



FOR IMMEDIATE RELEASE
MEDIA ALERT
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**Binational Health Week Celebrates 10 Years of Delivering Culturally-Competent Health Education to Vulnerable Population
October 3-15, 2010**

WHAT: Binational Health Week (BHW) reach a 10 year milestone. For ten consecutive years, federal and state government agencies, community-based organizations and thousands of volunteers have come together every October to help improve the health and well-being of underserved Latinos. To date, BHW is one of the largest mobilization efforts in the nation aimed at improving the health access of vulnerable communities. Cities and towns in both the United States and Canada will deliver health promotion and health education activities through workshops, health fairs and medical screenings.

To commemorate the 10th anniversary of Binational Health Week, five national campaigns will be implemented to promote awareness among the underserved Latino community: *Prevention of Addictions and Gang Involvement among Adolescents, Oral Health, Obesity and Diabetes, Disabilities and Autism Awareness, and Access to Health Care*. The campaigns' objective is to promote awareness, prevention and action around each issue.

WHO: The consular networks of seven Latin America countries including Mexico, Guatemala, El Salvador, Honduras, Colombia, Ecuador and Peru lead the organization and deliver BHW events. Additionally, the Institute for Mexicans Abroad, the Mexican Secretariat of Health and Foreign Affairs, the California's Department of Public Health, the Center for Disease Control (CDC), the Council of Mexican Federations in North America (COFEM), the California Endowment, and the Health Initiative of the Americas (HIA), a program of the University of California Berkeley, School of Public Health will coordinate and staff a multitude of events to improve health of Latinos in the U.S. and Canada.

Initial estimates are that over one million people will be reached through the efforts of this year's BHW events. In 2009, an estimated 5,082 activities were held benefiting 765,901 people, involving the participation of 10,875 agencies and 17,044 volunteers, led by 140 consulates working together with 174 planning committees. In addition, millions of people received education on health issues through the media. Planning for 2010 BHW events began in February when federal, state and local government agencies, community-based organizations, universities, the media, philanthropic entities, unions, faith-based groups, public health professionals and thousands of volunteers enthusiastically gathered at an annual planning meeting.

WHERE:

- **Inaugural Event:** Binational Forum on Migration and Health, **Oct. 3-5, 2010 in Guanajuato, Mexico.**
- **40** USA states and three Canadian Provinces.
- Local and regional events in more than 300 cities and town. For more information, please visit: www.binationalhealthweek.org
- **Closing Event:** Sacramento California October 14, 2010, please visit: <http://binationalhealthweek.org/espanol/Closing.aspx>

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