Commission Convenes Meetings in Mexico City on March 16-17

Commission members and staff from the outreach offices came together on March 16-17 for a momentous gathering in Mexico City. **11th Binational Meeting**

Representatives from the regional offices of the Department of Health and Human Services, Mexico Secretaría de Salud, along with members of US AID, UT San Antonio Health Science Center (UTHSCSA), Texas A & M School of Rural Public Health, U.S. Embassy in Mexico, Secretaría de Relaciones Exteriores and Instituto Nacional de Salud Pública attended the meeting as well. The meeting had several important outcomes and highlights including:

• Approved 2005 budget adjustments to the work plan and a timeline for the preparation of next year’s work plan and budget;

• Agreed to convene a meeting with border medical and public health schools to elicit support of the Healthy Border 2010 Program;

• Will also seek to initiate collaboration between the Secretaría de Salud, Instituto Nacional de Salud Pública, UTHSCSA, Governors’ Health Table Technical Work Group and other stakeholders in order to develop a Health Data Platform for the Border.

During the meeting, federal officers from the United States and Mexico came together for the signing of a Communiqué between the Commission and the Pan American Health Organization (PAHO).

The Communiqué outlines an agreement between the two organizations to jointly program their activities for the years 2005-2007 in order to strengthen coordination and accelerate the improvement of health along the U.S.-Mexico border. PAHO also agreed to develop and implement their biennial budgets based on the Healthy Border 2010 Program goals and to work with the Commission to conduct an evaluation of the program.

The two institutions also agreed to work together to develop a web-based health technology information platform and to develop collaborative projects that provide specialized training and technical cooperation.

**Mexico Members of Congress Sign Declaration of Support**

Another momentous occasion that occurred during the meeting was the signing of a Declaration between the Mexico House of Representatives and Senate, including Mtro. Fernando Chacón and Diputados Javier Osorio, Pablo Anaya and Irma Figueroa, vowing to join efforts to improve health conditions along the U.S.-Mexico border and advocate for support of the Commission.

The Declaration also states that the Mexico Congress will explore alternatives to institutionalize funding for the Commission and strengthen its linkage with the U.S. Congress. They also agreed to actively support the Border Binational Health Week 2005.

(continued on page 6)
Profiles in Caring: Dr. Rosemarie Marshall Johnson
Beginning with this issue, the USMBHC newsletter will publish a profile on one of its members

Dr. Rosemarie Marshall Johnson, chair of the Executive Committee of the U.S. Section, is a “people person” type of physician. Dr. Johnson has been a practicing anesthesiologist with Anesthesia Service Medical Group, Inc., for more than twenty years and is also a visiting associate clinical professor in the University of California, San Diego, School of Medicine’s Department of Anesthesiology.

For as long as she can remember, Dr. Johnson wanted to be a physician. She does not remember making a conscious decision to enter medicine and that luckily she had several enticing role models, including a few relatives who were women physicians when they were a rare breed.

Dr. Johnson has long been involved in border health. She was emotionally touched by the plight of the people living on the border and decided that the only way to resolve the issue was to get the attention of Washington, D.C. and Mexico City.

“It is no secret, but I am passionate about the border people we serve. They are resourceful, motivated to do better for their families and work hard,” Dr. Johnson said. “I lament the fact they are under-appreciated. It is really in the best interest of all of us in both countries, since the border is a gateway, not a barrier, for disease.”

Dr. Johnson feels that the Commission’s most important role is to unify the two sides of the border and to bring more resources for border health from federal, public and private entities.

As to future efforts of the Commission, Dr. Johnson believes that the focus should be on unifying and fortifying the many small public health professional groups focused on different areas of health.

“I have felt for a long time that we must bring the private sector of our communities into a more active role in generating funds for education, prevention and treatment of our serious health problems,” she said. “We are developing effective liaisons with other federal agencies and entities and have made milestones in spreading the word about border health—this must be further expanded.”

