also give presentations on nutrition, first aid and family planning.

SUCCESS

These Indian women were not going to the doctor because they were afraid and did not speak Spanish. An increase of Mixtec women seeking health care for themselves and their children involving cervical cancer prevention, family planning and prenatal care has been observed at doctors’ offices, because they go together with their promotora friends.

FUTURE PLANS

Active involvement by bilingual Indian *Promotoras* is the most significant component of the “*Dile a una amiga*” project. This contact with health promotoras is the main factor for determining the overall features that our cervical cancer prevention messages should have. Our goal is to continue to forge ahead and maintain contact with other programs.

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FERIA DE LA SALUD POR LA MUJER (*WOMEN'S HEALTH FAIR*)
Hospital General de Allende, Health District 01

CONTACT

Dr. Rogelio Palma Martínez
Jurisdicción Sanitaria 01
C. Colón #203 Oriente, Col. Centro
Piedras Negras, Coahuila, México C.P. 26010
01152-878-782-5833



HEALTHY BORDER 2010 FOCUS

- ✓ Cancer
- ✓ Maternal, Infant, and Child Health

KEY PARTNERS

The Health Secretariat, *Centro de Atención Integral de la Familia* (Comprehensive Family Care Center), the I.M.S.S. (Mexican Social Security Institute) and the Secretariat of Public Education, plus civil society organizations.

MISSION/VISION

To create a community of women, men and youth who are informed of the risks of Breast and Cervical Cancer and are able to make better self-care and health decisions.

PURPOSE AND DESCRIPTION

To increase outreach on the prevention of cervical and uterine cancer and breast cancer in such a way that a personal awareness is created among women on the Coahuila border, plus prevention of unwanted pregnancies among teenagers, bringing women into the program who have never had a Pap test, women with good prenatal care.

PROMOTORAS

At the *Feria de Salud por la Mujer* (Women's Health Fair), both professional and outreach worker (*promotora*) staff are trained and exchange experiences on an ongoing basis to enrich outreach actions. The health fairs are located in areas where many people naturally gather in the community, such as shopping centers and the downtown plaza. These *Promotoras* approach all the women and urge them to have a Pap test, and talk about the risks of cancer and other health related issues with support from outreach material in an ongoing effort of commitment.

SUCCESS

There has been an increase in requests for setting up the Women's Health Fair in different places as well as an increase in screenings and in getting women to go to health centers requesting information.

FUTURE PLANS

Feria de Salud por la Mujer (Women's Health Fair) is committed to the community and will continue to set up linkages with other organizations such as civil society organizations that are already asking the Fair to get involved. A positive result of this project has been the creation of viable solutions for health problems.

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FORMACIÓN DE PROMOTORAS VOLUNTARIAS COMO FUENTE DE SALUD
(CAPACITY BUILDING OF VOLUNTEER PROMOTORAS AS A SOURCE OF HEALTH)
Secretaría de Salud del Estado de Nuevo León

CONTACT

Dr. Juan Francisco González Guerrero
C. Matamoros #520 Oriente
Monterrey, Nuevo León, México C.P. 64000
01152-81-8130-7059
jgonzalez@mail.nl.gob.mx



HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

KEY PARTNERS

Nuevo León Health Secretariat and Health Services.

MISSION/VISION

To get the population of Nuevo León actively involved by assuming their responsibility in self-care of their own physical, mental and social health.

PURPOSE AND DESCRIPTION

To encourage organized involvement by the community in health programs by preparing volunteer *promotoras* and creating a linkage between the community and the health team. The goal is to provide an ongoing presence of trained personnel for the provision of counseling and advice, when health care staff is not present, such as on holidays and weekends.

PROMOTORAS

A work schedule was prepared and a desirable profile was also determined for the type of people from the community who would be eligible to become volunteer *promotoras* by receiving training on basic health issues, and emphasizing the involvement of residents in developing their own community. Each *Promotora* has the task of completing a census of the families they will be responsible for, visiting these families for outreach and information on health programs and campaigns and services that are being provided at the Health Center.

SUCCESS

Successes from work done by this group and its impact are measured by demand for the services that are being provided. Evaluations are being performed on an ongoing basis and successful strategies are being sought.

FUTURE PLANS

This program has been characterized by its dynamism and stability in the face of challenges. There is a strong conviction that health outreach is a lifestyle, and each volunteer *Promotora* has been educated and trained with skills and attitudes that she will continue to champion in the community.

Border Models of Excellence

PROGRAMA NEOVIDA (NEOVIDA PROGRAM)
Secretaría de Salud de Sonora

CONTACT

Dr. César Aramburo Izabal
Calle 4, Avenida 9 #902, Col. Centro
Agua Prieta, Sonora, Mexico
01152-633-338-4417
caai64@prodigy.net.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Maternal, Infant, and Child Health

KEY PARTNERS

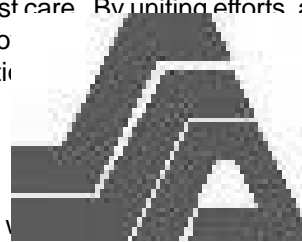
Municipal Health Committee, Sonora Health Secretariat, staff from Tucson Medical Center and University Medical Center of Arizona.

MISSION/VISION

To reduce infant mortality by improving medical infrastructure and mobilization of resources for improving the health of border communities in Sonora.

PURPOSE AND DESCRIPTION

The purpose of project Neovida is to reduce infant mortality in communities with poor infant health status, high incidence of teen pregnancy, and low accessibility to pre-natal and specialist care. By uniting efforts, an improvement in medical infrastructure for handling pediatric emergencies was achieved. The program and education has been increased by *Promotoras* who have been trained in Family Planning, Nutrition, and health outreach actions in middle schools and high schools.



PROMOTORAS

The *Promotoras* are people who live close to a Health Center and are involved in health programs. They make a commitment to training the community and to refer them to the closest health unit when necessary. The hospital has its own social workers.

SUCCESS

A decrease in infant mortality was achieved by improving access to health care and maternal, infant and child health services, through the education and health outreach of *Promotoras*.

FUTURE PLANS

To continue support the border community with a multidisciplinary focus, collaboration with international institutions, and the successful provision of services.

Border Models of Excellence

PROGRAMA DE PREVENCIÓN Y CONTROL DE DEFECTOS DEL TUBO NEURAL CON PARTICIPACIÓN DE PROMOTORAS VOLUNTARIAS
(NEURAL TUBE DEFECT PREVENTION AND CONTROL PROGRAM WITH INVOLVEMENT OF VOLUNTEER PROMOTORAS)

Secretaría de Salud del Estado de Nuevo León

CONTACT

Dr. Juan Francisco González Guerrero
C. Matamoros #520 Oriente
Monterrey, Nuevo León, Mexico C.P. 64000
01152-81-8130-7059
jgonzalez@mail.nl.gob.mx



HEALTHY BORDER 2010 FOCUS

- ✓ Maternal, Child, and Infant Health

KEY PARTNERS

Nuevo León Health Secretariat and Health Services, UANL Genetics Department and the State Committee for the Prevention and Control of Congenital Malformations, Public and Private Sector Institutions.

MISSION/VISION

To increase use of folic acid for the prevention of neural tube defects for women of reproductive age in Nuevo León, with support and encouragement from health outreach workers (Promotoras).

PURPOSE AND DESCRIPTION

To reduce the incidence and recurrence of cases of neural tube defects through free administration of folic acid to women of reproductive age. The program provides training to 982 volunteer health Promotoras for home visits, design, reproduction and distribution of educational material.

PROMOTORAS

Volunteer *Promotoras* are being coordinated by the base *Promotoras* that are at the Health Centers who are being trained on an ongoing basis. They have a defined, scheduled work plan for recording women in a census, monitoring containers of folic acid distributed based on a card designed for this purpose, and referring cases to the closest health center to the health care team.

SUCCESS

The goals of this project are clear and therefore patient follow-up is systematic and orderly, while enabling involvement by the community. Through the contribution of volunteer *Promotoras*, a decrease in cases of congenital malformations has been demonstrated.

FUTURE PLANS

This project aims to continue to provide technical support, community participation, administrative effectiveness, and *Promotora* support services for improved consumption of folic acid by pregnant women.

Border Models of Excellence

PROGRAMA DE REDUCCIÓN DE LOS DAÑOS PARA USUARIOS DE DROGAS INYECTADAS PARA LA PREVENCIÓN DEL VIH/SIDA Y HEPATITIS C
(RISK REDUCTION PROGRAM FOR IDU'S FOR THE PREVENTION OF HIV/AIDS AND HEPATITIS C)
Programa Compañeros, A.C.

CONTACT

María Elena Ramos Rodríguez
Director
Av. de la Raza #2643, Fracc. Sylvias
Cd. Juárez, Chihuahua, Mexico C.P. 32330
01152-656-611-3792
pcompa@prodigy.net.mx



HEALTHY BORDER 2010 FOCUS

✓ HIV/AIDS

KEY PARTNERS

Compañeros has been receiving funding from the Border AIDS Partnership during the last six years, as well as from CONAIDS/PAHO, World Aids Foundation, HIVida, BAP, the Ford Foundation, Paso del Norte Health Foundation, Health Secretariat / Mexican Institute of Psychiatry and INEPAR.

MISSION/VISION

To become involved in the search for a more equitable society that can provide a response to the most vulnerable population for HIV/AIDS with participation from all sectors of society.

PURPOSE AND DESCRIPTION

The program provides services for the prevention of HIV/AIDS, hepatitis C and other damages associated with the use of drugs for persons who are IV drug users who cannot or will not stop using drugs. Potential clients are approached at gathering places such as neighborhoods, distribution centers (shooting galleries) and at prisons. These clients are provided with educational and prevention material, and are shown techniques for decreasing damages to the health and family and social environment that are caused by drug use. Services for women are focused on providing sexual and reproductive health counseling services for the purpose of reducing cases of sexually transmitted infection during pregnancy and childbirth.

