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9th Binational Meeting Held in El Paso



Commission members at the 9th binational meeting held in El Paso.

The Commission held its 9th binational meeting on April 23 in El Paso, Texas. Members in attendance discussed several matters of importance to the USMBHC.

The members discussed the status of the Commission's application for designation as a Public International Organization, and the next steps to be taken in furthering this action.

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1st Border Binational Immunization Week in the Americas

Rear Admiral Cristina Beato launches area campaign activities

Rear Adm. Cristina Beato, acting Assistant Health Secretary for HHS, was in El Paso on April 27-28 to launch the area's Immunization Week events in concert with the U.S. Department of Health and Human Services (HHS), Centers for Disease Control and Prevention (CDC) and the Pan American Health Organization's (PAHO) multi-national Western Hemisphere campaign to promote immunization in all countries in the Americas. HHS, CDC and PAHO partnered with the Commission and more than 35 other nations for Immunization Week in the Americas, which was celebrated April 24-30.

The week was an effort to highlight the need to improve immunization coverage

levels and to promote access to health services in all countries.

The theme of the weeklong series of programs was "Vaccination: An Act of Love."

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Rear Admiral Cristina Beato was presented with a symbol of the immunization campaign from a student in El Paso's Head Start Program.

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U.S. Section and the Border State Medical Associations Raise Awareness about Border Health

In a continuing effort to raise awareness about the issues that affect the health of border residents, several Commission members, along with physicians from the border state medical associations and the American Medical Association (AMA), visited Washington D.C., on March 24-25.

Commission members Dr. Carlos Gonzales of Arizona, Drs. Rosemarie Johnson and Lawrence Kline of California, Cabinet Secretary of Health Patricia Montoya of New Mexico, and Dr. Eduardo Sanchez, Commissioner for the Texas Department of Health, accompanied Eva Moya, Executive Director of the U.S. Section, on a whirlwind schedule of activities and meetings.

The Commission members kicked off their efforts with a meeting on March 23 with Surgeon General Richard Carmona. The group discussed possible solutions to the critical issues surrounding border health, such as the need for health professionals and the need to reduce health disparities. Carmona voiced his support for the Commission's efforts and his plans to participate in the second immunization week in July. The Surgeon General also stated that the border is a gateway for diseases and a reflection of the health problems occurring nationally.

That evening, the members attended a reception hosted by the American Medical Association and organized by the Texas Medical Association. U.S. Secretary of Health and Human Services Tommy Thompson and Dr. Elizabeth Duke, Administrator of the Health Resources and Services Administration, also attended the event. Both pledged their continuing



From left: Dr. Lawrence Kline, New Mexico Health Secretary Patricia Montoya, Dr. Eduardo Sanchez, Surgeon General Richard Carmona, Dr. Carlos Gonzales, Dr. Rosemarie Johnson and Eva Moya.

support for efforts to improve border health.

The following day, Commission members and the other physicians engaged in a full day of outreach to legislators and Congressional staff. The delegation met either with legislators or staff members of Texas Sens. Kay Bailey Hutchison and John Cornyn, Sens. Diane Feinstein (D-Calif.) and John McCain (R-Ariz.). They also met with Congressional members Susan Davis (D-Calif.), Ralph Hill (R-Texas), Bob Filner (D-Calif.), Dr. Michael Burgess (R-Texas), Henry Bonilla (D-Texas), and Ciro Rodriguez (D-Texas). The group also visited with the staff of Senate Majority Leader Dr. Bill Frist (R-Tenn.), who has filed legislation designed to eliminate health disparities among racial and ethnic minorities.

The delegation feels that these visits and the partnership with the AMA, the Texas, California, New Mexico and Arizona Medical Associations are crucial to maintaining a continued focus and increasing the resources needed for border health.

The Commission wishes to thank the physicians who represented the Medical Associations from the U.S. states bordering Mexico and the AMA for their leadership and support.

A special acknowledgement goes to Alfred D. Gilchrist, Texas Medical Association Strategic Alliances Director. Without his talents and leadership, the Border Day of Awareness visit could not have happened.

