County of Santa Clara Kicks-Off 10th Annual Binational Health Week

Health Fairs, Workshops, Activities and Services Planned thru Oct 22 to Benefit Thousands of Underserved Residents

SANTA CLARA COUNTY, CALIF: For the tenth consecutive year, the County of Santa Clara Public Health Department, and the Consulate General of México in San José, are co-sponsoring a series of health education and health promotion events with community-based organizations and volunteers to assist underserved immigrants from Latin America in Santa Clara County.

As one of the largest health mobilization efforts in the Americas, Binational Health Week involves a collaboration of government agencies and private and community-based organizations sharing resources and services to improve the health and well-being of the underserved Latino population living in the United States and Canada. Health fairs, workshops, health screenings, and insurance referrals are part of this massive health effort. Most activities and events held during Binational Health Week are free to participants.

“We are proud to co-sponsor Binational Health Week, because it is an extraordinary initiative that supports our goal to maintain a healthy community in Santa Clara County,” said President Mike Wasserman, County of Santa Clara Board of Supervisors. “I commend the hard work and dedication of all County departments, organizations and volunteers who year after year demonstrate their commitment to the well-being of some of our most vulnerable populations by providing them with access to information, and essential services and resources.”

Lack of health information, access and financial resources to pay for medical expenses, insufficient services that are culturally and linguistically appropriate and immigration documentation are the most prevalent challenges facing low-income immigrants. Binational Health Week seeks to help communities that may not have seen a public health professional in years.

“Immigrants contribute economically and socially both to us and to their countries of origin,” said Santa Clara County Supervisor Cindy Chavez, District 2. “Binational Health Week spotlights our efforts to impact immigrants’ health and well-being.”

“I cordially encourage participation in the activities of the 10th Binational Health Week that Santa Clara County and this Consulate is organizing and supporting,” said Consul General of México in San José, Carlos Ponce Martinez. “There are many available resources that, without any doubt, can help the Latino immigrant community to maintain or improve their health. Participation is the key to the success of these activities and to strength the continuity of this important event in years to come.”

This year’s Binational Health Week in Santa Clara County takes place October 1-22, 2014, and will focus on HIV/AIDS, Diabetes, Occupational Health, Influenza, and Access to Health Insurance.. Coordinators have scheduled nearly 20 events that include workshops, conferences, health fairs, health screenings and insurance referrals for low-income immigrants.
“The rates of diabetes and obesity are high among Latinos living in Santa Clara County,” said Dr. Sara Cody, Health Officer for Santa Clara County. “We can help to reduce these rates by encouraging the community to attend outreach events and get health screenings because they may not know they are at risk. With the information provided during the three weeks of Binational Health week, people can learn about the resources available to make change happen.”

Once again Binational Health Week has scheduled a South Bay Conference of Emerging Health Topics for Latino Youth in Santa Clara County, to be held at the Morgan Hill Community Center. It focuses on understanding the special needs of Latino immigrants, and developing effective intervention strategies to reduce and work toward eliminating Latino health inequities.

Conference Topics include Culture as an asset, How tobacco, alcohol and junk food industries market unhealthy products to youth, health, support and equity for LGBTQ youth, and social media, sexting, cyberbullying and the law. The conference’s enrollment fee covers conference materials, lunch, refreshments and five continuing education credits for health educators, dietitians, nurses and social workers.

“Having resources available to our Latino community not only helps educate and raise awareness of the importance of staying healthy, but in some cases, it also helps promote early detection of a variety of health issues,” said Rene Santiago, Deputy County Executive and Director of Santa Clara Valley Health and Hospital System. “It allows our residents to be aware of many health conditions and encourages them to follow up with needed care.”

For more information, please call 1-800-689-6669 or visit the Santa Clara County Public Health Department website at: http://www.sccgov.org/sites/sccphd/en-us/Pages/phd.aspx.

About Binational Health Week

Binational Health Week (BHW) is one of the largest mobilization efforts in the Americas to improve the health and well-being of underserved immigrants from Latin America living in the United States and Canada. Every year nearly 4,000 activities are coordinated, directly benefitting over 700,000 people. It is estimated that more than 10,000 agencies and 15,000 volunteers collaborate along with 150 consulates.

