USMBHC Now a Public International Organization


“The designation is necessary for effective operations,” said Eva M. Moya, Executive Director for the U.S. Section of the Commission. “This is a significant milestone for the organization and it reinforces the importance of binational collaboration and the integration of our work.”

The public international organization designation serves as an important incentive for the Mexican Government to grant similar privileges and immunities in Mexico.

“The designation as public international organization is a result of the leadership exercised by the Commission in support of a shared border,” said Héctor Xavier Martínez, Executive Secretary for the Mexico Section of the Commission.

With the designation as an international public organization, the Commission will be recognized as a legal entity under international and federal law; and through this recognition:

• The Commission and its officials would be entitled to such privileges and immunities as necessary to fulfill their mission;
• Foreign employees of the Commission could apply for G4 visas;
• Enjoy greater international and national recognition to leverage resources and funding for border health improvement.

2005 Border Binational Health Week Planning Underway

The Commission has begun planning for the 2005 Border Binational Health Week. A debriefing meeting to discuss the 2004 Border Binational Health Week took place in El Paso, Texas, on November 16. Representatives from the various institutions that collaborated on the Border Binational Health Week participated in this meeting.

A general overview of the events was presented. In regards to the planning of the 2005 BBHW, several ideas were proposed:

• Analyze the results of the 2004 Border Binational Health Week;
• Contact the programs along the border that have carried out similar activities and invite cooperation;
• Define the regional committees early in the process to facilitate joint planning;
• Strengthen binational collaboration;
• Emphasize the benefits of the BBHW;
• Create a dissemination subcommittee specifically dedicated to work with the media; and
• Identify sites and dates of the inaugurations and closures early so that the media is informed.

The BBHW steering committee met again on January 12 in the Commission’s central office. The meeting, co-chaired by Commission Executive Directors Eva Moya and Lic. Héctor Martínez and Mr. Frank Cantu. Primary topics included the structure of the committee and the roles and responsibilities of the sub-committees, which will enable them to move forward in a more effective, efficient and proactive manner.

The group also identified key partners with expertise in binational collaboration and discussed strategies to move forward with the planning of 2005 Border Binational Health Week.

The Co-chairs announced that the final report for 2004 BBHW would be available this February.

For updates visit www.borderhealth.org
Thompson Resigns as U.S. Secretary of Health and Human Services
Commission Extends its Thanks for His Years of Dedication

The Commission extends it sincere appreciation and best wishes to the Honorable Tommy G. Thompson, who served as Secretary of Health and as the U.S. Commissioner for four years. Thompson announced his resignation in December.

As Health and Human Services Secretary, Thompson was the nation’s leading advocate for health and welfare. During his tenure, Thompson launched major initiatives to strengthen the nation’s preparedness for bioterrorism attacks, increased the funding for the National Institutes of Health, reorganized Medicare and Medicaid services to encourage greater responsiveness and efficiency, and focused attention on disease prevention in critical health areas, such as obesity, diabetes and health disparities.

Michael O. Leavitt Confirmed as New Secretary of Health and Human Services

On December 13, 2004, President George W. Bush named Environmental Protection Agency Administrator Michael Leavitt to succeed Tommy G. Thompson as Secretary of Health and Human Services. He was sworn in as the 20th Health Secretary on January 26, 2005. Leavitt was sworn in as the 10th Administrator of the United States Environmental Protection Agency on November 6, 2003, after serving as the governor of Utah for 11 years. Bush credited him with improving children’s access to health services during his tenure in the state.

As a pioneer of collaborative environmental management, Leavitt helped clean up the air over the Grand Canyon. He served as vice-chair of the Grand Canyon Visibility Transport Commission and co-chair of the Western Regional Air Partnership.

Leavitt is also a nationally recognized leader in the areas of health care and welfare reform. During his three terms as Utah governor, he was chosen by the nation’s governors to represent states in working with Congress on welfare reform, Medicaid and children’s health insurance. The Children’s Health Insurance Program helped reduce the uninsured rates for children in Utah to its lowest point ever. His administration worked to increase the number of Utahans with health insurance by 400,000, improve immunization rates by nearly 75 percent, increase collection of child support and dramatically improve the child welfare system.