Texas Commissioner Dr. Eduardo Sanchez (left) and Dr. Charles W. Bailey, Jr., President of the Texas Medical Association (right), presented U.S. Senator Kay Bailey Hutchison with an award from the Commission for her outstanding leadership in border health.



Arq. Fernando Sepulveda, Executive Director of the Mexico Section, briefed members on the developments regarding cross-border transfer of equipment, medications and other medical supplies.

Commission members also explored the working partnership and the joint responsibilities between the Centers for Disease Control and Prevention and the

USMBHC for a Border Behavioral Risk Factor Surveillance System.

To wrap up the meeting, the members discussed the Commission's FY 2004 implementation plan, developments of the EWIDS project, approval of 2004 Annual Report table of contents, Healthy Border 2010 Program developments and the ongoing plans for the Border Binational Health Week.

Planning Continues for Border Binational Health Week

The steering committee for the U.S.-Mexico Border Binational Health Week (BBHW) met on March 29 in El Paso, Texas, to continue the planning and coordination of events for this binational week of health promotion events slated for October 11-17, 2004.

The theme for the BBHW, "Families in Action for Health," was presented and approved by the committee.

The core committees each reported on the progress in support of the development and planning of activities.

The evaluation committee suggested that Mexico's method for electronic evaluation be studied and adapted.

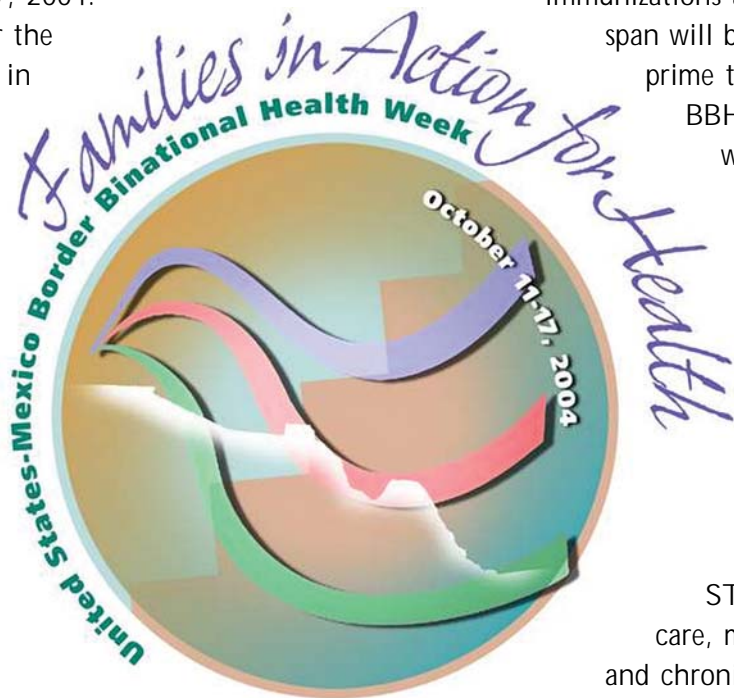
Representatives from the border region also reported on their regions' proposed slate of activities for the BBHW.

The California/Baja California region has an HIV/AIDS conference tentatively scheduled for Oct. 15, 2004. These states are working in concert to ensure bilateral/binational collaboration.

Arizona/Sonora reported that immunizations across the life span will be one of the prime themes of their BBHW events. It was also reported that the region's activities would focus on Healthy Border objectives that address teen health, HIV/AIDS, STDs, access to care, mental health and chronic illnesses.

They are also planning a binational parade and health fair. The Texas/Mexico regional committee reported that the Binational Health Councils will consider shifting activities to coincide with BBHW activities.

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Nuevo Laredo Regional Office
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UPCOMING DATES

62nd Annual USMBHA Meeting June 8-11
Cd. Juárez, Chihuahua, México
www.usmbha.org

2nd Border Immunization Week in the Americas
July 31- Aug. 6
Borderwide
www.borderhealth.org

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Children from El Paso's Head Start Program joined children from Ciudad Juárez in celebrating the kick off of Mexico's second Immunization Week.