Throughout the Americas, Binational Health Week encompasses an annual one to three weeks series of health promotion and health education activities and services. It involves a collaboration of government agencies, private and community-based organizations, sharing resources and services to improve the health and well-being of the underserved Latino population living in the United States and Canada. In Santa Clara County alone, thousands participate and benefit from health activities conducted supported by dozens of County agencies, community-based organizations, and hundreds of volunteers. For more information, please call 1-800-689-6669 or visit the Santa Clara County Public Health Department website at: http://bit.ly/17SjvwU.
Santa Clara County 2013 Binational Health Week Summary
Total number of events: 21
Estimated number of participants: 18,815
Volunteers: 622
Health Education Materials Distributed: 20,156
Partner Agencies: 400
Health Screenings: 1,875+
Vaccines Administered: 1,196

SANTA CLARA COUNTY 2014 BINATIONAL HEALTH WEEK CALENDAR OF EVENTS

Friday, October 3, 2014

Opening Ceremony - Santa Clara County’s 10th Binational Health Week
Ceremonia de Apertura de Novena Semana Binacional de Salud del Condado de Santa Clara
11:30 a.m. - 12:30 p.m.
County Government Center (Back Patio, behind Board Chambers)
70 West Hedding St., San José, CA 95110
Official Kick-off of Binational Health Week events. Ceremony to gather representatives from County agencies, community based organizations and volunteers.

Featuring speakers from County of Santa Clara Board of Supervisors, Santa Clara County Health Department and the Consulate General of Mexico y San José.
Cindy Chavez, Santa Clara County Supervisor District 2; Consul General of México Carlos Ponce Martínez; René Santiago, Deputy County Executive for Valley Health and Hospital System, Rocío Luna, Santa Clara County Public Health; Director of Assessment Planning & Health Policy Division.

October 1-21, 2014

Mexican Consulate Health Window (Monday thru Thursday)
Ventanilla de Salud (Lunes a Jueves)
9:00 a.m. -12:00 p.m.
Consulate General of México in San José, 2125 Zanker Road, San José, CA 95131
In partnership with Meridian Medical Group, Ventanilla de Salud offers free blood pressure and glucose tests. Referrals will be provided to those with health conditions or a test result of concern. In preparation of the flu season, Walgreens will provide free flu shots.

Wednesday, October 1, 2014
HIGH ON HEALTH - 21st Annual Gavilan College Health Fair/Feria de Salud de Gavilan College
9:00a.m. -1:00 p.m.
Gavilán College Student Center, 5055 Santa Teresa Boulevard, Gilroy, CA 95020
Health fair highlights all aspects of health, with a focus on mental health.
Encouraging students, staff, and community to develop and maintain a lifestyle
that leads to wellness. Participating agencies deal with physical, social and
mental health, and offer available services and resources to students and the
college community.

Saturday, October 4, 2014

Gilroy Community Health Day/ Dia de la Salud Communitaria en Gilroy
11:00 a.m. - 3:00 p.m.
San Ysidro Park, 7700 Murray Avenue, Gilroy, CA 95020
Founded in 2004, Gilroy Community Health Day is the South County’s
Collaborative’s FREE annual health fair serving uninsured and under-insured
South County residents. Families can receive FREE screenings for high blood
pressure, diabetes, cholesterol, vision and body fat analysis. Free adults flu
shots are offered. Bilingual information on low cost, family health insurance,
nutrition, exercise, and much more. Free entertainment and games for
children. Opportunity to speak and receive information from the Consulate General of México in San José.

Monday, October 6, 2014

Escuela Popular Health Fair at Escuela Popular/Feria de Salud en
Escuela Popular
10:00 a.m. – 10:00 p.m.
149 N.White Road, San José, CA 95127
Health Fair for Escuela Popular students, families and neighborhood residents.
Information about spinal health, HIV and nutrition. FREE HIV testing, spinal
screening, dental screening and glucose tests. Music, raffles and
entertainment.

