



## MEDIA ADVISORY

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### **SHARING STRATEGIES TO PROVIDE A BETTER WAY OF LIFE TO UNDERSERVED POPULATIONS**

**WHAT:** A planning meeting for the **X Bilingual Health Week** (BHW) will initiate with an initial work meeting "*H1N1: Lessons learned and strategies for hard-to-reach Latino populations in California*" This session is target to California consular representatives, taskforce coordinators, representatives from the County Public Health Departments, and community clinics. It seeks to identify best practices and strategies applicable to H1N1 vaccination campaigns and future pandemics.

At the same time, an evening reception at the Consulate General of Mexico in San Francisco will be held with the presence and participation of delegates from 7 Latin American countries, University of California officials, policymakers, healthcare advocates, and media representatives who will be available for interviews.

**WHO:** Over 80 organizations including the consular representatives from Mexico, Guatemala, El Salvador, Honduras, Peru, Ecuador, and Colombia in the United States.

**WHEN:** Initial meeting on H1N1: Thursday, **February 18th from 12:00 to 4:00 PM** at The California Endowment Conference Center in 1111 Broadway St., 7th Floor, Oakland, CA 94607.

Evening reception Thursday, **February 18th from 6:00 to 8:00 PM at the Consulate General of Mexico in San Francisco** (532 Folsom Street, 3rd Floor, San Francisco, CA, 94105).

Working Session will take place **Friday February 19th from 8:00 to 4:00 PM at the at The California Endowment** (1111 Broadway, 7<sup>th</sup> Floor Oakland, CA) to review the strategies utilized and lessons learned during last year's activities and discuss the work plan, as well as challenges and opportunities for 2010.

Last year during BHW over **5,000 activities** were carried out, benefiting **765,901 persons** and involving the participation of an estimated 10,875 **agencies** and 17,044 **volunteers**. With the support and coordination of both public and private agencies BHW has been an essential in the delivery of health related services to the Latino families.

**WHY:** Latinos in the U.S. are the largest and youngest ethnic minority in the country, yet they remain the least insured group and have the largest limited access to health care services. Partnerships such as this one are fundamental to build across borders and cultures to ensure a healthy future for all people.

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