**1st Border Binational Immunization Week in the Americas
A Commission partnership with:**

- U.S. Department of Health and Human Services, Office of Global Health Affairs
- Health Resources and Services Administration
- Centers for Disease Control and Prevention, National Immunization Program
- Pan American Health Organization
- Region 19 - Head Start
- Centro de Salud Familiar La Fe, Inc.
- El Paso City-County Health and Environmental District
- El Paso County Medical Society
- El Paso Immunization Coalition
- Texas Dept. of Health
- New Mexico Dept. of Health
- Arizona Dept. of Health Services
- USMBHC State Outreach Offices
- San Diego County Dept. of Health Services
- Texas Tech University Health Science Center School of Medicine - El Paso
- Texas A&M University Colonias Program
- Project VIDA
- Servicios de Salud del Estado de Chihuahua
- Fomento Social del Estado de Chihuahua

Dr. Beato, along with border health officials and USMBHC members, kicked off a series of events for the Paso del Norte border region. The

events began at the Uxer Head Start facility in El Paso and included a presentation to parents by Dr. Beato; a tour of the Head Start's IntelliZeum; a press conference featuring Beato, USMBHC members and border health officials; a tour of an immunization care van; and a tour of classrooms and the Family Development Center.

"We're trying to get across that immunizing your children is an act of love," Beato said at the press conference. "We're giving special emphasis to the border, where the immunization rates are not as good as in other regions of the country."

The day's activities continued at the Centro de Salud Familiar La Fe, a community health care center located in South El Paso, which featured a tour of the Child and Adolescent Wellness Center.

On Thursday, April 29, participants attended a binational lecture entitled "A Look Ahead – Vaccine Policy and Issues Impacting the U.S.-Mexico Border Region" at the La Fe center. Speakers for the session included Dr. Stephen L. Cochi, acting director, National Immunization Program, CDC, and Dr. Marte Hernández of the Instituto Nacional de Pediatría.

A children's binational event, "Día de la Niñez," was held on Friday, April 30 at the Parque Chamizal in Ciudad Juárez, Chihuahua, Mexico. Children from El Paso's Head Start program joined children from Cd. Juárez to celebrate and kick off Mexico's Immunization Week.

San Diego-Tijuana immunization events focus on Whooping Cough

In concert with the National Infant Immunization Week, San Diego partnered with the CDC, PAHO, the Commission and 35 countries in staging educational stop whooping cough events aimed at informing parents and children about the importance of vaccination. Two lectures were given by national speakers from the CDC and PAHO to approximately 320 individuals in attendance in Tijuana and San Diego.

In 2002, in San Diego County alone, there were 290 reported cases of whooping cough, the largest number of reported cases in the county in over 18 years. This alarming rise in the number of cases was the focus of a series of cross-border activities and events to emphasize the importance of binational teamwork to protect children from vaccine-preventable diseases.

Laredo-Nuevo Laredo celebrate Día de los Niños with a series of activities

The City of Laredo Health Department, along with Nuevo Laredo's Secretaría de Salud, celebrated Immunization Week in the Americas with a special event sponsored by the Commission on April 30. The event kicked off a series of activities aimed at ensuring that all children residing in Los Dos Laredos are vaccinated. The health agencies met at the Estefania Castañeda Day Care in Nuevo Laredo to talk to 60 pre-kinder students and their parents about the importance of immunizations and wellness.

Presidio and Ojinaga unite to celebrate Immunization Week in the Americas

The Texas Department of Health (TDH), Office of Border Health and Prevention Team and the Consulado Mexicano in Presidio united their efforts with the Commission and PAHO to celebrate Immunization Week.

The Consulado Mexicano and TDH staff organized a binational health fair on April 24, during which immunizations were

provided to children, and tetanus immunizations were offered to adults.

The health fair also featured booths, which provided information about the current schedule for immunizations, and other topics such as birth defects and fetal alcohol syndrome, diabetes and substance abuse.

Arizona-Sonora hold binational immunization campaigns

Binational immunization campaigns, targeted at children up to 18 years of age, were held in Naco, Sonora, on Feb. 23 and in Agua Prieta, Sonora, on May 3.