Tuesday, October 7, 2014

Mexican Consulate Health Window – Flu Shots
Ventanilla de Salud –Vacunas contra la influenza
9:00a.m. -12:00 p.m.
Consulate General of México in San José, 2125 Zanker Road, San José, CA 95131
In partnership with Meridian Medical Group, Ventanilla de Salud offers free
blood pressure and glucose tests. Referrals will be provided to those with
health conditions or a test result of concern.
In preparation of the flu season, Walgreens will provide free flu shots.
Thursday, October 9, 2014

ACA & Women’s Health Resource Event/Evento de Recursos de Salud para la mujer
9:00 a.m.-12:00 p.m.
Consulate General of México in San José, 2125 Zanker Road, San José, CA 95131
Free breast health education workshop and ACA Community presentation. Health resources onsite, including one-on-one patient navigation assistance, access to certified enrollment counselor and immigration services.

Friday, October 10, 2014

Health Data Workshop/Talleres de Información de Datos de Salud
8:30 a.m.-12:00p.m.
Sobrato Center, 1400 Parkmoor Avenue, Conference Room Cupertino A, San José, CA 95126
In honor of Binational Health Week, the Santa Clara County Public Health Department Epidemiology & Data Management Unit will host a workshop for community partners on county public health data. The goal of this training is to provide partners with an understanding of how the public health department collects public health data and reports this information. In addition, the training will cover the county’s city and small area/ neighborhood profile project, an exciting opportunity to learn more about available demographic, built environment, and health data on smaller geographical areas within the county.
Please RSVP with Sonia Gutierrez at Sonia.Gutierrez@phd.sccgov.org by October 8, 2014.

Presentation on Permanent Residence Under Color of Law (Medi-Cal) and Free Blood Pressure Screenings
10:00 a.m.-12:00p.m.
Consulate General of México in San Jose, 2125 Zanker Rd. San José, CA 95131
Presentation on Permanent Residence Under Color of Law (Medi-Cal) for older adults ages 55 and over. The presentation will provide an overview of the services On Lok Lifeways provides, as well as provide applications for older adult immigrants who qualify for Medi-Cal health insurance under PRUCOL (Permanent Residence Under Color of Law). Free Blood pressure screenings.

Zumbathon ($12 donation – Donación $12)
6:00 p.m.-8:00p.m.
Consulate General of México in San José, 2125 Zanker Road, San José, CA 95131
Exercise while you are having fun. Volunteer instructors will be leading the Zumbathon in support of physical activity promoted by the Consulate General of Mexico in San Jose.

Sunday, October 12, 2014
Day on the Bay: A Multicultural Festival/Un Día en la Bahía: Festival Multicultural
10:00 a.m.-3:00 p.m.
Alviso Marina County Park, 1195 Hope Street, Alviso, CA 95002
Multicultural festival that focuses on health and wellness. Flu shots, diabetes testing, eye exams, tooth mobile, blood mobile and a fitness clinic for youth and young adults, all intended to motivate the community to make positive change in health behavior. Additional activities include Kayak rides, pumpkins for kids, live entertainment, arts and crafts and free meals. Coordinated by the Office of Santa Clara County Supervisor Dave Cortese.

Thursday, October 16, 2014

Covered California Information and Enrollment Session/
Taller Informativo y de registro para Covered California y MediCal
9:00 a.m.-12:00 p.m.
Consulate General of Mexico in San Jose, 2125 Zanker Rd. San José, CA 95131
Covered California clinics and certified personnel will be ready to assist with consultations or enrollments in health plans.

Healthier Living Program/Chronic Disease Self-Management Workshop
Taller Tomando Control de enfermedades crónicas
6:00 p.m. – 8:00 p.m.
Santa Clara Valley Medical Center, East Valley, 1993 McKee Road, San José, CA 95116
Demonstration of a class about managing ongoing medical symptoms, taking care of your health and feeling better. Learn how to manage stress, exercise safely, take your medications correctly, and prepare for doctor’s visits and to develop coping skills from others.