PROMOTORAS

The lines of action are: 1. Education and accompaniment in pairs; 2. Applied social research; 3.- Community outreach and development and 4.- Ongoing training where work is started with people who have had problems and who are available. After experiencing a process on their problem situation and achieving control, they go through a training period and become volunteer outreach workers or *Promotoras*. These *Promotoras* locate target population at jails, shooting galleries and places where sexual workers gather, and offer a damage reduction program.

SUCCESS

The target community has taken steps to change risk behaviors. With the information that is being provided by *Promotoras*, condom use has increased by 65%, sexual workers have more consistent contact with Health Services, and some clients who quit drug use have become health outreach workers or *Promotoras*.

FUTURE PLANS

To continue working and forming *Promotora* networks within the same groups that are the target groups for our work, to reduce the incidence of HIV/AIDS.

Border Models of Excellence

PROYECTO S.E.S.-CONAFE (S.E.S.-CONAFE PROJECT)

Secretaría de Salud del Estado de Nuevo León

CONTACT

Dr. Juan Francisco González Guerrero
C. Matamoros #520 Oriente
Monterrey, Nuevo León, Mexico C.P. 64000
01152-81-8130-7059
jgonzalez@mail.nl.gob.mx



HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

KEY PARTNERS

State Health Secretariat and National Council for the Encouragement of Education.

MISSION/VISION

To facilitate access to health care services to remote communities with less than 100 residents and are lacking infrastructure for basic public education and respond to community needs and promote health.

PURPOSE AND DESCRIPTION

The vision of this program is to make each community Instructor into a health outreach worker or promoter for his or her community, for having a permanent human resource in the most remote localities with little educational and health resources. This project was suggested as an excellent means for reducing these inequalities and to be a contribution to the comprehensive development of residents of poor rural communities.

PROMOTORAS

Since 1991, "Community Instructors" have provided provides educational services to small communities. This project utilizes junior high and high school graduates who commit to CONAFE for two years (average age 15 to 18), stay in the community Monday through Friday with a family from the community and receive monthly compensation. Upon completion of service, the youth receives a scholarship for pursuing further study. The population contributes community support in exchange for receiving local educational service. These Community Instructors are trained by the State Health Secretariat in health services for underserved populations and outreach activities in accordance with the needs of the community.

SUCCESS

These youths create a community commitment through orientation and skill strengthening of individuals for self-care of health. This commitment to health has increased the community presence at mobile health units.

FUTURE PLANS

To continue identifying Community Instructors for health outreach as liaisons with the most deprived localities.

Border Models of Excellence

SALUD PARA VIVIR (HEALTH FOR LIVING)
Misericordia y Vida para el Enfermo con SIDA, A.C.

CONTACT

Guadalupe Muñoz Saucedo de A.
Director
C. Zinc y Joaquín Terrazas #2520
Col. Del Carmen
Cd. Juárez, Chihuahua, Mexico C.P. 32160
01152-656-432-1053 & 613-9903
m.y.v@jz.cablemas.com
myvac2@netscape.net



HEALTHY BORDER 2010 FOCUS

✓ HIV/AIDS

KEY PARTNERS

Salud para Vivir (Health for Living) is a project that is being supported through donations by eleven benefactors who provide a cash or in-kind amount each month and by the commitment of medical staff from different specialized areas.

MISSION/VISION

To instill an awareness of prevention in the border population for avoiding exposure to HIV/AIDS by avoiding risk behaviors.

PURPOSE AND DESCRIPTION

For the last six years, *Salud para Vivir* (Health for Living), has targeted high risk individuals such as IV drug users, prisoners in correctional institutions and sexual workers, through ongoing community work in prevention and education. HIV infected individual are provided with treatment and counseling, and terminal AIDS patients are provided with lodging and medical care by a team of professionals and six health outreach workers or *Promotoras*. Services have been limited due to high demand and lack of resources.

PROMOTORAS

The *Promotoras* as a work team receive ongoing training in service quality, leadership, thanatology, HIV/AIDS, sexually transmitted diseases, and information on the consequences of IV drug use. They also provide training sessions and presentations for the population at large at schools, faith communities, jails, workplaces such as maquiladora plants, and they prepare health promotoras by passing on knowledge with support from outreach material.

SUCCESS

We have seen how some HIV/AIDS infected patients have actually become health outreach workers through counseling and training. This provides patients and health providers with motivation to continue responding to the needs of the community in solving a health problem.

FUTURE PLANS

To continue working with the community through culturally appropriate education to insure that people do receive needed services through capacity building and shared experiences on both sides of the border.

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MEXICO FINALISTS PHOTOS

DILE A UNA AMIGA (TELL A FRIEND)
Fronteras Unidas Pro Salud, A.C.



FERIA DE LA SALUD POR LA MUJER (WOMEN'S HEALTH FAIR)
Hospital General de Allende, Health District 01



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MEXICO FINALISTS PHOTOS

FORMACIÓN DE PROMOTORAS VOLUNTARIAS COMO FUENTE DE SALUD
(CAPACITY BUILDING OF VOLUNTEER PROMOTORAS AS A SOURCE OF HEALTH)
Secretaría de Salud del Estado de Nuevo León



PROGRAMA NEOVIDA (NEOVIDA PROGRAM)
Secretaría de Salud de Sonora



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MEXICO FINALISTS PHOTOS

**PROGRAMA DE PREVENCIÓN Y CONTROL DE DEFECTOS DEL TUBO NEURAL CON PARTICIPACIÓN DE PROMOTORAS VOLUNTARIAS
(NEURAL TUBE DEFECT PREVENTION AND CONTROL PROGRAM WITH INVOLVEMENT OF VOLUNTEER PROMOTORAS)**

Secretaría de Salud del Estado de Nuevo León



**PROGRAMA DE REDUCCIÓN DE LOS DAÑOS PARA USUARIOS DE DROGAS INYECTADAS PARA LA PREVENCIÓN DEL VIH/SIDA Y HEPATITIS C
(RISK REDUCTION PROGRAM FOR IDU'S FOR THE PREVENTION OF HIV/AIDS AND HEPATITIS C)**

Programa Compañeros, A.C.



**34 UNITED STATES
APPLICANTS**

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APPLICANTS - UNITED STATES

ARIZONA

PROGRAM

A Fire In the Soul: Farmworker Outreach
Chiricahua Community Health Centers, Inc.
10566 Highway 191, P.O. Box 263
Elfrida, AZ 85610 USA

CONTACT

Jennifer Ryan
Chief Executive Officer
520-642-2222 / 520-642-3591 Fax
jryan@cqch.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Oral Health

PURPOSE AND DESCRIPTION

The project's *Promotoras* triage between farmworkers and clinicians at "card table" clinics set up right in the fields. *Promotoras* bring water, food, clothing, while clinicians provide medical and dental services.

PROGRAM

Diabetes y la Union Familiar
Campesinos Sin Fronteras
611 W. Main Street, P.O. Box 423
Somerton, AZ 85350 USA

CONTACT

Floribella Redondo
Promotora Program Director
928-627-1060 / 928-627-1899 Fax
csfhealth@aol.com

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

This project works to improve chronic illness care, assist with the shift from acute to chronic disease care, and prevent diabetes in migrant farm workers and their families through support, education, and hands-on prevention activities.

PROGRAM

Salud SI Project
Mariposa Community Health Center
1852 N. Mastick Way
Nogales, AZ 85621 USA

CONTACT

Rosie Piper
520-375-6056 / 520-375-6056 Fax
rpiper@mariposachc.net

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

PURPOSE AND DESCRIPTION

The purpose of this program is to promote positive health behaviors in underserved women of child-bearing age in Santa Cruz County in the areas of nutrition, physical activity, and tobacco use prevention.

PROGRAM

The Border Health Strategic Initiative
M & E Zuckerman
Arizona College of Public Health
2501 E. Elm St.
Tucson, AZ 85716 USA

CONTACT

Maia Ingram
Program Director
520-626-7946 / 520-326-6429 Fax
maiai@u.arizona.edu
www.borderhealthsi.org

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

Promotoras provide the following diabetes prevention services to residents of the Arizona/Mexico Border: patient outreach and education, improved diabetes practices, physical activity and nutrition, school health promotion and policy development.

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APPLICANTS - UNITED STATES

PROGRAM

Type 2 Diabetes Outreach,
Prevention, and Education Project
Girl Scout Troop #509
4302 E. Broadway
Tucson, AZ 85711 USA

CONTACT

Claire Logue
Troop Leader
520-740-6737 / 520-740-6886 Fax

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

This is a school-based diabetes education program which employs volunteer Girl Scout cadettes as peer educators. The cadettes present a diabetes education skit in schools and organizations along the Arizona-Sonora border.

CALIFORNIA

PROGRAM

Center for Health Promotion
Paradise Valley Hospital
2400 East Fourth St.
National City, CA 91950 USA

CONTACT

Jane Campbell
Clinical Health Educator
619-472-4628 / 619-470-4281 Fax
campbejb@pvh.ah.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Diabetes

PURPOSE AND DESCRIPTION

The Center offers a regular schedule of classes in both English and Spanish in the following areas: smoking cessation, nutrition, weight and diabetes control, hypertension, breast health, and asthma.

PROGRAM

Hablando Claro / Plain Talk
Family Health Centers of San Diego
1809 National Avenue
San Diego, CA 92113 USA

CONTACT

Tony de los Santos
Community and School Services Manager
619-515-2366 / 619-702-8536 Fax
nancyw@lhfhc.com
www.aecf.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ HIV/AIDS
- ✓ Maternal Infant and Child Health

PURPOSE AND DESCRIPTION

This program targets pre-teen and teen youth in the Barrio Logan/Logan Heights area of San Diego. *Hablando Claro* aims to prevent unplanned pregnancy and sexually transmitted diseases such as HIV and chlamydia.

