



**FOR IMMEDIATE RELEASE**

October 3, 2008

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## **County of Santa Clara and Mexican Consulate in San José Inaugurate 4<sup>th</sup> Annual Bi-national Health Week**

Activities Bring Health Education and Services to Latino and Mexican Residents and their Families

**SAN JOSE, CALIF.**— The County of Santa Clara and the Mexican Consulate General in San José are partnering to reach thousands of Mexican and Latino residents and their families through Bi-national Health Week (BHW). The series of health education workshops, medical screenings, treatment, information, services and resources will take place from Oct. 3 to Oct. 17, 2008.

“Our county is home to many diverse cultural populations. We are a global community and in order for us to be a strong community, we need to be a healthy community,” said County of Santa Clara Supervisor Don Gage as he inaugurated Bi-national Health Week. “For some participants it will be the first time they have these screenings, and in some cases that they will find out they need additional care and attention to detect health problems.”

Bi-national Health Week is coordinated by the Santa Clara County Public Health Department in partnership with the Consulado de México en San José and multiple health and community organizations such as Kaiser Permanente, The Health Trust, and the Santa Clara Family Health Plan. In addition, BHW events are taking place in 39 states, Canada, Mexico, and other Latin American countries.

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As part of the series of screenings and educational and health activities and resources, BHW will focus this year on health issues such as obesity, diabetes, AIDS and HIV. There will also be a special conference to discuss how to reduce health disparities for Latino immigrants and to encourage a call to action. (Event Summary Attached.)

This year, the Santa Clara County Department of Public Health, in partnership with dozens of county agencies and health and community organizations, will focus on increasing awareness and educating the Latino community about obesity, diabetes, HIV, and other health issues that continue to impact their community and their wellbeing.

“Bi-national Health Week represents the strong collaboration of local government, community, and the Mexican Consulate coming together to provide two weeks of health education and health services to Latino immigrants in our county,” said Dr. Marty Fenstersheib, M.D. Health Officer for Santa Clara County. “It is an honor for the Public Health Department to coordinate this effort.”

Mexican immigrants use fewer health prevention services than U.S.-born Mexican immigrants or non-Hispanic whites, often because they do not have access to healthcare or do not have health insurance, according to the California-Mexico Health Initiative from UCLA Center For Health Policy Research.

“Bi-national Health Week is about taking a broader global role in highlighting the impact of environmental social conditions on the health of a whole community, said Dolores Alvarado, Division Director, Community health Promotion and Chair of the 2008 Bi-national Health Week. “BHW is about acknowledging the work and contributions of immigrants from Central and Latin America.”

“Thanks to the County of Santa Clara and the Public Health Department, we can help immigrant residents to learn about available local resources,” said David Figueroa, Mexican Consul General in San José. “Bi-national Health Week allows us to raise awareness about prevention and promotion of healthy life styles for the Latin American Community.”

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### **Background**

In 2007, Bi-national Health Week activities reached over 300,000 Latino migrant workers and immigrants in the U.S. and Canada. Locally, last year nearly 200 local agencies and community and health organizations and thousands of people were reached and health screenings were conducted.

Latinos represent about 25.4% of the population of Santa Clara County. Nationwide, Mexican immigrants represent 95% of agricultural workers and 65% of construction workers. In California, eight out of every 10 agricultural workers are of Latino origin. California has a large population of Mexican-origin individuals that travel between the United States and Mexico.

Local research has shown:

- Nearly one in five of respondents in an adult behavioral risk factor survey reported being below the 200% federal poverty level.
- The prevalence of poverty is higher in Latinos, with six out of 10 Latino adults reported having health insurance coverage. Latinos have the lowest percentage of health insurance coverage among all ethnic groups.
- 42% of Latino adults reported the lowest percentage among all ethnic groups of not having a routine check up with a doctor during the last year.
- Latinos have the highest teen birth rates compared to all other ethnic groups. Nearly 25% of Latino women received inadequate early prenatal care.
- From April through June of this year, 31 cases of AIDS were reported. Of these AIDS cases, 38.7% were Hispanic.

For more information, call 1-800-310-2332 or visit [www.binationalhealthweek.org](http://www.binationalhealthweek.org)

Local residents can also call 211 to receive information on the daily BHW activities and events.

### **EVENT SUMMARY:**

#### **August 26, 2008 to October 20, 2008**

**Braceros at 80 Photograph Exhibition**, Mondays, Wednesdays, and Fridays, 12:00 noon - 1:00 p.m.

Mountain View Center for the Performing Arts

500 Castro St , Mountain View, CA 94041

[mvcpa.com](http://mvcpa.com)

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**Saturday, October 4, 2008**

**Gilroy Community Health Day Health Center**, 11:00 a.m. – 4:00 p.m.

Rebekah Children's Center

290 LOOF Ave, Gilroy, CA 95020

Health Screenings, Information about Mexican Consulate Services, Health education and cholesterol, diabetes and blood pressure checks. Opportunity to speak with doctors at no cost. Mexican consulate staff will be present to provide assistance on consulate related affairs. Children will receive a teddy bear. Raffles, entertainment for the entire family.