Leavitt graduated with a bachelor’s degree in economics and business from Southern Utah University. He is married to Jacalyn S. Leavitt and they are the parents of five children.

Dr. Sánchez-Vargas Named CDC Liaison to the Commission

The U.S. Department of Health and Human Services announced in November 2005 the assignment of Dr. Carmen Sánchez-Vargas as the Centers for Disease Control and Prevention liaison for the USMBHC. In this role, Dr. Sánchez-Vargas will assist the Commission with its Healthy Border 2010 initiative and the Border Risk Factor Surveillance System (BRFSS). She will also work to advance collaboration between the CDC and the USMBHC.

Dr. Sánchez-Vargas’ scope of work will specifically be to:
- Identify border-related studies, reports and data that is to be shared with appropriate CDC programs;
- Identify experiences which could be shared between the United States and Mexico, such as achieving high immunization rates, despite increasingly complex vaccine schedules; and
- Assist the CDC to more effectively connect its Mexican partners in the border region.

Dr. Sánchez-Vargas’ formal education spans medicine, occupational and environmental health, applied epidemiology, public health training and communications in public health.
Commission Welcomes Janis Elaine Borton

The Commission extends a warm welcome to Janis Elaine Borton, who came on board in February as the Healthy Border 2010 Program Manager for the U.S. Section.

Ms. Borton earned a master’s degree in public health from Indiana University and is a certified health education specialist. She has worked in health promotion and chronic disease prevention for more than 15 years. Ms. Borton began her career as a public health educator, designing and teaching courses on diet and weight control, tobacco cessation and stress management. As the community health education section chief for the Colorado Department of Public Health and Environment, she bridged national chronic disease prevention initiatives with local communities and governmental agencies.

Due to her interest in public policy, Ms. Borton went on to serve as the health promotion program manager for the National Conference of State Legislatures. During her tenure, she organized and facilitated four multi-state institutes, including the U.S.-Mexico Border States Health Promotion Policy Institute.

Ms. Borton most recently served as a U.S. Peace Corps volunteer in Kingston, Jamaica, working as a strategic planning, monitoring and evaluation specialist for Jamaica AIDS support.

Planning begins for 2005 VWA/NIIW

The Commission, in collaboration with the CDC and PAHO, met on December 6, 2004 to initiate planning for the 2005 Vaccination Weeks in the Americas (VWA) and National Infant Immunization Week (NIIW). Representatives from all of the border states were in attendance.

Regional reports were presented on the successes, lessons learned and opportunities. A summary of suggestions included:

- Improve communication with public health officers, to strengthen coordination and dissemination of related activities;
- Encourage private and public sectors involvement;
- Achieve a border-wide, binational and uniform message and provide materials with a lasting impression;
- Local media is key to a successful campaign;
- Coordinate the three weeks: spring with a Health Fair Celebration; summer with a Back to School Vaccination Awareness; and October with a focus on the adult/elderly population.

The proposed calendar of activities for 2005 was revised to reflect Mexico’s vaccination weeks: February 19-25, May 21-27 and in October (to be confirmed).

Presentations were made by Kathe Gustafson from the San Diego County Immunization Program, Daniel Epstein from PAHO, and Dr. Miguel Angel Nakamura from Mexico Secretaría de Salud. These presentations are posted on the Commission’s web site.

A concept paper that will unify the goals has been prepared and is available on the Commission’s web site at www.borderhealth.org.

The New Mexico Department of Health in partnership with CDC/NIP, Office of Border Health and the Commission outreach office in New Mexico and Juarez will host the 2005 VWA/NIIW on April 29-30. Dr. Paul Offit and Dr. Steve Cochi from the CDC will be keynote speakers. The New Mexico Immunization Coalition will host an award ceremony on April 29. For more information contact Anna Levy at annalevy@unm.edu.