Additional campaigns, such as the Tri-national Immunization Campaign-Tohono O'odham, Puerto Peñasco and Pima County, are being planned for October to coincide with the BBHW celebration.

New Mexico events target immunization services

New Mexico opened its public health clinics in Las Cruces, Anthony, Sunland Park, Chaparral, Deming and Lordsburg exclusively for immunization services during the Binational Immunization Week. A special immunization clinic in Sunland Park, offered

immunizations to infants and pre-kinder children. El Paso, Cd.Juárez and Las Cruces, in concert with the state of New Mexico, advertised its Nuestros Niños immunization program with PSAs, billboards and pamphlets.



An Act of Love.

El Paso - 778-5703

Las Cruces - 505-528-5006

Juarez - 13-55-10

City-County Health & Environmental District

Public Health Infrastructure planning and progress

The Commission, in partnership with the Mexican states of Chihuahua and Coahuila, the Texas Department of Health and the Mexican Ministry of Health, sponsored two Texas-Mexico planning forums this spring, which served to play a critical role in bringing Texas and Mexico together to more effectively deal with public health emergencies.

The purpose of the forums was to gain a better understanding of emergency preparedness and response plans for terrorism, infectious disease outbreaks and other public health threats in Texas and the two Mexican states.

The Texas-Chihuahua Public Health Emergencies and Response Forum was held on March 22-23 in Ciudad Juárez. More than 100 state, regional and federal officials from Mexico and the United States attended this inaugural meeting. A binational work group was established, which will develop and define channels of rapid communication, joint training and

exercise programs, response coordination and interventions.

Another planning meeting, the Binational Public Health Preparedness and Response Forum, was held in Piedras Negras, Coahuila, on May 6-7. A total of 72 participants from the United States, Mexico and the Kickapoo Nation attended the forum.

Texas and Mexico preparedness response plans for bioterrorism, infectious disease outbreaks and other public health threats and emergencies were discussed.

Over the next few months, additional binational forums are planned to cover the rest of the Texas-Mexico Border.

The Early Warning Infectious Disease Surveillance steering committee met on April 14 to draft a document to provide guidance to border entities submitting proposals for funding on this subject.

The group also discussed the timetable for the implementation of activities and the administration and management of resources.



The Commission extends a warm welcome back to Dan Reyna, Director of the New Mexico Office of Border Health. Reyna, who is a Colonel with the U.S. Army Reserve, was deployed on a tour of duty in Afghanistan last April 2003, and returned at the end of this April. We sincerely thank him for his service to our country.

Other activities slated for BBHW include: a border summit on HIV/AIDS in El Paso and HIV Latino Awareness in California. Regional planning meetings are being scheduled in El Paso County, Presidio, Laredo and Brownsville, Texas, and in Las Cruces, New Mexico.

New Mexico reported that they would be offering a proclamation from New Mexico supporting the BBHW during the Border Governors Conference to be held in New Mexico in August.

Teen pregnancy, immunization and behavioral health will be among the primary themes that the state will focus on during their planning of events for the week.

Mexico stated that their main theme for BBHW will be immunization, and that their primary activities would be focused on raising awareness among mothers.

The work plan and budget guidance document was released on May 12. Interested individuals and organizations can access and download this document on the USMBHC website at www.borderhealth.org or they can contact the Commission's outreach offices in their respective border states.

The steering committee will have another meeting on June 7 in El Paso, Texas.



Commission members and members of the American Medical Association at the Border Health Caucus meeting held in Washington, D.C.

The Border Binational Health Week is a partnership of the:

- U.S.-Mexico Border Health Commission Commission Outreach Offices
- Mexico Secretariat of Health
- U.S. Department of Health and Human Services
 - Health Resources and Services Administration
 - Centers for Disease Control and Prevention
 - Office of Minority Health
- The Ten Border States (in Mexico and the United States)
 - Offices of Border Health
- California-Mexico Health Initiative
- Pan American Health Organization

Commission Welcomes Robert Guerrero, Bids Farewell to Armandina (Dina) Ortiz

The Commission extends a warm welcome to Robert Guerrero, who came on board in April as Operations Manager for the U.S. Section. He brings a passion for and a wealth of experience on border health.