Dr. Johnson says she is blessed with a wonderful husband, four children and their spouses, 5 grandchildren and another on the way. She and her husband, Joe, love to play golf, but few people know that she is especially enamored of Spike, a Bichon Frise, who she says is very smart and answers commands in French and English.

Commission Updates

USMBHC Welcomes Susan Gerard
Arizona Governor Janet Napolitano recently named Susan Gerard to head the Arizona Department of Health Services. Gerard replaces Dr. Catherine Eden, who is retiring.

Gerard served in the state Legislature from 1988-2002 and directed the effort to create the Child Fatality Review Program to reduce preventable child deaths. Most recently, Gerard served as a member of Governor Napolitano’s administration as a policy adviser for health care issues.

The Commission bids a fond farewell to Dr. Catherine Eden, and thanks her for her years of service and dedication to the health of Arizona residents.

Emma Torres Honored by Mexican Government
The Instituto de los Mexicanos en el Exterior on March 31 awarded Emma Torres, Commission member from Arizona, the Ohtli Award. The award is presented to distinguished Mexican-Americans leaders who devote their lives to promote and foster the prosperity of Mexican communities in the United States.

The Mexican government grants the Ohtli Award to demonstrate its appreciation of the efforts and good labor carried out by those distinguished community leaders that achieve improvement in the lives of Mexican nationals who live abroad.

Commission congratulates Dr. Cecilia Rosales, former Chief of Arizona’s Office of Border Health, who was recently named an Associate Professor at the University of Arizona, Mel and Enid Zuckerman Arizona College of Public Health.

Rodolfo Torre Cantu, the new Secretary of Health for the state of Tamaulipas. The Commission thanks Dr. Gerardo Garcia Salinas for his service and wishes him well in his future endeavors.

Central Office Staff Changes
Robert Guerrero resigned his position as Operations Manager for the U.S. Section to return to Arizona as the Chief of the Office of Border Health, Arizona Department of Health Services. The Commission thanks him for his service.

Rosalinda Garcia joins the Commission as the Healthy Border 2010 Program Assistant. She was a health educator at New Mexico State University.

Rosalinda Rosales joins the Commission as the Healthy Border 2010 Program Assistant. She was a health educator at New Mexico State University.

Mexico Announces New Member
The USMBHC welcomes Dr.
Binational World TB Day

On April 4, stakeholders in tuberculosis control along the U.S.-Mexico border convened in El Paso, Texas, to celebrate Binational World TB Day, and to review the progress and accomplishments of the two-year pilot of the U.S.-Mexico Binational Tuberculosis Referral and Case Management Project (Binational TB Card Project). The USMBHC and CDC supported this workshop, which had the following objectives:

• To celebrate Binational TB Day;
• To review progress and achievements of the project; and
• To determine the next steps for the expansion of the project.

The meeting was well attended, with participation from more than 75 individuals, including key players from all pilot sites in both countries, as well as senior officials at the federal level from both the National TB Program in Mexico and the CDC. In addition, representatives from PAHO and the Mexican consulate were present.

During the meeting the Binational TB Card Project Flipchart was also presented. This patient education tool, made possible with Commission funds, was created to advance goals of the project. The next steps for this project include continuation and expansion; modifications are in progress and further funding is being sought.

For more information or copies of the educational tool, contact Dr. Kayla Laserson (kel4@cdc.gov) or Dr. Elizabeth Ferreira (micobacteriosis@salud.gob.mx).

USMBHC-EWIDS Project Update

The USMBHC EWIDS Project recently dispersed 10 percent of project funding to each Mexican border state and to the Secretariat of Health. These funds allowed the grant recipients to conduct needs assessments, prioritize the needs and prepare an implementation proposal. Quarterly allocations will be made to pre-approved sub-projects.

Six proposals from the Mexican border states and the Secretariat of Health of Mexico were reviewed by the USMBHC EWIDS Project Technical Committee members on March 31 and April 1 in El Paso, Texas.

