



HEALTH INITIATIVE OF THE AMERICAS UC BERKELEY, SCHOOL OF PUBLIC HEALTH MEXICO'S SECRETARY OF HEALTH MEXICAN SOCIAL SECURITY INSTITUTE

BINATIONAL PROMOTORAS EXCHANGE: MÉXICO-USA

Media Alert
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Binational *Promotoras* Exchange Program and Training Conference

What: The Health Initiative of the Americas (HIA), a program of the University of California Berkeley, School of Public Health, will conduct its Seventh Binational Exchange Program for *Promotoras* (health outreach workers). The program includes a *Binational Promotoras Conference* at the *University of California, Berkeley* with over 250 participants representing 93 organizations coming from various localities in Mexico and the United States.

Conference Objectives

- Development of a binational *promotoras* model. Serving as a sharing space of best practices and strategies implemented by diverse networks of *promotoras* in Mexico and the United States, participants representing these networks will work towards developing this model that will enhance *promotoras'* skills in providing culturally competent care to immigrant populations and further binational collaborations among *promotoras* networks.
- Enhance the *promotoras'* knowledge about the health-care delivery system in each country. Sessions will focus special attention on opportunities and challenges faced by health professionals working with immigrant populations; binational aspects on migrant workers' mental health; occupational health and safety issues; and migrant women's sexual and reproductive health.
- Define the research agenda on migration and health for the next ten years. Researchers from the University of California (both UC San Francisco and UC Berkeley) will conduct a special session with the *promotoras* to obtain their perspective on emerging and existent pertinent health issues among migrant populations. This feedback will assist the experts in the research efforts' focus in the coming ten years.

When: Friday, January 18th

Where: Lipman Room, Barrows Hall, University of California, Berkeley

Time: 8:30 AM to 4:30 PM

About the Exchange Program:

This one-week cultural immersion program provides *promotoras* with exposure to the specific needs and obstacles faced by mobile populations and the resulting implications on health-seeking behavior, health-status, and risk perception. Through site and home visits, participants experience first-hand the context in which the immigrant population live and work and where their peers operate. Mexican *promotoras* will meet with their Californian counterparts to discuss the problems affecting the migrant population, the resources available for this group and to design programs that can be implemented in both countries that address these issues. Site visits take place in areas with high concentrations of Mexican immigrants, specifically in the San Francisco Bay Area and the counties of Imperial, Monterey, San Diego, and Tulare. The program will be jointly orchestrated by *Poder Popular* partners (a farmworker's health initiative sponsored by The California Endowment), the Mexican Social Security Institute (IMSS for its Spanish acronym) the Secretariat of Health of Mexico, the Institute of Mexicans Abroad, the Health Initiative of the Americas, and various community organizations from California.

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