A native of Tucson, Ariz., Guerrero worked at Tucson Medical Center for more than 27 years.

Guerrero received his bachelor of science in health arts from the University of St. Francis, and his master of business administration from the University of Phoenix.

Guerrero has been involved in several successful border health projects, including Proyecto Amancer, a pediatric cardiac surgery program in Hermosillo, Sonora; and Proyecto NeoVida, a binational project in Agua Prieta, Sonora, which developed a neonatal intensive care triage and stabilization unit. NeoVida is a Border Model of Excellence recipient. Most

recently, Guerrero was involved with the development of the Triage and Stabilization unit in Nogales, Sonora.

* * * * *

The Commission bids a fond farewell to friend and colleague, Armandina (Dina) G. Ortiz. Dina served as the Healthy Border 2010 Program Manager for the U.S. Section from January 2003 until March 2004.

Among Dina's many achievements at the Commission, she was instrumental in the production of the Healthy Border 2010 Calendar, of which to date more than 10,000 copies have been printed and distributed. Dina also played a major role in identifying and recognizing the Border Models of Excellence recipients and worked diligently with Mexico and the Commission's various partners to bring the "Healthy Border 2010: An Agenda for Improving Health on the U.S.-Mexico Border" publication to a successful completion.

Her colleagues will miss Dina and wish her the best of luck.

The Commission Welcomes Sandra Shewry, MPH, MSW and Lic. Mauricio Bailón González

Sandra Shewry is the new director of California's Department of Health Services. As director, she administers public health, education, disease prevention and health protection programs. Shewry also administers the state's Medicaid program, which provides health care services to more than six million individuals annually.

Shewry was previously the director of health at the National Governor's Association's Center for Best Practices, where she directed research, analysis, technical assistance and resource development on health financing, service delivery and policy issues. She also served as the executive director of the California

Managed Risk Medical Insurance Board. Shewry earned her graduate degrees in public health and social welfare from the University of California at Berkeley.

The USMBHC welcomes Sandra Shewry as a Commission member and looks forward to her participation and contribution toward its continued success.

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The Commission also welcomes Lic. Mauricio Bailón González. Director General de Relaciones Internacionales, Mexico Secretaría of Health, who was recently appointed as a delegate for Dr. Julio Frenk Mora, Commissioner of the Mexico Section.

The USMBHC Participates in World Binational TB Day and National Public Health Week

A binational meeting to celebrate World TB Day was held in Tijuana, Mexico, on April 1.

Key partners in the fight against tuberculosis--the Commission, members of Ten Against TB, the border departments of health, Centers for Disease Control and Prevention (CDC) and the National Tuberculosis Program of Mexico (NTP), among others--joined together with the participants from the U.S. and Mexico Binational Tuberculosis Card Pilot Project sites (El Paso, Ciudad Juárez, San Diego, Tijuana, Arizona and Matamoros) to review the progress, achievements and barriers of the Binational TB Card Pilot Project, and to review the protocol for the Phase 2 evaluation.

The California/Baja California Outreach Offices hosted the event.

Dr. Kayla Laserson, from the CDC, presented two sessions: the TB problem along the U.S.-Mexico border; and a summary of the Pilot Card Project. Dra. Elizabeth Ferreira and Dr. Carlos Alvarez Lucas, of the Secretaría de Salud, and Kathy Moser, director of CureTB, presented a session on the perspectives and

future of TB activities along the U.S.-Mexico border.

Mary Odell Butler (NTB) presented an overview of the Phase 2 evaluation protocol.

José Moreira, of Ten Against TB, led a discussion and strategy session in regards to their program and efforts.

National Public Health Week Event

The Commission, along with the Texas Department of Health, the El Paso City-County Health and Environmental District, the University of Texas at El Paso and the UT Houston School of Public Health-El Paso Regional Campus, celebrated National Public Health Week with a special event on April 5, 2004.

Dr. Jack Bristol, Acting Dean of the UT Houston School of Public Health-El Paso, and Dr. Robert Anders, Dean of the UTEP School of Nursing, gave a presentation on "Addressing Hispanic Health Disparities, the Hispanic Health Disparities Research Center."