New Direction for Salud Para su Corazón Program

The National Heart, Lung and Blood Institute (NHLBI) and the Health Resources and Services Administration (HRSA) established a partnership in 2001 to bring The Salud Para Su Corazón (SPSC) program, translated as Health for Your Heart, to the U.S.-Mexico Border region.

The SPSC program promotes healthy behaviors that reduce the risk of cardiovascular disease by raising awareness and transforming attitudes about cardiovascular health. The expansion of the program to Community Health Centers (CHC) facilitates the opportunity to connect the primary health care clinics to SPSC’s outreach strategy.

The NHLBI, HRSA and CHC teams from Centro San Vicente, El Paso, Texas; Gateway Community Health Center, Laredo, Texas; Mariposa Community Health Center, Nogales, Arizona; and North Country Health Center, San Marcos, California, gathered recently for a two-and-a-half day workshop. The workshop, entitled “Salud Para su Corazón: Integrating Behavioral and Clinical Approaches for Sustaining Healthy Communities,” was held on January 11-13, 2005. The teams from the CHC defined and integrated a set of promising practices, and developed guiding principles to measure the effectiveness of SPSC projects in reducing cardiovascular disease risk factors and promoting behavioral and clinical outcomes.
The USMBHC Outreach Offices—A Vital Part of the Plan for Improved Health on the Border

The Commission’s outreach offices, located in all 10 border states, are the backbone of the USMBHC’s important work in improving border health. They provide vital outreach programs and activities for border residents, as well as forge partnerships with other health agencies and persons interested in border health.

Each outreach office bases its activities and programs on the Commission’s Healthy Border 2010 Program. The following is a summary of the U.S. outreach offices’ work plans and activities for the upcoming year. A synopsis of Mexico’s outreach offices’ activities will be spotlighted in the next issue of the Commission’s newsletter.

California Outreach Office

The primary goals of the California Outreach Office’s work plan are to support and coordinate the Commission’s objectives and to develop outreach health activities along the California and Baja California border. The work plan includes activities in the following four areas:

- Outreach and health promotion;
- Evaluation and assessment of health services;
- Health data analysis and surveillance; and
- Administrative support for the members/staff of the commission.

This year’s planned focus themes are: immunizations and infectious diseases (TB and HIV/AIDS); respiratory diseases (asthma control); accidents and injuries; access to health care; migrant health; diabetes and substance abuse control.

The outreach office will also coordinate ongoing communication with the Baja California Outreach Office and provide administrative support for border-wide Commission activities.

Arizona/Sonora Outreach Offices

The goal of the Arizona-Sonora Outreach Offices’ joint binational work plan is to progress toward strengthening and supporting current binational public health projects/programs along the Arizona-Sonora border. In collaboration with the Arizona Department of Health Services Office of Border Health, the Secretaría de Salud de Sonora, this work plan targets activities in the following areas:

- Assessment and research;
- Data analysis;
- Public information, promotion and communication; and
- Healthy Gente/Healthy Border 2010 Program activities.

Outreach and health promotion activities will assist in establishing or strengthening linkages between public health and border communities. The offices will continue to provide administrative, technical and outreach support to the Arizona and Sonora delegation.
New Mexico Outreach Office

The primary goal of the New Mexico work plan is to preserve and enhance the health of the border population along the New Mexico-Chihuahua border. The New Mexico Outreach Office will continue to support and coordinate the Commission’s objectives in its area of influence. The program areas of this work plan will address:

• Assessment and research;
• Data analysis and support;
• Public information, promotion and communication; and

• Healthy Gente/Healthy Border program activities.

Outreach activities will include assisting in the development, assessment, evaluation and improvement of activities/programs related to Healthy Gente objectives in the New Mexico region, and encouraging community support for local and binational programs, projects and agencies that meet the Healthy Gente/Health Border objectives.

The New Mexico ORO will continue to provide promotion and communication support to community projects and initiatives.