The proposals included activities of some or all of the four focus areas:

• Surveillance and Epidemiological Capacity;
• Laboratory Capacity for Biological Agents;
• Surveillance-Related Communications and Information Technology; and
• Surveillance and Epidemiology Related Education and Training.

An overview of the USMBHC EWIDS Project was presented by Lily Engstrom, Project Officer, U.S. Department of Health and Human Services, Office of Public Health and Emergency Preparedness. The Mexican National and State Bioterrorism Health Protection Plan and a Review of Cross-Border Infectious Diseases Surveillance Activities in Northern Mexico Border States was presented by Dr. Ethel Palacios, representative of the Directorate of Epidemiology, Secretariat of Health of Mexico.

Executive Directors meet with New Mexico Health Officials

The Commission Executive Directors have as one of their goals to meet with the state health officers of the each of the ten U.S.-Mexico Border States.

On April 20, Eva Moya and Lic. Héctor Xavier Martinez met with Michelle Lujan Grisham, Cabinet Secretary of Health for the state of New Mexico, to discuss the cooperative efforts of the Commission and PAHO; the outcomes of the 11th Binational meeting held on March 31 and April 1 in El Paso, Texas.

The proposals included activities of some or all of the four focus areas:

• Surveillance and Epidemiological Capacity;
• Laboratory Capacity for Biological Agents;
• Surveillance-Related Communications and Information Technology; and
• Surveillance and Epidemiology Related Education and Training. for Sec. Grisham), and Dr. Enrique Romanillo, head of the Jurisdicción Sanitaria (Health District) of Ciudad Juárez, Chihuahua, representing Dr. Javier Lozano Herrera, Secretary of Health for the State of Chihuahua.

The group also discussed future Commission activities such as the Vaccination Week in the Americas/ National Infant Immunization Week celebrated on April 29-30; the 12th Binational meeting in Washington, DC in July; and the Border Binational Health Week to be held October 10-16.
The USMBHC Outreach Offices—A Vital Part of the Plan for Improved Health on the Border

Featuring Mexico’s Regional Offices

The Commission’s outreach offices, located in all 10 border states, are the backbone of the USMBHC’s important work in improving border health. They provide vital outreach programs and activities for border residents, as well as forge partnerships with other health agencies and persons interested in border health.

The following is a synopsis of Mexico’s outreach offices’ activities based on the Commission’s Healthy Border 2010 Program.

Baja California Regional Office

The office, located in Tijuana, is concerned with the health issues of four border municipalities in Baja California.

Among the programs and activities, the office participated and supported the following in 2004:

- Substance Abuse: training for a Rehabilitation Center and a “No Smoking Day Event”;
- HIV/AIDS: trainings and binational conferences in San Diego and Tijuana;
- Tuberculosis: trainings, World TB Day event, and support for Ten Against Tuberculosis (TATB), strategic planning meetings;
- Chronic diseases: Diabetes binational trainings, and a training for representatives and personnel of the jurisdictional program;
- Women’s Health: support for the Prevention of Intra-family Violence training;
- Health Promotion: support for the State Congress’ launching of the “Sí Cartillas, Sí Salud” (Yes Card, Yes Health), and an older adults walking program;
- Vete Sano, Regresa Sano (Leave Healthy, Return Healthy) Program;
- Public Health Emergency Forums held in California-Baja California and in Mexicali-Imperial;
- Border Binational Health Week: support in strengthening immunization activities (over 150,000 vaccinations given in Baja California), two health fairs and inaugural ceremonies in Mexicali and Tijuana; and
- Support for the Binational Health Committees.

Sonora Regional Office

Located in Nogales, Sonora, among the office’s functions is the analyzing of, reproduction and dissemination of epidemiological information; promotion and coordination of binational health research; and serving as a link between the Secretariat of Public Health and Arizona Department of Health Services.

