

Community Development: Linking Community Cultural Diversity and Immigrant Health Care



NACDEP Annual Meeting, May 17-20, 2015
Little Rock, AR

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Creation of Binational Health Week



- Binational Health Week (BHW) is the largest mobilization efforts in the Americas to improve the health and well-being of the underserved Latino population living in the United States and Canada.
- During BHW, federal, state and local government agencies, community-based organizations and thousands of volunteers come together in the month of October to conduct a series of health promotion and health education activities including workshops, insurance referrals, vaccinations and medical screenings.

Community Cultural Diversity Committee

- Local agencies came together with a goal of creating a welcoming atmosphere in the community
- Committee members learned about Latin culture
- We worked to identify resources and needs in the community
- We learned about each other
- We helped support each other and found ways to help new families



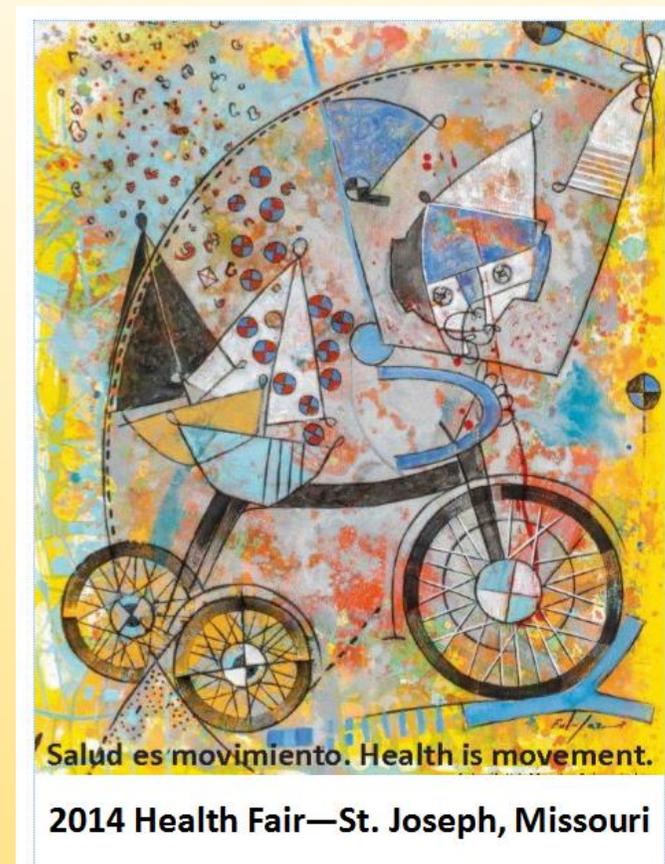
Binational Health Week

- The main venue for health care services is community supported health clinics providing free or reduced cost care.
- Community health clinics must have culturally and logistically competent staff, if they are going to provide culturally sensitive healthcare to Latinos and other minority clients.
- Of those surveyed in 2014 in St. Joseph, 62% noted that they attended this health fair for the opportunity to access medical screenings, which supports the need for these types of activities in communities.



Binational Health Week

- The target audience is Mexicans living abroad; the majority of those who participate in the health fairs are Mexican citizens.
- As a whole, the educational level is low. Of the 37 participants surveyed in 2014, 14% indicated that they graduated from High School and only 3% had earned a college degree.



The Binational Health Fair



- Most Hispanics consider themselves to be in good health.
- 63% noted they had seen a doctor within the past year.
- 55% of the participants are not medically insured.
- Those who have medical coverage stated that their employer pays the premium for their insurance in the United States.



Binational Health Fair

- The primary reason for attending the event is to receive medical screenings (58%).
- The majority (73%) said it was not their first time receiving healthcare information in the U. S.
- Approximately twenty-three percent (23%) said it was their first time receiving healthcare in the United States.
- Half of participants (50%) said they obtained their healthcare needs at community health centers.



Binational Health Fair



One hundred percent of the participants consider the United States their place of residence, which indicates the non-transitory nature of these immigrants.

41% noted they have underage children in the household and that means they will be using community services in the future.



Planning a Binational Health Fair

- Start planning well in advance and set the date early.
- Develop a diverse planning committee.
- Find an appropriate location for the event.
- Identify exhibitors and desired health screenings to include.
- Identify potential sponsors for the event.
- Recruit interpreters.
- Advertise!

Bi-National Health Fair

*Access to Health Care and Health Care Reform in the U.S.
Infectious Diseases, Chronic Diseases and
Occupational Health*



**Free Health Screenings and Health
Information for your family!**

**Sunday, October 5, 2014
10:30 AM - 2:30 PM
at St. Patrick's School
12th and Jackson
St. Joseph, MO**

**Sponsored by the Cultural Diversity Committee
and Member Agencies**

An initiative of the Mexican Ministry of Foreign Affairs through the Consulate of Mexico in Kansas City; the Institute for Mexicans Abroad; Alianzas/University of Missouri Extension
University of Missouri-Kansas City Institute for Human Development; and a Bi-National Health Week network
of local health professionals, service providers, and community leaders

An equal opportunity/ADA institution

If you need accommodations because of a disability, if you have emergency medical information to give me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. I may be contacted at 816-279-1691