PROGRAM

Infancia Feliz / Happy Infancy
Vista Community Clinic
1000 Vale Terrace
Vista, CA 92084 USA

CONTACT

Jodi Muir
Director of Program Planning and Evaluation
760-407-1220 / 760-631-2730 Fax
jmiur@temecula.com

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Immunizations

PURPOSE AND DESCRIPTION

Promotoras in this project provide a comprehensive intervention for low-income Hispanic families with children aged 0-18 months served by the Vista Community Clinic involving home visitation, health education, and clinic-based management.

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APPLICANTS - UNITED STATES

PROGRAM

Puente a la Salud / Bridge to Health
St. Joseph Hospital of Orange
363 S. Main St., Ste. 204
Orange, CA 92868 USA

CONTACT

Bertha Herrera-Ochoa
714-771-8000 / 714-744-8629 Fax
Bochoa@sjo.stjoe.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Immunizations and Infectious Diseases
- ✓ Diabetes
- ✓ Environmental Health
- ✓ Oral Health

PURPOSE AND DESCRIPTION

This is a mobile clinic program which serves almost 20,000 farmworkers in Orange County in the area of primary care, disease prevention, education, and wellness. Located slightly north of the border, this program is integral to the provision of health care within immigrant communities.

PROGRAM

The *Promotora* Program of Imperial County
Clinicas de Salud del Pueblo, Inc.
1166 K Street
Brawley, CA 92227 USA

CONTACT

George Thomas
760-768-0444
assetdg@hotmail.com

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Respiratory diseases
- ✓ Cancer
- ✓ Maternal Infant and Child Health
- ✓ Immunizations/Infectious Disease
- ✓ Diabetes
- ✓ Oral Health
- ✓ Injury Prevention
- ✓ Environmental Health
- ✓ HIV/AIDS

PURPOSE AND DESCRIPTION

This project focuses on providing farm workers and rural residents of Imperial County with access to medical care, pesticide-related illness, environmental justice, diabetes, cancer, outreach to young mothers, and HIV/AIDS.

NEW MEXICO

PROGRAM

L.C.D.F/ *Promotora* Program
La Clinica de Familia, Inc
816 N. Main Street
P.O. Box 3420
Anthony, NM 88021 USA

CONTACT

Sylvia Sapien
Program Director
505-882-7370 / 505-882-7373 Fax
ssapien@lcdfnm.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Immunizations/Infectious Disease
- ✓ Cancer
- ✓ Environmental Health
- ✓ Respiratory diseases
- ✓ Injury Prevention
- ✓ Diabetes

PURPOSE AND DESCRIPTION

The *Promotora* Program offers a variety of services to underserved and uninsured families of Dona Ana County. Among these are: home visits, community outreach, case management, referrals, health classes, workshops, support groups, and crisis intervention.

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APPLICANTS - UNITED STATES

TEXAS

PROGRAM

Agua Para Beber / Drinking Water
Center for Environmental Resource Management
500 W. University Ave.
El Paso, TX 79968-0645 USA

CONTACT

Veronica Carella-Barud
915-747-5494
vcorella@utep.edu
www.cerm.utep.edu

HEALTHY BORDER 2010 FOCUS

- ✓ Environmental Health

PURPOSE AND DESCRIPTION

Agua Para Beber is a community-based education program aimed at improving water quality in low-income, underserved border communities. The program provides intermediate assistance in water quality, hygiene, and sanitation education.

PROGRAM

Border Vision Fronteriza 2-
Community Health Workers for Children's Health
University of Arizona College of Public Health
Rural Health Office- El Paso
1218 E. Yandell
El Paso, TX 79902 USA

CONTACT

Angela Mora
El Paso Field Office Director
915-351-9099 / 915-351-9098 Fax
amora@elp.rr.com

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Maternal Infant and Child Health
- ✓ Diabetes
- ✓ Mental Health
- ✓ Immunizations
- ✓ Oral Health

PURPOSE AND DESCRIPTION

BVF 2 offers an array of services to underserved populations in El Paso including enrollment of children and adolescents in Medicaid/SCHIP, health education, neighborhood outreach, parent education, referrals, and follow-up.

PROGRAM

Centro Mujeres de la Esperanza
1000 Wyoming Ave.
El Paso, TX 79907 USA

CONTACT

Ida R. Berresheim, Director
915-545-1890 / 915-533-9483 Fax
csjberresheim@aol.com

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes
- ✓ Injury Prevention

PURPOSE AND DESCRIPTION

This project offers a resource center and support network for impoverished women in El Paso. The center provides multi-week and short programs on personal growth, preventive health, and family and community development.

PROGRAM

Chronic Disease Self-Management Program
El Paso Diabetes Association
1921 E. Yandell
El Paso, TX 79902 USA

CONTACT

Henry Brutus
Executive Director
915-532-6280 / 915-532-6271 Fax
hbrutus@epda.cc

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

CDSMP aims to reduce the burden of diabetes and chronic disease in the El Paso County and Paso Del Norte region through education and training courses in self management, risk factors, and control strategies.

Border Models of Excellence

APPLICANTS - UNITED STATES

PROGRAM

Community Voices – El Paso
1100 N. Stanton St. Ste. 701
El Paso, TX 79902 USA

CONTACT

Lois Schorman, Interim Director
915-545-4810 / 915-545-2159 Fax
lschorman@cvelpaso.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Oral Health

PURPOSE AND DESCRIPTION

The *Promotores* at Community Voices actively recruit underserved and uninsured members of the El Paso community for enrollment in the CV health plan. They also provide education, outreach, and advocacy through home visits, health fairs, and presentations.

PROGRAM

Co-Producing Migrant Worker Health
700 S. Ochoa
El Paso, TX 79901 USA

CONTACT

Alfonso Morales
UTEP Professor
915-747-6593 / 915-747-5505 Fax
alfonso@utep.edu

Adriana Peña
Coordinator
915-534-7979

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Cancer
- ✓ Immunization/Infectious Disease
- ✓ Maternal Infant and Child Health
- ✓ Environmental Health
- ✓ HIV/AIDS

PURPOSE AND DESCRIPTION

This new project utilizes *Promotores* from the migrant worker population at Clínica la Familia Promotora Program of Anthony, New Mexico. Promotores facilitate preventive and primary care to their fellow community members.

PROGRAM

Consejeras: For Cancer Prevention,
Education, and Resource Management
Cancer and Chronic Disease Consortium
6070 Gateway East Suite 404
El Paso, TX 79905 USA

CONTACT

Pat Morales, Co-Executive Director
915-771-6305 / 915-771-0755 Fax
pmorales@swccdc.org
www.swccdc.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Cancer

PURPOSE AND DESCRIPTION

The consortium has provided cancer prevention, education, and resource management to the underserved minority populations of El Paso for 12 years. CCDC promotes breast and cervical cancer screening and offers resource support to cancer patients.

PROGRAM

Diabetes Lay Educator Program
Migrant Clinicians Network
1001 Land Creek Cove
Austin, TX 78746 USA

CONTACT

Carmel T. Drewes, Diabetes Program Director
512-327-2017 / 512-327-0719 Fax
carmel@migrantclinician.org
www.migrantclinician.org

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

This project employs diabetes lay educators from the migrant farmworker community to provide health education on diabetes management, conduct home visits to check blood pressure and glucose levels, and engage in advocacy to their fellow community members.

Border Models of Excellence

APPLICANTS - UNITED STATES

PROGRAM

Disparities Project
The Rio Grande Valley Council, Inc.
3511 W. Alberta Rd.
Edinburgh, TX 78539 USA

CONTACT

Zita O. Obregon-Colvin
Program Director
956-928-1996 / 956-928-0004 Fax
zitaoc@aol.com

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Mental Health

PURPOSE AND DESCRIPTION

This Project utilizes the Promotora Model to assist marginalized Latina women at four different sites in California, Arizona, New Mexico, and Texas with issues of substance abuse and mental health problems.

PROGRAM

Integrated Health Outreach
Community Development Program
School of Rural Public Health,
Texas A&M University
3000 Briarcrest Dr. Ste. 300
Bryan, TX 78802

CONTACT

Monica Wendell
Assistant Director
979-458-0937 / 979-458-4264 Fax
mlwendel@srph.tamushsc.edu

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

PURPOSE AND DESCRIPTION

Promotoras offer a variety of services to colonia residents of Hidalgo County including: home visits, case management, referrals to health service sites, and transportation services to medical appointments.

PROGRAM

International AIDS Empowerment
10525 Vista del Sol, Suite 130
El Paso, TX 79925 USA

CONTACT

Skip Rosenthal, Director
915-590-2118 / 915-590-2127 Fax
skiprosenthal@usa.com
www.internationalaids.org

HEALTHY BORDER 2010 FOCUS

- ✓ HIV/AIDS

PURPOSE AND DESCRIPTION

This organization offers a variety of peer-led HIV/AIDS services in the El Paso area including education, advocacy, and treatment support provided by Peer Advocates/Treatment Educators.

PROGRAM

Promotora Community Outreach and Prevention
City of Laredo Health Department
2600 Cedar Ave.
Laredo, TX 78044 USA

CONTACT

Hector Gonzalez
Health Director
956-795-4901 / 956-726-2632 Fax
hgonzalez@ci.laredo.tx.us

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Environmental Health
- ✓ Immunizations
- ✓ Cancer
- ✓ HIV/AIDS
- ✓ Maternal Infant and Child Health
- ✓ Diabetes
- ✓ Injury Prevention

PURPOSE AND DESCRIPTION

For 25 years the *Promotora*/CHW Services have provided Webb county with prevention and health education in most areas of health. *Promotoras* provide such services as: home visits, application assistance, referral, case management, and health education.