Texas Outreach Office (TORO)

The overarching goal of the TORO is to implement the Healthy Border 2010 (HB 2010) program in the Texas-Mexico border region. To achieve this goal, the TORO will monitor the progress in the HB 2010 objectives, will help communities to implement programs to improve the health of border residents and will publicize achievements and challenges in border health. The TORO will continue the implementation of appropriate community-based activities to address HB 2010 objectives, including the structure of the health care system, available resources and other issues.

The TORO will direct available resources to three main topic areas:

• Assessment / Evaluation of border health data (county health profiles, hospital discharge, disease mortality/morbidity, border county specific BRFSS, etc.);
• Mobilize, enhance and create local capacity in the Texas border counties and municipios in Mexico including: technical and administrative assistance to the seven Texas-Mexico Sister-City Binational Health Councils; and maintenance of the Binational Border Health Information System in the three major Texas-Mexico target areas (including integration of the Texas Health Alert Network); and
• Sustain the Healthy Border 2010 mini-grant program for border communities that meet criteria related to the HB 2010 priorities and measurable health objectives. Priority will be given to funding proposals that address the following HB 2010 topic areas: access to health care; physical fitness, nutrition and obesity; environmental health; immunization and infectious disease; and bioterrorism preparedness.

(For contact information, see page 8.)
World Health Day to be Celebrated on April 7

Each year on April 7th, the world celebrates World Health Day. It is a day to mark the importance of health and productive lives and raise awareness of the efforts needed by all to ensure life and good health.

The theme of World Health Day 2005 is Healthy Mothers, Healthy Children, with celebrations occurring across the globe. This year’s slogan is “Every Mother and Child Count,” emphasizing that healthy mothers and children contribute to healthy communities. The objectives of this coming year’s celebration are:

• To raise awareness of the extent to which illness, suffering and death among mothers and children has on social, economic development;
• To increase the understanding of existing solutions; and
• To generate a movement toward collective responsibility and action.

To prepare for the April 7th celebration, PAHO organized a preliminary steering committee of U.S. organizations, both governmental and non-governmental, on December 14, 2004. The U.S.-Mexico Border Health Commission was invited to participate in the committee as an important binational presence. The steering committee met again in January to map out plans and begin strategizing to advertise the week.

Anne Hill, Office of Global Health Affairs

AMA Holds First Border Health Forum

On Saturday, December 4, 2004, approximately 130 delegates, executives and staff from Texas, Arizona, New Mexico, California and Colorado gathered for the first Border Health Forum at the American Medical Association’s 2004 Interim Meeting of the House of Delegates in Atlanta, Georgia.

The meeting’s aims were to contemplate and discuss the future role of the border state medical associations and the AMA, given the current and projected demographic and health care trends of the border region and the nation at large.

Steven Murdoch, Ph.D., a nationally renowned demographer, and Ms. Eva Moya, U.S. Section Executive Director of the U.S.-Mexico Border Health Commission, served as keynote speakers and as subject matter experts on the changing demographics of the United States and the resulting health care needs of the population. Dr. Rosemarie Johnson, Commission member also participated in the forum. Additionally, Ms. Moya spoke about the collaborative efforts of the U.S.-Mexico Border Health Commission and its efforts to provide international leadership to optimize health and quality of life along the U.S. - Mexico border.

Ms. Moya commended the AMA and the border states on their success in supporting international legislation that allowed for the formation of the Commission. She praised the support and involvement of physicians, in addition to national association and government leaders, for their involvement and support of the 2004 Border Binational Health Week. Ms. Moya also discussed population trends in the border region.

Federal and state leaders were invited to collaborate with the USMBHC to host a National Border Health Day, help the Commission succeed in meeting the Healthy Border 2010 Program goals, and to advocate for increasing border health investments and present the national impact of the border.

The presentation made by Dr. Steven Murdock can be accessed at the following link: http://www.txscd.utsa.edu/download/pdf/presentations/2004_12_04_AMA_Atlanta.pdf.