In 2004, different activities were held, such as: the organization and coordination of the Sister Cities Binational Health Councils, the V Information for Action Conference, the Border Binational Health Week, the carrying out of the ATLS (Advance Trauma Life Support) and ACLS (Advance Cardio Life Support) courses, the installation of the Accident Prevention Municipal Councils, as well as the formation of public health emergency preparedness (bioterrorism) binational groups.

Other activities included the installation of the cancer-screening clinic in the Nogales General Hospital, the carrying out of an accident prevention binational project, implementation of the Binational Health Card for patients with tuberculosis, as well as the implementation of the “SIREN” Immediate Notification System jointly with the state of Arizona.

In 2005, among the projects and activities planned by the office are the implementation of the Accident Prevention Binational Pilot Project, the carrying out of ATLS and PALS (Pediatrics Advance Life Support) courses, the coordination and organization of three Tuberculosis Binational Conferences on the Border, three HIV/AIDS Binational Conferences, the organization of the VI Information for Action Conference, and Border Binational Health Week.

Ciudad Juárez Regional Office

The regional office’s prime areas of responsibility are Ciudad Juárez, Ojinaga and Palomas. The office is the primary contact for binational issues because of its ability to summon, link and facilitate collaboration with institutions in Chihuahua concerned with health and committed to the bilateral agenda of the Healthy Border 2010 Program.

Among the office’s activities in 2004 are the following: binational trainings on diabetes and HIV/AIDS; recording the results of the Tuberculosis Binational Health Card; and assisting and coordinating events in celebration of the Border Binational Health Week. The week concluded with a community health fair, with the participation of several health-related institutions and organizations and the participation of approximately 800 people.

For 2005, the regional office will continue to work binationally with its
The Plan for Improved Health on the Border

counterparts in New Mexico and West Texas. It will also work on its outlined objectives of substance abuse, HIV/AIDS, mental health, immunizations and maternal and child health. The office is also committed to continuing with the newly initiated BIDS and USMBHC-EWIDS projects.

**Nuevo León State Office**
The Monterrey Regional Office was opened in January 2005.

The site of Monterrey was chosen due to its geographic location and high migrant population.

The office coordinator is Dr. Abelardo García Cantú. Dr. García is involved in several projects pertaining to social, institutional, district, and state efforts that benefit the health of both the migrant and resident populations of the northern area of Nuevo León that borders Texas.

**Coahuila State Office**
The Coahuila State Office, located in Piedras Negras, participated in the regional events convened by the Commission, such as the Binational Health Council meetings, as well as in events held border-wide, such as the Border Binational Health Week.

For 2005, the office will focus on the state’s priority health concerns of the border area. The office will also participate in the planning of this year’s Border Binational Health Week, and will participate in the meetings of the Binational Health Councils of Amistad (Cd. Acuña-Del Río) and Piedras Negras-Eagle Pass and the Kickapoo Nation.

**Regional Office of Nuevo Laredo**
The regional office of Nuevo Laredo, in coordination with the health services of the state of Tamaulipas, has as its main objective to identify, coordinate and support the priority health issues in Nuevo Laredo, Reynosa and Matamoros.

During 2004, the office supported activities during the Vaccination Week in the Americas, where vaccinations for the most unprotected population were provided. The regional office participated in the Border Binational Health Week.

For 2005, the office is considering the reactivation of the Binational Health Councils of Reynosa-Hidalgo and Matamoros-Brownsville, to coordinate discussions about binational health. The office will also participate in Border Binational Health Week and offer multiple training courses to health professionals.

Support will be provided to the health jurisdictions to assist the USMBHC-EWIDS and BIDS Projects.
Commission Publishes and Presents the 2004 BBHW Report and Memoir

The Commission has made available a report of the 2004 Border Binational Health Week, held October 11-17, 2004. Copies of the report have been widely distributed and recipients included Mexico Secretary of Health Dr. Julio Frenk Mora and key committee members of Mexico’s Congress during the March 16-17, 2005 binational meeting held in Mexico City.