Border Models of Excellence

APPLICANTS - UNITED STATES

PROGRAM

Promotora Program: Community Partnership El Paso
UTEP Community Partnership
1100 North Stanton Street Ste 700
El Paso, TX 79902 USA

CONTACT

Leticia Paez
Director
915-747-8585 / 915-747-8588 Fax
lpaez@utep.edu

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Immunization/Infectious Disease
- ✓ Respiratory Disease
- ✓ Diabetes
- ✓ Injury Prevention
- ✓ Cancer
- ✓ Environmental Health
- ✓ Maternal Infant and Child Health

PURPOSE AND DESCRIPTION

These highly trained *Promotoras* serve as a liaison between health care providers and target communities in East El Paso County by assessing neighborhood resources, conducting disease prevention, community service projects, home visits, and case management.

PROGRAM

Teen Advisory Board
Family Planning Services of Thomason Hospital
4824 Alberta Ave. Ste. 403
El Paso, TX 79905 USA

CONTACT

Alicia Saenz
Community Health Education Manager
915-532-5454 / 915-521-7980 Fax
asaenz@thomasoncares.org

HEALTHY BORDER 2010 FOCUS

- ✓ HIV/AIDS
- ✓ Maternal Infant and Child Health

PURPOSE AND DESCRIPTION

The Board is a teen pregnancy prevention program that targets adolescent boys and girls 11 to 14 years of age in El Paso County. The goal of the program is to reduce risk of teen pregnancy and sexually transmitted diseases through health education.

PROGRAM

Texas Health and Human Services
Commission Colonias Initiative
Texas Health and Human Services Commission
601 West Sesame Drive
Harlingen, TX 78550 USA

CONTACT

David Luna
Director
956-444-3256 / 956-444-3299 Fax
david.luna@hhsc.state.tx.us
www.hhsc.state.tx.us

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Immunization/Infectious Disease
- ✓ Maternal Infant and Child Health
- ✓ Cancer
- ✓ Oral Health
- ✓ Diabetes
- ✓ HIV/AIDS
- ✓ Environmental Health
- ✓ Respiratory Disease

PURPOSE AND DESCRIPTION

The Initiative serves colonias via 11 Community Resource Centers (CRCs) throughout the Lower Rio Grande Valley, Laredo, and El Paso. *Promotoras* work to enhance, support and improve access to the many services provided by the CRCs.

Border Models of Excellence

APPLICANTS - UNITED STATES

TECHNICAL ASSISTANCE

ARIZONA

PROGRAM

Project Jumpstart:
A Post Secondary *Promotora* Educational Initiative
Arizona Area Health Education Centers Program
140 N. Tucson Blvd.
Tucson, AZ 85716-4740 USA

CONTACT

David E. Proulx
Associate Director
520-318-7151 x 213 / 520-318-7155 Fax
dproulx@u.arizona.edu
www.azahec.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

PURPOSE AND DESCRIPTION

This project created a partnership among four community colleges, three rural Area Health Education Centers, and multiple community health and human services agencies to establish a competency-based and college credit-bearing curriculum for *Promotores*.

PROGRAM

Summer Youth Initiative
Mariposa Community Health Center
1852 N. Mastick Way
Nogales, AZ 85621 USA

CONTACT

Sonia Guerrero
Disease Prevention Manager
520-375-6056 / 520-761-2153 Fax
soniag@mariposachc.net

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ Maternal Infant and Child Health
- ✓ HIV/AIDS
- ✓ Mental Health
- ✓ Injury Prevention

PURPOSE AND DESCRIPTION

The goal of the Summer Youth Initiative is to provide underserved youth the opportunity to explore health careers through a multidisciplinary approach to enhance self-efficacy, leadership, health knowledge, media literacy and vocational preparation.

PROGRAM

The Yuma County Community Health Data System
The School of Health Administration & Policy
Arizona State University, P.O. Box 4506
Tempe, AZ 85287-4506 USA

CONTACT

William G. Johnson
Professor of Economics
480-965-7442 / 602-952-0269
William.G.Johnson@asu.edu

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

PURPOSE AND DESCRIPTION

This is a dataset of information on health, health care utilization, insurance status and costs of care for the children of Yuma County. The data collected provides a valuable source of information to inform health initiatives and policy.

PROGRAM

Tohono O'odham Community Health Assessment
Tohono O'odham Department of Human Services
P.O. Box 815
Sells, AZ 85634 USA

CONTACT

Silvia Parra
Executive Director
520-383-6000 / 520-383-3930 Fax
nick_motley@hotmail.com

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ HIV/AIDS
- ✓ Mental Health
- ✓ Cancer
- ✓ Injury Prevention
- ✓ Oral Health
- ✓ Environmental Health
- ✓ Maternal Infant and Child Health
- ✓ Respiratory Diseases

PURPOSE AND DESCRIPTION

This health assessment utilized Community Health Representatives from the Tohono O'odham Nation to assess health care needs and improve health services by enhancing information available for health care planning for their community.

Border Models of Excellence

APPLICANTS - UNITED STATES

CALIFORNIA

PROGRAM

Southbay Partnership for the Public's Health
Paradise Valley Hospital
2400 East Fourth St.
National City, CA 91950 USA

CONTACT

Dana Richardson, Community Service Manager
619-472-4607 / 619-470-4289 Fax
RichardL@ah.org
www.paradisevalleyhospital.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care

PURPOSE AND DESCRIPTION

This Partnership involves 4 community collaboratives and provides training, support, and capacity-building to South Bay area Promotoras and other community members.

TEXAS

PROGRAM

Promovision
U.S.-Mexico Border Health Association
5400 Suncrest Dr., Suite C-4
El Paso, TX 79912 USA

CONTACT

Apolonia Hernandez, Program Coordinator
915-833-6450 / 915-833-7840 Fax
hernandp@usmbha.org
www.usmbha.org

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care
- ✓ HIV/AIDS
- ✓ Maternal Infant and Child Health

PURPOSE AND DESCRIPTION

This program provides technical assistance, Train-the-Trainer workshops, and general capacity-building to Promotoras and their organizations in Texas, New Mexico, California, and Florida.

OTHER

PROGRAM

Lideres Campesinos por la Salud
Farmworker Justice Fund, Inc.
1010 Vermont Ave. NW Ste. 915
Washington, D.C. 20009 USA

CONTACT

Shelley Davis, Co-Executive Director
202-783-2628 / 202-783-2561 Fax
sdavis@nclr.org
www.swjustice.org

HEALTHY BORDER 2010 FOCUS

- ✓ HIV/AIDS

PURPOSE AND DESCRIPTION

The Farmworkers Justice Fund provides funding, support, and technical assistance in the area of HIV/AIDS to community-based organizations in Texas, Arizona, California, and Florida who implement the Promotora Outreach Model.

PROGRAM

Diabetes Today National Training Center
Northrop Grumman Information Technology
1700 Research Blvd. Ste. 400
Rockville, MD 20850 USA

CONTACT

Andrew Winters, Program Director
301-294-5657 / 301-294-5401 Fax
awinters@ngc.com
www.diabetestodayntc.org

HEALTHY BORDER 2010 FOCUS

- ✓ Diabetes

PURPOSE AND DESCRIPTION

This national training center (DTNTC) provides technical assistance and trainings to communities along the U.S.-Mexico border. The purpose of this project is to assist local communities in developing their own initiatives to inform the public to control and prevent diabetes. DTNTC has collaborated with the Mexican ministry of health, the Pan American Health Organization, the Health Resources and Services Administration and various state and local health departments.

12 MEXICO APPLICANTS

Border Models of Excellence

APPLICANTS - MEXICO

PROGRAM

Prevenir el SIDA en los Adolescentes
(AIDS Prevention in Teenagers)
Centro de Información para la Salud
(Health Information Center)
C. Moctezuma y 5 de Febrero
Nogales, Sonora, Mexico

CONTACT

María de la Luz G de Villarino
01152-662-313-56-70

HEALTHY BORDER 2010 FOCUS

- ✓ HIV / AIDS

PURPOSE AND DESCRIPTION

To take health outreach actions to junior high and high school students and their parents on issues such as healthy communication, sexuality, and HIV/AIDS. In addition, the project targets maquiladora workers about actions for HIV prevention and screening through the support of outreach materials.

PROGRAM

Salud Integral/Comprehensive Health
Centro de Mujeres Tonantzín, A.C.
(Tonantzín Women's Center)
C. Ramón Corona # 761 Norte. Col. Hidalgo
Ciudad Juárez, Chihuahua, Mexico C.P. 32300

CONTACT

Petra Peña Macias
01152-656-612-36-69
tonantzi@prodigy.net.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Environmental Health

PURPOSE AND DESCRIPTION

To respond to the need of underserved neighborhoods on the west side of Ciudad Juárez by promoting easily installed, dry compost toilets that produce organic fertilizer, thereby improving the community's living and health conditions through a culture of caring for the environment and water. A group of trained promotoras makes the frames for these dry environmental toilets, provides training and exchanges strategies with other promotoras from different neighborhoods.

PROGRAM

Promotoras Comunitarias de Salud
(Community Health Promotoras)
Salud y Desarrollo Comunitario de
Cd. Juárez, A.C./Health and Community
Development of Cd. Juárez)
Ave. Plutarco Elías Calles # 744 Norte.
Col. Progresista
Ciudad Juárez, Chihuahua, Mexico.