**"What You Should Know about Tuberculosis"**, 11:00 a.m. – 12:30 p.m.

St. James Park (Blue Zone – Near Post Office)

2<sup>nd</sup> Street/Julian, San Jose, 95112

**Monday, October 6, 2008**

**Reducing Health Disparities for Latino Immigrants: A Call to Action!**, 8:00 a.m. – 4:00 p.m.

Morgan Hill Community Center

17000 Monterey Street, Morgan Hill, CA 95037

\$30 – Includes Continuing Education Credits CEU's

Lunch and Refreshments

Learn why the health status of Latino immigrants worsen with acculturation, how inequity and social injustice produce negative health outcomes and identify social and economic conditions that support and encourage healthy behaviors. Spanish translation available.

**Tuesday, October 7, 2008**

**Birth Control Methods & Sexually Transmitted Diseases Prevention Teen Workshop** 3:30 – 6:30 p.m.

MACSA El Portal Leadership Academy

277 IOOF Ave, Gilroy, CA 95020

The first 40 teens to arrive will get a \$10 Gift Card

**Wednesday, October 8, 2008**

**Birth Control Methods and Sexually Transmitted Diseases -STD Prevention Teen Workshop**

3:30 p.m. – 5:00 p.m.

Alum Rock Library

3090 Alum Rock Ave, San José, CA 95127

The first 50 teens to arrive will get a \$10 Gift Card

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Friday, October 10, 2008

**Celebrating Culture Through Education-MACSA**, 5:30 p.m. – 8:00 p.m.

Morgan Hill Community and Cultural Center

17000 Monterey Road, Morgan Hill, 95037

Keynote Speaker: Jerry Tello

Educational Event-\$60

Saturday, October 11, 2008

**Fiesta Educativa Sur de la Bahia – Children with Special Needs Conference**, 8:00 AM – 4:00 PM

San Jose State University, Student Union Building

One Washington Square , San Jose, 95192

Individuals: \$50. Couples: \$80. (Includes conference, breakfast and lunch)

**Car Seat Inspection and Education**, 10:00 a.m.-2:00 p.m.

Arteaga's Super Save Mart

6909 Chestnut St.Gilroy, CA 95020

Free car seat safety education and car seat safety checks. Car seats that do not meet safety standards will be replaced by FREE safe car seats.

**Open Air Community Health Fair**, 10:00 a.m. Vendors/ 12:00 p.m. – 4:00 p.m. Public

Berryessa Flea Market

1590 Berryessa Road, San Jose, CA 95133

Onsite Blood Donation Drive 12:00 p.m.- 5: 00 p.m.

FREE Wellness screenings. Cholesterol and blood pressure, blood sugar-diabetes, lung screening and body composition analysis. Obtain important information on healthy lifestyles, low cost family health insurance, proper family dental care, access to additional onsite health services, immunizations, health insurance referrals, and health education materials. Stroke risk assessment, massage therapy, educational information and demonstrations on nutrition and health and fitness; alcohol awareness and smoking cessation. Breast Cancer Information.

Sunday, October 12, 2008

**Open Air Community Health Fair**. 10:00 a.m. Vendors/ 12:00 p.m. – 4:00 p.m. Public

Berryessa Flea Market

1590 Berryessa Road, San Jose, CA 95133

Onsite Blood Donation Drive • 12:00 p.m.- 5: 00 p.m.

FREE Wellness screenings. Cholesterol and blood pressure, blood sugar-diabetes, lung screening and body composition analysis. Obtain important information on healthy lifestyles, low cost family health insurance, proper family dental care, access to additional onsite health services, immunizations, health insurance referrals, and health education materials. Stroke risk assessment, massage therapy, educational information and demonstrations on nutrition and health and fitness; alcohol awareness and smoking cessation. Breast Cancer Information

**Mi Pueblo Health Fair**, 10:00 a.m. – 4:00 p.m.

1745 Story Road, San Jose, CA 95122

Flu Shots, HIV Education and Testing , Childhood Lead Education & Prevention  
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Friday, October 17, 2008

**4<sup>th</sup> Binational Health Week closing ceremonies**

County of Santa Clara Government Center  
70 West Hedding St., Board of Supervisors Chambers, San Jose, CA 95112

8:00 a.m. – 9:00 a.m. - Reception & Music by Los Regionales

9:00 a.m. – 10:00 a.m. - Program

Speakers:

County of Santa Clara Supervisors Liz Kniss, Blanca Alvarado and Ken Yeager,  
Mexican Consul general David Figueroa, and Dr. Martin Fensersheib, MD, Health Officer for Santa Clara County.

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