With the theme of “Families in Action for Health,” the week’s events furthered the USMBHC Healthy Border 2010 Program. This inter-agency, binational work resulted from the efforts and leadership of U.S. Health Resources and Services Administration and commitments and participation from numerous U.S. and Mexican federal, state and local and international partners. Conservative estimates indicate that more than a half million individuals participated in various border wide activities. A copy of the report is available online at www.borderhealth.org/files/res_326.pdf

A seven-minute DVD memoir is also available by either contacting the Commission at (915) 532-1006 or by ordering online at www.borderhealth.org/dvd_order_form.php

This year’s Border Binational Health Week will be held October 10-16. The Commission welcomes your feedback at www.borderhealth.org

Meetings in Mexico City (from page 1)

Mexico Undersecretary of Health

On March 16, Commission members met with Dr. Roberto Tapia Conyer, Mexico’s Undersecretary of Health to present the USMBHC’s core activities and to reiterate the importance of binational collaboration. Dr. Eduardo Sanchez, Commissioner from Texas, spoke about the significance of institutional, professional and personal relationships along the border and made reference to how the co-chairs of the Border Governors’ Conference Health Table are convening a meeting between five principle organizations to talk about the 3 Cs—communication, coordination and collaboration.

Meeting at U.S. Embassy in Mexico

While in Mexico City, a delegation of Commission members and the Executive Directors met with Ambassador Antonio O. Garza to brief him on USMBHC activities and to highlight the linkages made between the the United States and Mexico Congresses. Ambassador Garza expressed his support of the Commission’s work and applauded its binational efforts.

U.S. Health Secretary Michael Leavitt’s 500 Day Plan was unveiled and can be viewed at http://www.hhs.gov/500DayPlan/

(From left) Dr. García Pérez (delegate for Dr. Frenk), Mexico Undersecretary of Health Dr. Roberto Tapia Conyer, Rear Admiral Richard Walling, Dr. Lawrence Kline and Executive Director Eva Moya at a special meeting held with Mexico’s Undersecretary for Health.

(U.S. Embassy) Commission members met with U.S. Ambassador to Mexico Antonio O. Garza in Mexico City.

Quarterly Highlights

- The WERC: Consortium for Environmental Education and Technology Development teamed with agencies and non-profit groups along the border to sponsor the first International Conference on Environment and Human Health. The event, held in El Paso, Texas, from March 29-31, brought together a binational audience interested in the environment and human health along the U.S.-Mexico border. The attendees, more than 210 people, participated in an educational workshop entitled Discover a Watershed. They also participated in presentations and networking roundtables.

Financial support was provided by the Commission, Paso del Norte Health Foundation and others, and was used to provide scholarships for more than 100 students. Due to the number of attendees and positive evaluations, the next conference is tentatively scheduled for March 1-3, 2006 in El Paso, Texas.

- World TB Day, March 24, 2005 was celebrated in the Presidio Post Office. The Office of Border Health and Family Health Services staff from the Texas Department of State Health Services (TDSHS) Field Office in Presidio presented an informational tuberculosis display. Staff from the Family Crisis Center of the Big Bend and the Presidio County Victims Assistance Program also joined in the outreach effort.

- The Commission and the Pan American Health Organization/World Health Organization, in partnership with the Texas Department of State Health Services, the Tamaulipas Department of Health Services and the City of Brownsville, held a celebration of the World Health Day 2005 “Make Every Mother and Child Count” in the Brownsville/Matamoros region on April 6. The celebration began with a press conference in Brownsville, featuring federal, state and local speakers. The event was followed by a binational technical forum in Matamoros, Tamaulipas, where border health professionals discussed means of improving maternal and child health programs. In celebration of the day, the City of Brownsville presented a proclamation and the Texas Senate passed a resolution in support of World Health Day.

Also, the World Health Organization released the 2005 World Health Report: “Make Every Mother and Child Count.” To view the report visit www.borderhealth.org and click on the link to view the document in English and Spanish.