CONTACT

Lic. Jesús Servín Ch.
01152-656-616-08-33 / 01152-656-616-13-96 Fax

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care Services
- ✓ Cancer
- ✓ Maternal, Infant and Child Health

PURPOSE AND DESCRIPTION

To improve physical accessibility and social-cultural acceptability of services and to satisfy the demand for community development alternatives which promote self-care of health.

Border Models of Excellence

APPLICANTS - MEXICO

PROGRAM

Prevención de Embarazos en Adolescentes
(Prevention of Teenage Pregnancies)
Coahuila Health Services
Health District 03
C. Raymundo del Bosque # 3073
Sabinas, Coahuila, Mexico C.P. 26749

CONTACT

Dr. Jose Gerardo Martínez T.
01152-861-613-12-00
mtztovar@prodigy.net.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Maternal, Infant and Child Health.

PURPOSE AND DESCRIPTION

To reduce teenage pregnancies through preventive medical actions by establishing an agreement with educational institutions at the elementary, junior high and high school level, and to insure that all those responsible for the different areas of health and educational issues become committed to facilitating strategies that help in program fulfillment.

PROGRAM

Tutores de Pacientes Fímicos
(TB Patient Guardians)
Nuevo León Health Services
Health District 04
Ave. 20 de Noviembre # 720
Col. 20 de Noviembre
Guadalupe, Nuevo León, Mexico C.P.67170

CONTACT

Dra. Aída Eugenia Villarreal
01152-81-83-67-17-01
aida.villarreal@mail.nl.gob.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Infectious diseases

PURPOSE AND DESCRIPTION

To reduce and eliminate the percentage of treatment abandonment by patients with Tuberculosis, through organized involvement by the community with ongoing advice from health personnel, especially from health outreach workers, and trained volunteer promotoras from health centers who serve as guardians for tuberculosis patients.

PROGRAM

Prevention de Actos Autodestructivos en Nuevo León (Prevention of Self-Destructive Acts in Nuevo León)
Nuevo León State Health Secretariat
C. Matamoros # 520 Oriente.
Monterrey, Nuevo León, Mexico C.P. 64000

CONTACT

Dr. Jesus Zacarías Villarreal P.
01152-81-8130-7091 & 92
jvillarreal@mail.nl.gob.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Mental Health

PURPOSE AND DESCRIPTION

To encourage healthy development in communities by providing society with a more positive expectation about life and to learn to recognize and respond to risk factors for self-destructive behaviors and psychiatric disturbances that affect quality of life. Three hundred health promotoras from the State Health Secretariat have been trained for providing prevention services from their health units.

Border Models of Excellence

APPLICANTS - MEXICO

PROGRAM

Prevención de Embarazos y Enfermedades de Transmisión Sexual (Pregnancy and Sexually Transmitted Diseases Prevention)
Centro de Atención y Orientación Familiar (Family Care and Counseling Center)
CENAFAM
C. Uxmal # 1210-10 Col. Nueva Esperanza
Mexicali, Baja California, Mexico C.P. 21059

CONTACT

Dr. Salvador Alvarado
01152-686-553-6750
salvaradoglez@hotmail.com

HEALTHY BORDER 2010 FOCUS

- ✓ Maternal, Infant and Child Health

PURPOSE AND DESCRIPTION

CENAFAM promotes and encourages sexual health and human rights through education and health for creating a culture of peace through courses designed specifically for youth.

PROGRAM

Rehabilitación Integral a la Farmacodependencia (Comprehensive Substance Abuse Rehabilitation)
Clínica Integral de Tratamiento contra las Adicciones S.A. de C.V. (Comprehensive Clinic for the Treatment of Addictions)
Ave. Baja California # 1401-B esq. Acapulco
Col. Pueblo Nuevo
Mexicali, Baja California, Mexico. C.P. 21120

CONTACT

Dra. Emilia Figueroa Guillén
01152-686-553-0976

HEALTHY BORDER 2010 FOCUS

- ✓ Drug Abuse

PURPOSE AND DESCRIPTION

To provide treatment and rehabilitation for addicted patients on an outpatient basis, 95% of whom are treated with methadone.

PROGRAM

Hospital de la Familia/Family Hospital
Salud y Desarrollo Comunitario de Cd. Juárez A.C./Health and Community Development of Cd. Juárez
Ave. Malecón # 788 Zona Centro
Cd. Juárez, Chihuahua, Mexico C.P. 32000

CONTACT

Dr. Gustavo A. Martínez M.
01152-656-614-7011
sdecac@terra.com.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care Services
- ✓ Cancer
- ✓ Maternal, Infant and Child Health

PURPOSE AND DESCRIPTION

To make high quality health care services available to the population. The project has developed a management model that enables the provision of low-cost medical care services, with self-sufficient, successful and sustainable operations.

Border Models of Excellence

APPLICANTS - MEXICO

PROGRAM

Mejorando la Salud de los Escolares
(Improving the Health of School Children)
Nuevo León Health Services
C. Matamoros # 520 Oriente
Monterrey, Nuevo León, Mexico C.P. 64000

CONTACT

Dr. Jesús Zacarías Villarreal
01152-81-8130-7091 and 92
jvillarreal@mail.nl.gog.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Environmental Health

PURPOSE AND DESCRIPTION

To insure that basic education schools in Nuevo León are places for learning and where health is promoted as a fundamental value and to create healthy environments, involving the proper handling human waste, detection of school problems, and encouragement of values.

PROGRAM

Telemedicina/Telemedicine
Medicina especializada a distancia
(Specialized Distance Medicine)
Nuevo León State Health Secretariat
C. Matamoros # 520 Oriente
Monterrey, Nuevo León, Mexico. C.P. 64000

CONTACT

Dr. S. Jaime González T.
01152-81-8130-7064

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care Services

PURPOSE AND DESCRIPTION

To take the Health Secretariat to the rural population, providing an opportunity to consult with physician specialists located at urban second and third level care hospitals through an audio-video transmission network, precluding the need to travel to the city of Monterrey.

PROGRAM

Identificación del Estado de Salud de los Escolares del Nivel Básico, en el Estado de Nuevo León (Health Assessment of Elementary School Children in the State of Nuevo León)
Nuevo León State Health Secretariat
C. Matamoros # 520 Oriente
Monterrey, Nuevo León, Mexico C.P. 64000

CONTACT

Dr. Juan Fco. Gonzalez G.
01152-81-8130-7059
jgonzalez@mail.nl.gob.mx

HEALTHY BORDER 2010 FOCUS

- ✓ Access to Health Care Services

PURPOSE AND DESCRIPTION

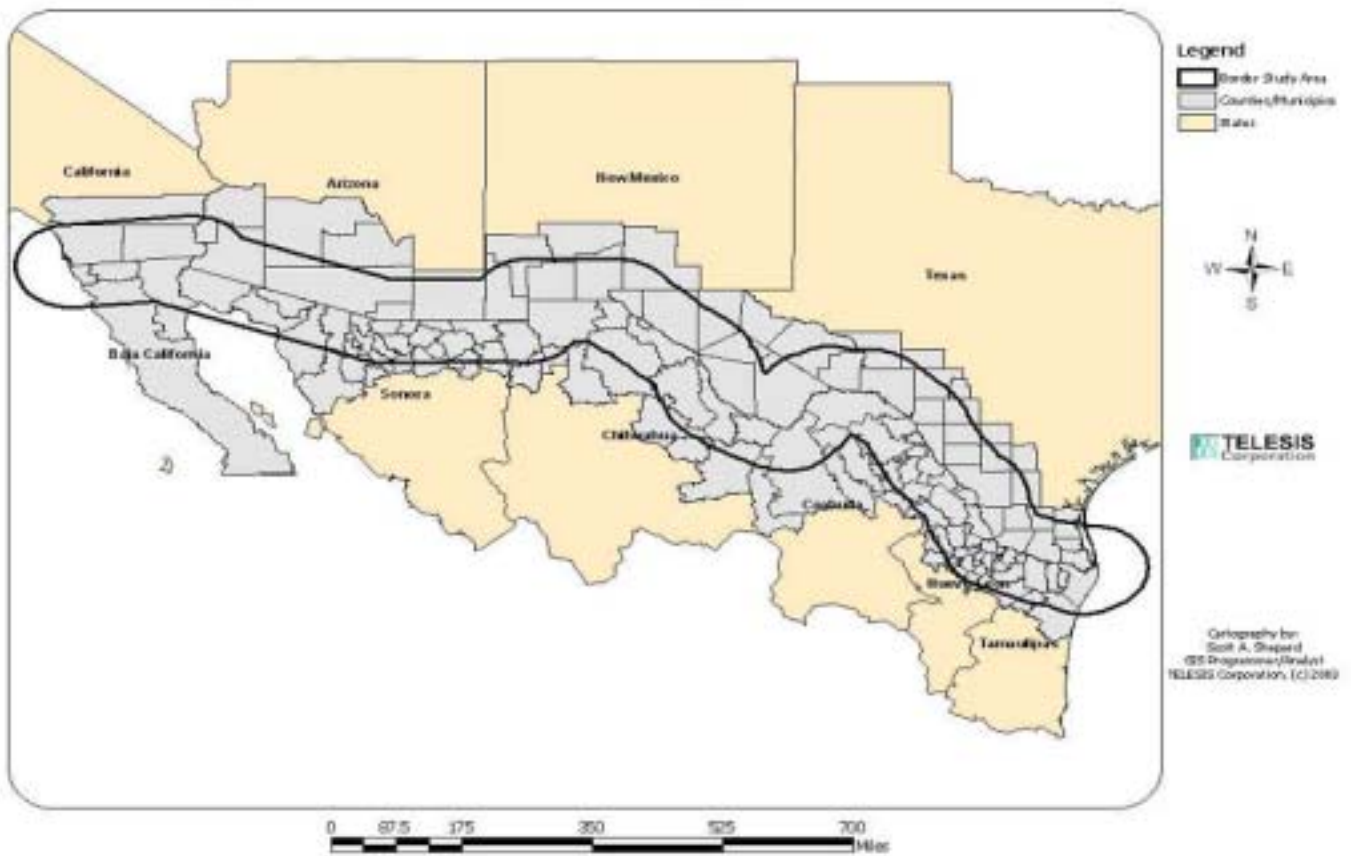
To precisely determine the individual health situation of school children from the time they enter the school system, and facilitate access to care those in need of preventive services.