10th Annual Santa Clara County Binational Health Week South County Conference
Emerging Health Topics for Latino Youth/
Conferencia: Temas de Salud para Jóvenes Latinos
8:30 a.m. – 3:30 p.m.
Morgan Hill Community and Cultural Center, 17000 Monterey Road, Morgan Hill, CA 95037
A professional conference intended to foster an understanding of Latino immigrants in order to develop effective intervention strategies to reduce and work towards eliminating Latino health inequities.
Cost: $50 includes conference materials, lunch, and refreshments. Five continuing education credits are available for health educators, dietitians, nurses and social workers. Please RSVP with Jaime Flores (contact info Jaime Flores@phd.sccgov.org) by October 10, 2014.

Friday, October 17, 2014

HIV Health Fair/Feria de Salud sobre el Virus de Inmunodeficiencia Humana VIH
8:00 a.m.-12:00 p.m.
Consulate General of México in San José, 2125 Zanker Rd. San José, CA 95131
Educational presentation about Human Immunodeficiency Virus (HIV), and how it affects the Latino community. Free HIV tests. Results within 20 minutes. Participants to be included in raffles.

Saturday, October 18, 2014

Community Health Fair and Workshops/ Taller comunitario de la salud
11:00 a.m.- 3:00 p.m.
Mount Pleasant High School, 1750 S. White Road, San José, CA 95127
Free family event that includes a community health fair providing health screenings, community resources, health workshops and Zumba. Free raffle prizes and children activities.

Diabetes Health Fair/ Feria de la salud de diabetes
10:00 a.m.- 2:00 p.m.
Milagros de México, 996 South King Road, San José, CA 95122
Free event that includes Blood Glucose and blood pressure testing. Raffles and other activities for the entire family.

Open Air Community Health Fair/ Feria de Salud al aire libre
11:00 a.m.-4:00 p.m.
The San José Flea Market
1590 Berryessa Road, San José, CA 95133
Free two-day event co-sponsored by the Health Trust. Services and resources offered at this health fair include: Blood glucose, blood pressure, total cholesterol and BMI screenings. Booths addressing lung health, illness prevention, stroke information, breast health and other health/wellness issues. Health clinic referrals, flu shots, garden and nutrition activities, ZUMBA, dental services, oral hygiene information. Free flu shots available.

Sunday, October 19, 2014

Open Air Community Health Fair/ Feria de Salud al aire libre
11:00 a.m.-4:00 p.m.
The San José Flea Market
1590 Berryessa Road, San José, CA 95133
Free two-day event co-sponsored by the Health Trust. Services and resources offered at this health fair include: Blood glucose, blood pressure, total cholesterol and BMI screenings. Booths addressing lung health, illness prevention, stroke information, breast health and other health/wellness issues. Health clinic referrals, flu shots, garden and nutrition activities, ZUMBA, dental services, oral hygiene information. Free flu shots available.

Wednesday, October 22, 2014
10th Binational Health Week Closing Ceremony/Ceremonia de Clausura
11:30 a.m.-1:00 p.m.
Consulate General of México in San José, 2125 Zanker Road, San José, CA 95131
Ceremony to gather representatives from County agencies, community based organizations and volunteers to celebrate Binational Health Week activities, efforts and accomplishments. Featuring representatives from the County of Santa Clara Board of Supervisors, County Agencies, Departments and supporting Binational Health Week Organizations. Please RSVP with Sonia Gutierrez at Sonia.Gutierrez@phd.sccgov.org by October 14, 2014.

County Of Santa Clara Board of Supervisors
President Mike Wasserman, Santa Clara County Supervisor, District 1
Supervisor Cindy Chavez, Santa Clara County Supervisor, District 2
René Santiago, Deputy County Executive; Director of Santa Clara Valley Health and Hospital System
Hon. Carlos Ponce Martínez, Consul General of México in San José
Dan Peddy cord, Santa Clara County Public Health Director
Sara Cody, MD, Santa Clara County Health Officer
Representatives from County agencies, community organizations and volunteers

Media Contact: Gwendolyn Mitchell/Marina Hinestrosa, Office of Public Affairs (408) 299-5119; Maritza Rodriguez Sonia Gutierrez, Public Health Department (408) 792-5277/66; Alan Sau, Consulate General of México (408) 408-294-3414
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