On March 28, Commission members Dr. Rosemarie Johnson, Dr. Lawrence Kline, Emma Torres, USMBHC Executive Directors Eva Moya and Héctor Martínez, and members from the California and Baja California Outreach Offices met with the Consul General of the Mexican Consulate in San Diego and his staff for a report on the Ventanillas de Salud project. The project has been such a success, that the Mexican government, is working on funding to expand other consulates on the border.

- Staff members from the Commission’s Outreach Offices and staff from the region’s Border Health offices met in El Paso on May 3-4. The primary goal of the meeting was to initiate planning for next year’s Outreach Offices’ work plans, budgets and activities. Facilitators from the University of Arizona, College of Public Health and El Colegio de Sonora conducted a workshop on the essential elements for binational collaboration and the challenges of carrying out successful binational projects.

- The Instituto de los Mexicanos en el Exterior held a meeting on Feb. 10 in San Francisco at the Mexico Consulate. Commission members presented on their activities to Mexico Secretary of Health Dr. Julio Frenk Mora.

- Dr. Paul Villas, Texas Commission member, and Elizabeth Santillanes, Director of the California Outreach Office, recently attended a conference on Childhood Obesity among Latino Immigrants held April 14-16 in San Diego. Sandra Shewry, Director of the California Department of Health, was a keynote speaker.

- National Women’s Health Week, was held in May. Health care providers across America recognized this day by offering preventive health screenings and other services. The day was sponsored by the U.S. Department of Health and Human Services. Throughout the week, events were held in cities across America to encourage women to adopt healthier lifestyles. For more information visit: http://www.4woman.gov/owh/
Calendar of Upcoming Events

**June 2005**

**NALEO 22nd Annual Conference**
June 22-25
San Juan, Puerto Rico
www.naleo.org/conference.htm

**LXII USMBHA Annual Meeting**
June 22-25
Laredo, Texas
www.usmbha.org/english/annual/index

**National Media Education Conference**
June 25-28
San Francisco, California
www.amlainfo.org/conference/index.php

**76th LULAC National Convention**
June 27-July 2
Little Rock, Arkansas
www.lulac.org/Events/Convent.html

**July 2005**

**12th USMBHC Binalational Meeting**
July 18-19 (to be confirmed)
Washington, DC
(915) 532-1006
www.borderhealth.org

**October 2005**

**Border Bionaleral Health Week**
October 10-16
Borderwide
(915) 532-1006 or www.borderhealth.org

**Border Health Information for Action VI**
October 27-28
Tucson, Arizona
For more information contact: Jesus Kataura at kataura@ahsc.arizona.edu

USMBHC Outreach Offices

**U.S. Section**
**Arizona Outreach Office**
Ana Navearez, Coordinator
4400 E. Broadway, Suite 300
Tucson, AZ 85711
Tel. (520) 770-3114
Fax (520) 770-3307
anavez@azdhs.gov

**California Outreach Office**
Elizbeth Samanlance, M.P.A., Director
3851 Rosecrans Street
San Diego, CA 92138
Tel. (619) 692-5793
Fax (619) 692-8821
esantill@dhs.ca.gov

**New Mexico Outreach Office**
Hugo Vilchis, M.D., M.P.H., Director
Border Epidemiology and Environmental Health Center
New Mexico Department of Health/NMSU
P.O. Box 30001, Dept. 3BEC
Las Cruces, NM 88003
Tel. (505) 646-7966
Fax (505) 646-8131
hvilchis@nmsu.edu

**Texas Outreach Office**
Ronald J. Dutton, Ph.D., Director, Office of Border Health
Texas Department of State Health Services
1100 W. 49th Street
Austin, TX 78756
Tel. (512) 458-7675
Fax (512) 458-7262
rdutton@dshs.state.tx.us

**Kassie Rogers, M.S., R.S. Coordinator, Texas Department of State Health Services**
1021 Garmer Field Road
Uvalde, TX 78801
Tel. (830) 278-7173 Ext. 226
Fax (830) 278-7170
kassie.rogers@dshs.state.tx.us