APPENDICES

Border Models of Excellence

MAP OF THE UNITED STATES-MEXICO BORDER

U.S./Mexican Border Municipios and Counties



Border Models of Excellence

MAP OF THE BORDER MODELS OF EXCELLENCE



Project Dulce
Whittier Institute for Diabetes
La Jolla, CA



Entre Amigos and Community Access Program of Arizona (CAPAZ)
Western Arizona Area Health Education Center, Inc.
San Luis, AZ

Luchando Contra El Sida (Fighting Against Aids)
HIV/AIDS Prevention Bi-national Promotora Program
Campesinos Sin Fronteras
Somerton, AZ

Mariposa Community Center of Excellence in Women's Health
Mariposa Community Center
Nogales, AZ



Environmental Health Education & Home Safety Project
Southern Area Health Education Center &
Border Health Education
New Mexico State University
Las Cruces, NM

Border Vision Fronteriza 2- The New Mexico Model
New Mexico Department of Health/Border Health Office
Las Cruces, NM



REACH Promotora Community Coalition
Migrant Health Promotion, Inc
Progreso, TX

Puente de Salud/Bridge to Health
Centro San Vicente
El Paso, TX



Dile a una Amiga (Tell a Friend)
Fronteras Unidas Pro Salud A.C
Tijuana, Baja California



NEOVIDA Program
Agua Prieta, Sonora



Programa de Reducción de los Daños para Usuarios de Drogas Inyectadas para la Prevención del VIH/SIDA y Hepatitis C (HIV/AIDS and Hepatitis C Risk Reduction Program)
Cd. Juárez, Chihuahua

Salud para Vivir (Health for Living)
Misericordia y Vida Para el Enfermo con SIDA, A.C.
Cd. Juárez, Chihuahua



Feria de la Salud por la Mujer (Women's Health Fair)
Health District 01
Hospital General de Allende
Piedras Negras, Coahuila



Formación de Promotoras Voluntarias Como Fuente de Salud (Capacity Building for Volunteer Promotoras)
Monterrey, Nuevo León

Programa de Prevención y Control de Defectos del Tubo Neural con Participación de Promotoras Voluntarias
Monterrey, Nuevo León

Project S.E.S.-CONAFE
Nuevo León Health Services
Monterrey, Nuevo León

Border Models of Excellence

MATRIX OF BORDER MODELS OF EXCELLENCE APPLICANTS

BORDER MODELS OF EXCELLENCE: PHASE I	PROGRAM NAME & ORGANIZATION	Denotes Award Winners										
		Access to Healthcare	Cancer	Diabetes	Environmental Health	HWY405	Infectious Diseases	Injury Prevention	Mental Health and Opioid	Mental Health	Opioid Health	Respiratory Diseases
UNITED STATES	A Five in the South: Farmworker Outreach Chicanos Community Health Center, Inc.	✓		✓						✓		
	Border/Wisdom Fronteriza BIV 3 – Community Health Workers for Children's Health University of Arizona College of Public Health	✓		✓						✓		
	Diabetes in Underserved Compassion Sin Fronteras		✓	✓								
	Early Access and Community Access Program of Arizona (CAPAZ) Western Arizona Area Education Center, Inc.	✓	✓									
	Luchando Contra el SIDA Compassion Sin Fronteras		✓									
	Mariposa Community Center of Excellence in Women's Health Mariposa Community Health Center	✓								✓		
	Project Jump Start: A Post Secondary Prevention Educational Initiative Arizona Area Health Education Center Program	✓										
	Salud SI Project Mariposa Community Health Center	✓										✓
	Summer Youth Initiative Mariposa Community Health Center	✓										
	The Border Health Strategic Initiative MEd and EdEd/Julienauer Arizona College of Public Health			✓								

Border Models of Excellence

MATRIX OF BORDER MODELS OF EXCELLENCE APPLICANTS

BORDER MODELS OF EXCELLENCE - PHASE I	PROGRAM NAME & ORGANIZATION	Healthy Border Topic Areas										Denotes Award Winners									
		Access to Healthcare	Cancer	Dietary	Environmental Health	HW/AIDS	Infectious Diseases	Injury Prevention	Maternal, Infant and Child Health	Mental Health	Oral Health	Respiratory Diseases									
D. C.	Lujanes, Compañeros por la Salud Farrington Justice Fund, Inc.																				
NEW MEXICO	Border Vision Fronteriza (BVF-2) – The New Mexico Model New Mexico Department of Health/Border Health Office Environmental Health Education & Home Safety Project Southern Area Health Education Center & Border Health Education Training Center	✓			✓		✓			✓											
	L.C.D.F. /Preventora Program La Clínica de Familia, Inc.																				✓
	Agua Para Saber: The Provision of Safe Drinking Water Center for Environmental Resource Management at University of Texas, El Paso Centro Mujeres de la Esperanza Centro Mujeres de la Esperanza Chronic Disease Self-Management Program El Paso Diabetes Association Co-Producing Migrant Worker Health The University of Texas, El Paso Community Voices – El Paso Community Voices – El Paso Consensus: For Cancer Prevention Education, and Resource Management Cancer and Chronic Diseases Consortium																				
TEXAS																					

Border Models of Excellence

MATRIX OF BORDER MODELS OF EXCELLENCE APPLICANTS

PROGRAM NAME & ORGANIZATION	Describes Award Winners									
	Access to Healthcare	Cancer	Diseases	Environmental Health	HN/AIDS	Infectious Diseases	Injury Prevention	Mental, Motor and OR Health	Oral Health	Respiratory Diseases
Diabetes Lay Educator Project Migrant Clinicians Network										
Disparities Project The Rio Grande Valley Council, Inc.	✓									
International AIDS Engagement International AIDS Engagement										
Promoters Community Outreach and Prevention City of Laredo Health Department										
Promoters Program: Community Partnership, SI Phase UTEP Community Partnership										
Prostatectomies U.S. Mexico Border Health Association										
Puntos de Salud/Bridge to Health Centro San Vicente	✓	✓	✓							
REACH! Promoters Community Coalition Migrant Health Promotion, Inc.	✓									
Teen Advisory Board Family Planning Services of Thomasas Hospital										
Texas Health and Human Services Commission Culturas Initiative Texas Health and Human Services										

Border Models of Excellence

MATRIX OF BORDER MODELS OF EXCELLENCE APPLICANTS

BORDER MODELS OF EXCELLENCE - PHASE I	PROGRAM NAME & ORGANIZATION	Access to Healthcare				Healthy Border Topic Areas				Denotes Award Winners				
		Cancer	Dietary	Environmental Health	HWARDS	Infectious Diseases and Zoonoses	Injury Prevention	Mental, Mood and Opioid	Rural Health	COI Health	Respiratory Diseases			
BAJA CALIF.	MEXICO Día a Una Amiga Fronteras Unidas Por Salud, A.C.	✓		✓										
CHEILM/HLM	Proyecto de Salud Integral Centro Mujeres Tonariba, A.C. Salud Para Vivir Mentoría y Vida para el Enfermo con SIDA, A.C. Promotora Comunitaria de Salud				✓		✓							
COAHUILA	Salud y Desarrollo Comunitario de Cd. Juarez, A.C. Programa de Reducción de los Daños para Usuarios de Drogas Inyectadas para la Prevención de VIH/SIDA y Hepatitis Programa Compañeros, A.C.		✓			✓								
	Prevención de Estrés en Administradores Servicios de Salud en Carahulla, Jalisco/ San Felipe, N. 03									✓				
	Frente de la Salud por la Mujer Hospital General de Abasco, Jurisdicción Sanitaria N.º 01	✓												
NUUEVO LEON	Tutores de Pacientes Frías Secretaría de Salud en el Estado de Nuevo Leon, Jurisdicciones N.º 4 Programa de Prevención de Actos Autolesivos en Nuevo Leon Secretaría Estatal de Salud de Nuevo Leon								✓					✓

Border Models of Excellence

MATRIX OF BORDER MODELS OF EXCELLENCE APPLICANTS

BORDER MODELS OF EXCELLENCE - PHASE I	PROGRAM NAME & ORGANIZATION	Demotives Award Winners				Healthy Border Topic Areas											
		Access to Healthcare	Cancer	Diabetes	Environmental Health	AMR/MS	Infectious Diseases	Injury Prevention	Maternal, Infant and Child Health	Mental Health	Older Adults	Oral Health	Respiratory Diseases				
NUEVO LEON	Formación de Promotoras Voluntarias Como Frente de Salud Comunitaria Secretaría de Salud del Estado de Nuevo Leon	✓															
	Programa de Prevención y Control de Deltosin del Tubo Nasal Servicio de Salud de Nuevo Leon y Facultad de Medicina de la U.A.N.L.																
	Proyecto S.E.S. - COMARE Servicio de Salud de Nuevo Leon	✓															
	Programa Heredia Secretaría de Salud de Sonora																
SONORA	Un Red: Prevenir el SIDA en los Adolescentes* Centro de Información para la Salud					✓											

Healthy Border 2010 aims to improve health in the United States-Mexico border region, an area defined as 62.5 miles north and south of the United States-Mexico Border. Established by the United States-Mexico Border Health Commission, the program creates 10-year objectives for health promotion and disease prevention in the border region. This initiative embraces common elements of health programs in both the United States and Mexico. From the United States, it is built on the "Healthy Gente" Program ("*gente*" = "people" in Spanish), which provides health objectives for the United States border region and is designed to be compatible with the U.S. Healthy People 2010 Program. From Mexico, it draws on the National Health Indicators (*Indicadores de Resultados*) Program, which tracks 46 health indicators at the national, state and local levels in Mexico.