Feria Binacional de Salud

*La Reforma de Salud en los EEUU y el Acceso a Servicios de
Salud, Salud Ocupacional, Enfermedades Crónicas,
Enfermedades Infecciosas y Salud Ocupacional*



**Exámenes de Salud Gratuitos y la
información de salud para su familia!**

**Domingo, 5 de Octubre, 2014
10:30 AM – 2:30 PM
en la Escuela de San Patricio
12th y Jackson
St. Joseph, MO**

**Patrocinado por el Comité de Diversidad Cultural
y los Miembros de las Agencias**

Una iniciativa de la Secretaría de Relaciones Exteriores a través del Consulado de México en Kansas City, el Instituto de los Mexicanos en el Exterior; Alianzas / La Extensión de la Universidad de Missouri, Instituto de Desarrollo Humano de la Universidad de Missouri-Kansas City, y la Semana Binacional de salud local profesionales, prestadores de servicios y líderes de la comunidad

Una institución ADA, igualdad de oportunidades

Si necesita alojamiento debido a una discapacidad, si usted tiene su información médica de emergencia a darme, o si necesita arreglos especiales en caso de que el edificio será evacuado, por favor, dejame saber inmediatamente. Me puede contactar en 816-279-1691

Booklet Central Information Page

Bi-National Health Fair

October 5, 2014

Name: (Nombre) _____ Date of Birth (Fecha de Nacimiento) _____

Address (Dirección) _____

Phone Number (Número de teléfono) _____

Blood Pressure (Presión Arterial) _____ / _____ arm (brazo) Height (Altura) _____ Weight (Peso) _____

Total Cholesterol (Colesterol) _____ mg/dl (desirable < 200 mg/dl) LDL _____ mg/dl (desirable < 100 mg/dl)

Triglycerides _____ mg/dl (desirable < 150 mg/dl) HDL _____ mg/dl (desirable > 50 mg/dl)

Blood Glucose (Azúcar en la Sangre) _____ mg/dl (desirable < 100 mg/dl after fasting; < 150 after meal) (discuss with doctor next visit 100-125 mg/dl after fasting; 150-200 after meal) (discuss with doctor within 2 weeks > 125 after fasting; > 200 after meal)

Hemoglobin (Hemoglobina) _____ women (las mujeres), normal **hemoglobin** ranges from 120 g/L to 160 g/L (12 g/dL to 16 g/dL). In men (los hombres), normal **hemoglobin levels** range from 140 g/L to 180 g/L (14 g/dL to 18 g/dL).

Additional Information (Información adicional) _____

Medical Clinics (Clínicas Médicas)

Northwest Health Services
2303 Village Drive
St Joseph, MO 64506
816-232-6818

Social Welfare Board
904 S 10th Suite A
St. Joseph, MO 64503
816-233-5188

Partners

Northwest Health Services

Social Welfare Board

Legal Aid of Western Missouri

MO Western State University – Nursing

St. Joseph Health Department

University of MO Extension

Alianzas Project – UMKC

Catholic Charities

St. Joseph Fire Department

Mexican Consulate

Legal Aid of Northwest MO

St. Joseph Public Library

St. Joseph School District/ESOL

YWCA

Second Harvest Food Bank

Holy Rosary Credit Union

Elmore Family Dentistry

Vision Screening

St Joseph Safety Council

Immigration Professionals

Interserv

Health Fair Donors and Supporters

Food and Drink:

St. Patrick's Catholic Church- food and site
Catholic Charities
La Mesa Restaurant
Plaza Market Latino Restaurant
Barbosa's Restaurant
Private donor- bottled water

Funds and Products:

NW Health Services
Heartland Charitable Trust – grant
Walmart - gift card for food
Lin Schiermeyer (Murphy, Watson Burr) glasses
Social Welfare Board
University of MO Extension
Mexican Consulate





Lessons Learned: Mistakes Need Not be Fatal!

- Find a leader(s) within the identified cultural community
- Not all immigrant groups will work together
- Choose a location where they are comfortable
- Be culturally sensitive and have lots of interpreters
- Time is relevant - Mexican time vs. U.S. time
- Print signage and other directions in Spanish and English
- Include food, music, children's story telling and giveaway items
- Books in Spanish are a great hit!

Outcomes

- Northwest Health Services now has a Spanish speaking physician, two other nurse practitioners, and a dental clinic serving St. Joseph
- Social Welfare Board has bilingual volunteers and a language helpline available
- St. Joseph Health Department has bilingual nurses
- One private dental practice has added a Latin themed waiting room with Spanish publications and bilingual staff
- St. Joseph Schools have a strong ESOL program with bilingual staff
- The St. Joseph Transit now has a bilingual dispatcher



Outcomes, continued

- St. Patrick's Church now houses a credit union for Latinos and hosts a tax preparation clinic provided through the Mexican Consulate
- Extension nutrition information is being provided in Spanish
- We are now working with other immigrant and refugee groups
- Buchanan County provides a marriage license application in Spanish



Future Plans

- Expand Extension programming to include housing education and financial education for new immigrants.
- Start a promotoras program in the Latin Community.
- Conduct long term evaluation with multi-year health fair participants.
- Continue to expand the health fair to reach new immigrants



For More Information

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