**Texas Regional Offices:**
**El Paso/West Texas**
Blanca Serrano, M.P.H.
Tel. (915) 834-7900
Fax (915) 834-7800
Blanca.Serrano@dshs.state.tx.us

**Uvalde**
Kassie Rogers, M.S., R.S.
Tel. (830) 278-7173 Ext. 226
Fax (830) 278-7170
kassie.rogers@dshs.state.tx.us

**Eagle Pass**
Monica Aguirre
Tel. (830) 773-2716 / Fax (830) 773-4688
Monica.Aguirre@dshs.state.tx.us

**Presidio**
Dora L. Lopez
Tel. (432) 229-3255
Dora.Lopez@dshs.state.tx.us

**Laredo**
Marta Elizondo-Fournier, M.D., M.S.
Office of Border Health, Region 11 Director
Tel. (956) 764-6267 / Fax (956) 791-5775
Marta.Fournier@dhs.state.tx.us

**Mexico Section**
**Baja California Regional Office**
Dr. Ernesto Ramírez
Coordinador Regional de Programas de Salud
Hospital General de Tijuana
Av. Centenario 1851
Tijuana, BC 22320
Tel. (664) 634-6511
Fax (664) 634-6551 ernesto_ramirez@salud.gob.mx

**Tamaulipas Regional Office**
Lic. Héctor Xavier Martínez, Coordinador Regional
Calle González #5501
Hospital Civil Programas de Salud
Coordinador Regional
Nuevo Laredo, Tamps.
Tel. /Fax (631) 313-7920
hctor.serrat.fregoso@prodigy.net.mx

**Coahuila Regional Office**
Dr. Carlos Huerta, Coordinador Oficina Regional
Col. Centro C.P. 64000
Monterrey, Nuevo León
Tel. (878) 784-0125
Fax (878) 784-0124
comisionpiedras@prodigy.net.mx

**Nueva León Regional Office**
Dr. Abelardo García Cantú, Coordinador Oficina Regional
Col. Centro C.P. 64000
Monterrey, Nuevo León
Tel. (81) 8130-7096
Fax (81) 8130-7089

**Sonora Regional Office**
Dr. Héctor Llanos, Coordinador Regional de Programas de Salud
5 de Febrero y Moctezuma
Col. Centro C.P. 84000
Nogales, Son.
Tel./Fax (81) 8130-7089
sahsa@prodigy.net.mx

**Chihuahua Regional Office**
Dra. Elisa Aguilar
Coordinadora Regional
Col. Bolívar
5 de Febrero y Moctezuma
Zona Centro
Calle Colón No. 203
Chihuahua 31330
Tel. (664) 634-6511
Fax (664) 634-6551 elisa_salud@yahoo.com.mx

**San Diego, CA**
Elizabeth Santillanez, M.P.A.
California Outreach Office
3851 Rosecrans Street
San Diego, CA 92106
Tel. (619) 692-0745
Fax (619) 692-8821
esantill@dhs.ca.gov

**Las Cruces, NM**
Blanca Serrano, M.P.H.
New Mexico Outreach Office
Health/NMSU Environmental Health Center
Border Epidemiology and Disease Control
Col. Centro C.P. 88003
Las Cruces, NM 88003
Tel. (505) 646-8131
Fax (505) 646-7966
blanca.serrano@dshs.state.tx.us

**Tucson, AZ**
Ana Navearez, Coordinator
Arizona Outreach Office
4400 E. Broadway, Suite 300
Tucson, AZ 85711
Tel. (520) 770-3114
Fax (520) 770-3307
anavez@azdhs.gov

**El Paso, TX**
Marta Elizondo-Fournier, M.D., M.S.
Office of Border Health, Region 11 Director
Tel. (956) 764-6267 / Fax (956) 791-5775
Marta.Fournier@dhs.state.tx.us

Mission Statement

To provide international leadership to optimize health and the quality of life along the United States-Mexico Border.
The USMBHC worked closely with local, state, regional, national and international partners to advance National Infant Immunization Week (NIIW), in conjunction with Vaccination Week of the Americas, which was held April 24-30. NIIW is an annual observance aimed at promoting the benefits of immunizations. The week also focuses on the importance of immunizing infants against 12 vaccine-preventable diseases by age two.