Out of the 46 Mexican health indicators and the 25 U.S. "Healthy Gente" objectives, there are 20 common measures. These objectives help focus health improvement activities on both sides of the border, guide the allocation of health resources, and promote binational health projects. Health problems considered priority issues on only one side of the border will be addressed separately by each country. Through Healthy Border, the U.S.-Mexico Border Health Commission and its network of partners will identify activities that address the major health issues of the border region. These activities include country-specific projects as well as binational projects that focus on issues such as infectious disease transmission and cross-border use of health care services. Healthy Border will assist both nations in coordinating interventions and health policy, and in improving the allocation of scarce health resources.

Because of differences in the organization of the health care systems of each country, as well as other differences, Healthy Border 2010 does not attempt to impose identical objectives on both sides of the border. Instead, the program identifies several topic areas for health improvement in the border regions of both countries. The specific objectives, as well as the targets for the year 2010, are defined by each country and differ to at least some extent for most objectives.

The strategies for addressing Healthy Border 2010 topic areas also will differ in each country. While each country will be responsible for designing and implementing its own program, bilateral activities will be encouraged, especially those established in sister cities along the border. These activities should bring in as many partners as pragmatic, including border health offices, county health departments, *Jurisdicciones de Salud*, international organizations, non-governmental organizations, and the private sector. Ideally, binational projects should be developed through the existing cooperation infrastructure, including the binational health councils.

Border Models of Excellence

HEALTHY BORDER 2010 TOPIC AREAS AND OBJECTIVES

Healthy Border Topic Areas and Objectives

Topic Area	Year 2010 Objective	
	Mexico	United States
Access to Health Care	Maintain at less than 5% the population without access to basic health services.	Reduce by 25% the population lacking access to a primary care provider in an underserved area.
Cancer	Reduce breast cancer mortality by 20%.	Reduce breast cancer mortality by 20%.
	Reduce cervicouterine cancer by 20%.	Reduce cervical cancer mortality by 30%.
Diabetes	Reduce diabetes mortality by 10%.	Reduce diabetes mortality by 10%.
	Maintain the current level of hospital admissions for diabetes.	Reduce hospital admissions for diabetes by 25%.
Environmental Health	Household sewage connection objective not established.	Reduce to zero the proportion of households not connected to compliant public sewage systems or septic tanks.
	Maintain the current level of hospital admissions for acute pesticide poisoning.	Reduce by 25% the hospital admissions for acute pesticide poisoning.
HIV/AIDS	Maintain HIV incidence at 1999 level or below.	Reduce incidence of HIV cases by 50%.
Immunizations and Infectious Diseases	Reduce the incidence of hepatitis cases of all types by 50%.	Reduce the incidence of hepatitis A and B cases by 50%.
	Reduce the incidence of tuberculosis cases by 10%.	Reduce the incidence of tuberculosis cases by 50%.
	Maintain immunization coverage at 95% or higher for children under age 1 and age 1-4 years.	Achieve and maintain immunization coverage rate of 90% for children 19-35 months.
Injury Prevention	Reduce the motor vehicle crash death rate by 20%.	Reduce the motor vehicle crash death rate by 25%.
	Reduce the childhood death rate due to accidents by 50%.	Reduce the childhood death rate due to accidents by 30%.
	Reduce the infant mortality rate by 50%.	Reduce the infant mortality rate by 15%.
Maternal, Infant and Child Health	Reduce the infant mortality rate due to birth defects by 50%.	Reduce the infant mortality rate due to birth defects by 30%.
	Raise initiation of prenatal care in first trimester to 70%.	Increase initiation of prenatal care in first trimester by 85%.
	Reduce pregnancy rate in adolescents 15-19 years by 20%.	Reduce pregnancy rate in adolescents 15-17 years by 33%.
Mental Health	Reduce suicide mortality rate by 25 percent.	Reduce suicide mortality rate by percent.
Oral Health	Ensure that 25% of population uses oral care services annually.	Raise proportion of population using oral care to 75% annually.
Respiratory Diseases	Maintain hospital admission rate for asthma at current level.	Reduce hospital admission rate for asthma by 40%.

Border Models of Excellence

COMMISSIONERS AND COMMISSION MEMBERS

COMMISSIONERS

UNITED STATES

Honorable Tommy Thompson

Secretary of Health and Human Services
U.S. Department of Health and Human Services

Richard Walling R. Ph., M.H.A.

(Secretary Thompson's Delegate)
Director, Office of the Americas and Middle East
Office of Global Health Affairs
U.S. Department of Health and Human Services

MEXICO

Dr. Julio Frenk Mora

Secretario de Salud de México

Dr. Víctor Arriaga Weiss

(Delegate for Secretario Frenk)
Director General
Dirección General de Cooperación Internacional
Secretaría de Salud

COMMISSION MEMBERS

UNITED STATES

Arizona

Catherine R. Eden, Ph.D.

Director, Arizona Department of Health Services

Danny Valenzuela

(Alternate for Dr. Catherine Eden)
Arizona Department of Health Services

Amanda Aguirre, M.A., R.D.

Executive Director
Western Arizona Health Education Center

Carlos Rene Gonzales, M.D.

Patagonia Family Health Center

California

Diana M. Bontá, R.N., Dr.Ph.

Director, California Department of Health Services

Joseph Sanchez, Dr.Ph.

(Alternate for Dr. Bontá)
Chief, California Office of Binational Border Health

Rosemarie Marshall Johnson, M.D.

California Medical Association

Blair Sadler, J.D.

President and Chief Executive Officer
San Diego Children's Hospital and Health Center

New Mexico

Patricia T. Montoya, R.N., M.P.A.

Cabinet Secretary, New Mexico Department of Health

Fred Sandoval

(Alternate for Patricia Montoya)
Deputy Secretary of Program
New Mexico Department of Health

Jeffrey E. Brandon, Ph.D., C.H.E.S.

Dean, College of Health and Social Services
New Mexico State University

Catherine Torres, M.D.

First Step Pediatrics Clinic

Texas

Eduardo J. Sanchez, M.D., M.P.H.

Commissioner of Health, Texas Department of Health

Ronald J. Dutton, Ph.D.

(Alternate for Dr. Sanchez)
Texas Department of Health
Director, Office of Border Health

Laurance Nickey, M.D.

Former Director of the El Paso City-
County Health and Environmental District

Paul Villas, D.Ed., C.H.E.S.

Executive Director, University of Texas – Pan American
Border Health Office

COMMISSION MEMBERS

MEXICO

Baja California

Dr. Francisco Vera González

Secretario de Salud y Director General del Instituto de Servicios de Salud Pública

Dr. Felipe Humberto Villegas Ramírez

(Alternate for Dr. Vera González)

Subdirector de Salud en el Estado de Baja California

Dr. Alfonso Valenzuela Espinoza

Jefe de Patología, Hospital General de Tijuana

Chihuahua

Dr. Federico Saracho Weber

Director General de los Servicios de Salud del Estado de Chihuahua

Ing. Humberto Martínez Pérez

(Alternate for Dr. Saracho Weber)

Director de Evaluación y Planeación en el Estado de Chihuahua

C.P. José Luis García Mayagoitia

Secretario de Fomento Social del Estado de Chihuahua

Coahuila

Dr. Bertha Cristina Castellanos Muñoz

Secretaria de Salud y Desarrollo Comunitario y Directora General de los Servicios de Salud en el Estado de Coahuila

Dr. Gustavo A. Contreras Martínez

(Alternate for Dr. Castellanos Muñoz)

Subdirector de Planeación y Desarrollo
Secretaría de Salud del Estado de Coahuila

Dr. José Inés Escobedo Velázquez

Subsecretario de los Servicios de Salud
Secretaría de Salud del Estado de Coahuila

Nuevo León

Dr. Jesús Zacarías Villarreal Pérez

Secretario de Salud y Director General de los Servicios de Salud en el Estado de Nuevo León

Dra. Nancy Estela Fernández Garza

(Alternate for Dr. Villarreal Pérez)

Subdirectora de Enseñanza e Investigación en Salud
Secretaría de Salud en el Estado de N.L.