Audra Bryant, MPH
Texas Medical Association

Outreach Offices and Offices of Border Health Meeting

The U.S. Section hosted a meeting for border health officers, outreach office directors and coordinators on Jan. 19 at the Commission’s central office. The purpose of the meeting was to continue to strengthen partnership and collaboration between the outreach offices, border health offices and the Commission central office. The outreach offices presented updates on the progress of their work plans. The meeting also featured a presentation from JoJean Elenes, of the Mariposa Community Health Center, on the Border Women’s Health Institute.

Commission’s EWIDS Project Report

Major progress in the Commission’s EWIDS Project was made during the fall of 2004. Among the major activities of the project:

• Project funds transfer documentation from the U.S. Section to the Mexico Section was completed.
• An annual report was produced and distributed.
• A workshop to review proposals from the six Mexico border states was held by the General Directorate of Epidemiology on December 3 in Mexico City.
• The Secretariat of Health of Mexico and the six Mexican border states submitted the Project implementation proposals.
• The Texas Department of State Health Services provided training to laboratory technicians from December 6-10.
• Project coordinators attended the Tohono O’Odham Trinational Public Health Emergency Response Planning and Preparedness session that was held December 13-14. (To contact project coordinators, visit www.borderhealth.org or call 915-532-1006).
Quarterly Highlights

• Danny Valenzuela, alternate for Arizona Commission member Dr. Catherine Eden, participated in the Arizona-Mexico Commission Plenary Session, held Dec. 2-4 in Alamos, Sonora. The Arizona-Mexico Commission is a cross-border organization that champions Arizona’s relationship with Mexico. Several action items were presented, including that Agribusiness, Education, Environment and Health Committees will implement an interdisciplinary partnership to protect children from health risks associated with the improper use of pesticides in homes, schools and agricultural communities.

• The Mexico Section held its first border-wide meeting on Dec. 20, in Mexico City. Dr. Gabriel García Pérez, delegate for the Commissioner of Mexico Julio Frenk Mora; Lic. Mauricio Bailón González and Dr. Pablo Kuri of the Secretaria de Salud; Lic. Héctor Xavier Martínez, Mexico Section Executive Director; Eva Moya, U.S. Section Executive Director, Mexico Section staff and Mexico outreach office directors were in attendance. Mexico Section staff and outreach office directors presented an overview of their core responsibilities, challenges and expectations.

• Scripps Health, USMBHC and the California Office of Binational Border Health offered a special presentation by Dr. David Warner, professor of public affairs in the Lyndon B. Johnson School of Public Affairs, the University of Texas at Austin, on Dec. 16 at the Scripps Memorial Hospital in La Jolla, Calif. Dr. Warner presented a lecture entitled “Cross Border Health Insurance and Other Initiatives to Integrate the Delivery of Health Services Between the U.S. and Mexico.”

• The office of Congressman Silvestre Reyes held a retreat on Jan.13 in Cd. Juárez, Chihuahua, for his advance team to gain perspectives on issues of transportation, health and public security as they relate to the U.S.-Mexico border. Eva M. Moya presented a briefing on border health and the importance of binational collaboration.

• Dr. Lawrence Kline, California Commission member, and Sherry Kline, MSN, attended a training program put on by the Ministry of Health, Israeli Defense Force and the American Physicians Fellowship from Jan. 14-21. The program took place at multiple medical and military sites in Tel Aviv and Haifa. The USMBHC model was discussed with members of the Ministry of Health. The EWIDS model was also reviewed as a unique component of the United States’ system that could be applied in Israel.

• Dr. Lawrence Kline (left), along with other trauma health care professionals.

• The Northwest Regional Primary Care Association held its 14th Annual Western Migrant Stream Forum on Jan. 28-30 in San Diego, California. The conference offered a variety of workshops and sessions designed to meet the needs of clinicians, administrators, educators, advocates, researchers and students dedicated to serving migrant and seasonal farmworkers. Sandra Shewry, California Commission member, and Emma Torres, Arizona Commission member, provided border health presentations.