Former Commission member Dr. Laurance Nickey was honored during the event with an award from the Texas Department of Health.

UPCOMING DATES

23rd Annual Border Governors Conference
Aug. 9-10
Santa Fe, NM.
www.agr.state.tx.us/border/

7th National Community Health Workers/Promotores Conference
Aug. 17- 20
Denver, Colo.
For more information contact WAHEC at 928-867-9222

Binational Commission Meeting
Aug. 20-21
Location to be determined
www.borderhealth.org

International Conference on Environmental and Human Health
Sept. 9-10
El Paso, Texas

For more details visit our web site at:
www.borderhealth.org
www.saludfronteriza.org



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The USMBHC
newsletter can be found
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or at
www.saludfronteriza.org

**Mission
Statement**

*To provide
international
leadership to
optimize
health and
the quality of
life along the
United
States-
Mexico
Border.*

Quarterly Highlights



de la Rosa

• Commission member **Dr. José Manuel de la Rosa**, Regional Dean of the Texas Tech Health Science Center, was presented with the "Moving Forward Award" by the El Paso Hispanic Chamber of Commerce at their 14th Annual Chairman's Gala on

February 27. The award recognized his contributions to the community.

• **Dr. Elizabeth Duke**, Health Resources and Services Administrator, visited the California/Baja California border region on March 8-12. During her visit, Dr. Duke met with the California Commission delegation and several individuals who are actively involved with health concerns of the region. She also toured several facilities and programs on both sides of the border and visited the Commission's Outreach Office in Tijuana, Mexico. Dr. Duke met with **Arq. Fernando Sepulveda**, Executive Director of the Mexico Section, and **Dr. Francisco Vera**, Baja California Commission member.



Duke



Moya

• **Eva Moya**, Executive Director of the U.S. Section, participated in the U.S.-Mexico Chamber of Commerce's 8th Annual Border Issues Conference held in Washington, D.C. on March 17. The conference brought together the Congressional Border Caucus to

discuss conditions on the border and ideas on how they should be addressed. Ms. Moya was a panelist on a session dedicated to border health.

• **Emma Torres**, Arizona Commission member, attended the First Annual Women and HIV Symposium in Dallas, Texas, on March 25-27. The symposium, which was jointly sponsored by the Texas and Oklahoma AIDS Education and Training Center, was offered as a means to enable physicians and health care providers to provide state-of-the-art health care to HIV-infected women.



Torres

• **Eva Moya** was honored in the April-May 2004 issue of Latino Leaders, a bi-monthly national magazine, as one of the Top 10 Latinos in Health Care. The magazine chose Latino men and women who have made their presence felt in the health care industry.

• Texas Commission member **Paul Villas**, was the key organizer for the Binational Transportation/Roadway Safety Conference, which was held on April 14-16 in South Padre Island, Texas. This binational conference brought together governmental officials from both sides of the border, and other individuals involved in border public health. Commission members, **Dr. Lawrence Kline** of California and **Dr. Tommy Lindsey** of New Mexico, led plenary sessions during the conference.



Villas

• The border health officers and U.S.-Mexico border epidemiologists participated in the technical work group meeting of the Behavioral Health Risk Factors Surveillance Survey (BHRFSS) in El Paso, Texas.



Valenzuela

Commission members, **Danny Valenzuela**, **Carlos Gonzales** and **Emma Torres** participated in the BHRFSS's Binational Border Health: Information for Action conference, which was held in Rio Rico, Arizona, on April 29-30.

The conference was organized and sponsored by the Arizona Department of Health Services, Office of Border Health, and the Secretaría de Salud de Sonora, Oficina Binacional de Salud Pública de la Frontera Sonora-Arizona, as well as several regional health and academic entities.

• Congratulations are in order for **Alice Salcido**, former Interim Director of the New Mexico Office of Border Health. She graduated in May with a master's degree in public health in community health education, with a minor in border health from New Mexico State University. Salcido is the first NMSU MPH graduate (and possibly in the country) to complete her studies with a minor in border health.