Dra. Dora Elia Cortés Hernández

Coordinadora de Grupos Estudiantiles de Trabajo e Investigación en Medicina
Universidad Autónoma de Nuevo León

Sonora

Dr. Francisco Javier Muro Avila

Secretario de Salud Pública en el Estado de Sonora

Dr. René Navarro Coronado

Director General de los Servicios de Salud de Sonora

Tamaulipas

Dr. Héctor López González

Secretario de Salud y Director General del O.P.D.
Servicios de Salud de Tamaulipas

Dr. Gerardo García Salinas

Director de Regulación y Fomento Sanitario
Secretaría de Salud de Tamaulipas

Border Models of Excellence

UNITED STATES AND MEXICO OUTREACH OFFICES

UNITED STATES

ARIZONA

Ana Nevarez, Coordinator
Arizona Outreach Office
U.S.-Mexico Border Health Commission
4400 E. Broadway, Suite 300
Tucson, AZ 85711
520-770-3114 / 520-770-3307 FAX
anevare@hs.state.az.us

CALIFORNIA

Sonia Contreras, Coordinator
Nancy Machuca, Assistant
California Outreach Office
U.S.-Mexico Border Health Commission
3851 Rosecrans Street (92110)
P.O. Box 85524, MS P511B
San Diego, CA 92138
619-692-8625 / 619-692-8821 Fax
soniasandiego@yahoo.com
nmachuca@dhs.ca.gov

NEW MEXICO

Hugo Vilchis, M.D., M.P.H.
Director, New Mexico Outreach Office
U.S.-Mexico Border Health Commission
Director, Border Epidemiology and
Environmental Health Center
New Mexico Department of Health/
New Mexico State University
P.O. Box 30001, Dept. 3BEC
Las Cruces, NM 88003-8001
505-646-7966 / 505-646-8131 Fax
hvilchis@nmsu.edu

TEXAS

Ronald J. Dutton, Ph.D.
Director, Office of Border Health
Texas Department of Health
1100 W. 49th Street
Austin, TX 78756
512-458-7675 / 512-458-7262 Fax
rj.dutton@tdh.state.tx.us

Kassie Jetton, R.S., M.S.
Coordinator, Texas Outreach Office
U.S.-Mexico Border Health Commission
Office of Border Health
Texas Department of Health
1100 W. 49th Street
Austin, TX 78756
512-458-7675, 1-800-693-6699 / 512-458-7262 Fax
Kassie.Jetton@tdh.state.tx.us

Texas Regional Offices:

El Paso/West Texas – Blanca Serrano, M.P.H.
915-834-7690 / 915- 834-7800 Fax
Blanca.Serrano@tdh.state.tx.us

Uvalde – Kassie Jetton, R.S., M.S.
830-486-0133 / 830-278-7170 Fax
Kassie.Jetton@tdh.state.tx.us

Laredo – Martha Elizondo-Fournier, M.D.
956-723-6284 / 956-791-5775 Fax
Martha.Fournier@tdh.state.tx.us

Harlingen – Ramiro Gonzales
956-423-0130 / -956-444-3299 Fax
Ramiro.Gonzales@tdh.state.tx.us

MEXICO

BAJA CALIFORNIA

Dr. Ernesto Ramírez
Hospital General de Tijuana
Av. Centenario 1851
Tijuana, BC 22320
01152664-634-6511

CD. JUÁREZ REGIONAL OFFICE

Dra. Elisa Aguilar
Paseo Triunfo de la República 3530
Cd. Juárez, Chih. 32330
01152-656-639-0864 / 01152-656-639-0863 Fax
eaguilar@borderhealth.net, elisa_salud@yahoo.com.mx

SONORA

Dra. Mercedes Gameros Mercado
Oficina de Salud Pública de la Frontera Sonora-Arizona
5 de Febrero y Moztetzuma
Col. Bolivar
Nogales, Son. 84000
01152-631-313-7920

TAMAULIPAS

Dra. Gilda Flores
Hospital Civil
Calle González #5501
Nuevo Laredo, Tamps.
01152-867-713-0597 / 01152-867-712-8180 Fax

Border Models of Excellence

BORDER HEALTH OFFICES

Cecilia Rosales, M.D., M.S.
Chief, Office of Border Health
Arizona Department of Health Services
4400 E. Broadway, Suite 300
Tucson, AZ 85711
520-770-3110 / 520-770-3307 Fax
crosale@hs.state.az.us

Alice Salcido, B.A., C.H.E.S.
Interim Director, Programs
New Mexico Border Health Office
1170 N. Solano, Suite L
Las Cruces, NM 88001
505-528-5123 / 505-528-6024 Fax
alices@doh.state.nm.us

Joseph Sanchez, Dr.Ph.
Chief, California Office of Binational Border Health
3851 Rosecrans Street (92110)
P.O. Box 85524, MS P511B
San Diego, CA 92138
619-692-8472 / 619-692-8821 Fax
jsanche2@dhs.ca.gov

Ronald J. Dutton, Ph.D.
Director, Office of Border Health
Texas Department of Health
1100 W. 49th Street
Austin, TX 78756
512-458-7675 / 512-458-7262 Fax
rj.dutton@tdh.state.tx.us

Border Models of Excellence

BORDER MODELS OF EXCELLENCE TECHNICAL ADVISORY GROUP - UNITED STATES

Dolores Antonio

Promotora de Salud
Ben Archer Health Center
255 Hwy. 187
Hatch, NM 87937, or
P.O. Box 370
Hatch, NM 87937
505-267-4553 / 505-267-4606 Fax
Email: bhealthcen@zianet.com

Melody J. Bacha

Senior Public Health Advisor, Border Health
U.S. Dept. of Health and Human Services
Health Resources and Services Administration
3851 Rosecrans Street
San Diego, CA 92110, or
P.O. Box 85524, MS P511B
San Diego, CA 92138-5524
619-692-5510 / 619-692-8821 Fax
Email: mbacha@dhs.ca.gov

Carolyn Beeker, PhD

Chief, CBPARA/Director, Urban Research Centers
EPO/DPRAM/CDC
4770 Buford Hwy., MS K.73
Atlanta, GA 30341-3717
770-488-8213 / 770-488-8488 Fax
Email: cgb3@cdc.gov

Karen Davenport

Program Officer Health Care
Robert Wood Johnson Foundation
Rt. 1, College Road East
Princeton, NJ 08543
609-627-7659 / 609-514-7977 Fax
Email: kdavenp@rwjf.org

Martha Medrano, MD

Director, Hispanic Center of Excellence
University of Texas Health Science Center at San Antonio
4201 Medical Drive, Suite 240
San Antonio, TX 78229
210-567-7781 / 210-567-7772 Fax
Email: medranom@uthscsa.edu

Tracy McClintock

Director, Models That Work
U.S. Dept. of Health and Human Services
Health Resources and Services Administration
10-10D2 EWT
Bethesda, MD 20814
301-594-4312 / 301-594-4983 Fax
Email: tmclintock@hrsa.gov

Guadalupe Pacheco

Special Assistant to the Director
U.S. Dept. of Health and Human Services
Office of Minority Health
Rockwall II – Room 1000
5515 Security Lane
Rockville, MD 20852
301-443-5084 / 301-594-0767 Fax
Email: gpacheco@osophs.dhhs.gov

Virginia Ramirez

Promotora de Salud
S. Texas Health Research Center
4201 Medical Dr.
San Antonio, TX 78229
210-567-7826 / 210-567-7855 Fax
Email: ramirezvv@uthscsa.edu

Floribella Redondo

Promotora Program Director
Campesinos Sin Fronteras
251 W. Main Street
P.O. Box 2693
Somerton, AZ 85350
928-627-1060, or 627-9777 / 928-627-1899 Fax
Email: redondos1272@aol.com, or csfhealth@aol.com

Elizabeth Lee Rosenthal

Co-Director
Mesa Public Health Associates
2250 East Eighth Street
Tucson, AZ 85719
520-882-2105 / 520-318-7155 Fax
Email: eleer@qwest.net

Olga Sanchez

Consejera Coordinator
Por La Vida Project
8093 Broadway Ave.
Lemon Grove, CA 91945
619-461-2266, or 461-2237 / 619-461-2205 Fax
Email: osanchez@ucsd.edu

Lorenza Zuñiga

Health Coordinator/Promotora de Salud
Texas Tech University Health Sciences Center
Office of Border Health
4801 Alberta
El Paso, TX 79905
915-545-6550 / 915-545-6548 Fax
Email: lzuniga@ttuhsc.edu

Dr. Daniel Millán Alcántara

Jefe del Departamento de Promoción de la Salud
Palacio Federal, 3er. Piso
Av. Pioneros 1005
Col. Centro Cívico
C.P. 21000 Mexicali, B.C.
01152-686-559-5800 Ext. 4241 / 559-5817 Fax
Email: dmillan@baja.gob.mx

Dr. Roberto Francisco de Luna Dávila

Jefe del Departamento de Promoción de la Salud
Blvd. V. Carranza No. 2859, Norte
Col. Zona Centro
C.P. 25260 Saltillo, Coahuila
01152-844-415-5733 Ext. 135 / 415-5600 Fax
Email: roberdeluna@salud.com.mx

Lic. Patricia Estela Reyes

Jefa del Departamento de Promoción de la Salud
Aldama No. 1509, Esq. Calle 19
Col. Centro
C.P. 31000 Chihuahua, Chihuahua
01152-614-439-9900 Ext. 21651 / 410-9677 Fax
Email: preyes@chihuahua.gob.mx

Lic. Lourdes Huerta Pérez

Jefa de Promoción de la Salud
Matamoros No. 520 Ote., 4o. Piso
Entre Zaragoza y Escobedo
Col. Centro
C.P. 64000 Monterrey, N.L.
01152-81-8130-7059 & 60 / 8130-7061 Fax
Email: luhuerta@giga.com

M.V. José Guadalupe Sena

Jefa del Departamento de Promoción de la Salud
Av. Colosio y Paseo los Angeles
Col. Las Quintas
C.P. 83000 Hermosillo, Sonora
01152-662-216-9201 / 216-6038 Ext. 110
Email: rosalvalo@hotmail.com

Dra. Elisa Aguilar

Oficina Regional de Ciudad Juárez
Comisión de Salud Fronteriza México-Estados Unidos
Ave. Paseo Triunfo de la República #3530
C.P. 32330 Cd. Juárez, Chihuahua
01152-656-639-0864 / 639-0863 Fax
Email: eaguilar@borderhealth.net &
elisa_salud@yahoo.cm.mx

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*For additional information on Border Models of Excellence or the Healthy Border Program please contact:
Dina Ortiz at dortiz@borderhealth.org or Eva Margarita Solórzano at esolorzano@borderhealth.org*

UNITED STATES-MEXICO BORDER HEALTH COMMISSION
201 E. MAIN DR., SUITE 1616 · EL PASO, TEXAS 79901
PH: (915) 532-1006 · TOLL FREE (866) 785-9867 · FAX: (915) 532-1697

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