• A kick-off luncheon was held on Jan. 29 at the Memorial Medical Hospital in Las Cruces, New Mexico, for the American Lung Association of Arizona and New Mexico’s upcoming Blow the Whistle on Asthma fundraising walk that will be held on March 12. The luncheon was attended by Robert Guerrero, Operations Manager for the U.S. Section, and staff from the American Lung Association of New Mexico and health professionals.

• The Environmental Health Work Group and Border Indicators Task Force (BITF) held their annual meeting on Feb. 2-4, in Cd. Juarez, Chihuahua. The meeting was chaired by Rear Admiral Richard Walling from the U.S. Department of Health and Human Services, Dr. Rocio Latorre from the Secretaría de Salud, and Dr. Hal Zenick from the Environmental Protection Agency. The goal of the meeting was to advance the program of the Environmental Health Workgroup by identifying and considering key priorities in development of their work plan, to advance the development of Border 2012 indicators and increase synergy among the various program stakeholders.

• The Border Liaison Mechanism of Cd. Juárez and El Paso held its 10th Anniversary Plenary Session on Feb. 3 at the Chamizal National Memorial in El Paso, Texas. The BLM is the official mechanism for facilitating binational cooperation between the United States and Mexico. As part of the 10th Anniversary, the U.S. Ambassador to Mexico, Antonio O. Garza, Jr., and Mexico’s Undersecretary for North America, Geronimo Gutierrez Fernandez, were special guests.

• Eva M. Moya, Executive Director of the U.S. Section and Lic. Héctor Xavier Martínez, Executive Director, Mexico Section, participated in the U.S.-Mexico Binational Health Insurance Forum convened by the National Hispanic Medical Association on Feb. 4 in Washington, D.C. The purpose of the forum is to educate the U.S. Senate Republican Task Force on Health Care Costs and the Uninsured on strategies to change federal, state and private sector insurance regulation and policy in order to facilitate U.S.-Mexico binational health insurance.

• Dr. Hugo Vilchis-Licon, Director of the New Mexico Outreach Office and the Border Epidemiology and Environmental Health Center, was named the recipient of the 2005 Crossing Borders Award from the Border Learning Institute. Dr. Vilchis was awarded this honor due to his work in creating several community outreach and research projects that enhance the health of people living in the New Mexico/Chihuahua/West Texas border region.

• Dr. Catherine Torres, Commission member and pediatrician with First Step Pediatrics Clinic at Memorial Medical Center has been instrumental in the planning of VWA/NFW events for April 29 in Las Cruces. A visit with Mr. Paul Herzog, CEO for MMC took place in January to advance planning for the week’s events.
Calendar of Upcoming Events

February 2005

Mexico Immunization Week
February 19-25
U.S. Section Meeting
February 26
USMBHC Central Office, El Paso, Texas
The Changing Face of Rural Health Care
February 27 - March 1
20th Annual Rural Health Care Symposium
For more information, call the CHA Education Department at 916-552-7502.

March 2005

U.S.-Mexico Border Conference on Substance Abuse Issues
March 9-10
Camino Real Hotel, El Paso, Texas,
For further conference information contact Safe Communities at 915-775-2555.

USMBHC 11th Binational Meeting
March 16-17
For more information visit www.borderhealth.org or call 915-532-1006

Blow the Whistle on Asthma
March 12
Funding Walk of the American Lung Association of Arizona and New Mexico
Las Cruces, New Mexico

World TB Day
March 24
International Conference on Environment and Human Health
March 29-31
Camino Real Hotel, El Paso, Texas
For more information contact, Karen Mikel at 505-646-2162.

April 2005

Border Binational Tuberculous Celebration
April 4
El Paso, Texas
For more information contact, Dr. Kayla Laserson at kel4@cdc.gov

World Health Day
April 7
Blow the Whistle on Asthma
April 9
Funding Walk of the American Lung Association of Arizona and New Mexico
Phoenix, Arizona

First Vaccination Week in the Americas
National Infant Immunization Week
April 24-30
Hosted by the New Mexico Dept. of Health
Keynote speakers include Dr. Paul Offit and Dr. Steve Cochi from CDC.
For more information, contact Anna Levy at annaleyv@unm.edu

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