Special kick-off events were held in border communities in New Mexico, as health workers in every country in the Western Hemisphere began promoting strategies, purchasing vaccines and coordinating logistics for the largest immunization drive in the Americas. Collaborative efforts highlighted the positive impact of immunization on the lives of infants and children and called attention to the important progress that has been made in the area of immunizations.

This year’s NIIW-VWA, built upon the successful partnership developed last year with the Pan American Health Organization (PAHO) and the Centers for Disease Control and Prevention (CDC.) The fact that in 2004, 77.9 percent of New Mexican children received all of their required immunizations by the age of two, the most improved rate in the nation, led to the selection of New Mexico as the host state for the week.

**New Mexico**

At a press conference held at Memorial Medical Center in Las Cruces, First Lady Barbara Richardson was presented with a national award for having the most improved immunization rates. Deputy Surgeon General Kenneth Moritsugu and Dr. Steve Cochi, acting director of the CDC’s National Immunization Program presented award. Joining them for several statewide events were Dr. Paul Offit, Director of the Vaccine Education Center at the Children’s Hospital of Philadelphia, Robin Brocato, Health Lead for Head Start Bureau, Dr. Jon Andrus, Chief of the Immunization Unit at PAHO, and Dra. Margarita.

(Top) A national poster was produced to celebrate 2005 National Infant Immunization Week and Vaccination Week in the Americas.

Deputy Surgeon General Kenneth Moritsugu (left) and Dr. Steve Cochi (right), Acting Director of the CDC’s National Immunization Program, presented a national award to New Mexico First Lady Barbara Richardson. The award recognizes the state of New Mexico for its outstanding efforts in improving immunization rates.
Nava, Deputy Director for Centro Nacional para la Salud de la Infancia y la Adolescencia, Dr. Catherine Torres, Commission member, as well as several CDC, PAHO and Commission members, personnel from the New Mexico Department of Health and other border health professionals from Mexico, Texas and New Mexico. Events that occurred during the week included Grand Rounds at St. Vincent’s Hospital in Santa Fe, at the UNM Health Sciences Center in Albuquerque and at Memorial Medical Center in Las Cruces.

Trainings were held for community health workers and other health care providers from Texas, Chihuahua and New Mexico.

A special provider awards dinner was held on April 29 in Las Cruces, which recognized vaccination champions and partners from New Mexico, Chihuahua and El Paso for their efforts to raise childhood immunization coverage.

Dr. Catherine Torres, Commission member and physician at First Step Health Center, was instrumental in facilitating the events in Las Cruces. Congratulations to Dr. Torres for the extraordinary job in helping to get a state-of-the-art facility to Las Cruces.

(Above) New Mexico’s poster campaign to educate the public about the importance of vaccinating children.

(Below) N.M. State Senator Mary Kay Papen and Board of Directors at a ribbon-cutting ceremony celebrating the opening of the First Step Health Center for Pediatrics & Women’s Health in Las Cruces, NM.

Dr. Catherine Torres, Commission member and physician at First Step Health Center spoke at a press conference to kick off the events celebrating NIIW in Las Cruces, N.M.
California
The California border region celebrated NIIW with several events. The week began with a press conference on April 26 at the Miller NHA Head Start in San Diego. The event featured a campaign song “Spots That Are Red and Legs Like Lead.” A proclamation recognizing the week was issued by the San Diego Board of Supervisors. A physicians’ forum, entitled “Infants to Adults - New opportunities to Vaccinate,” was held on April 28 at Scripps Memorial Hospital in San Diego. Speakers included: Dr. Melinda Wharton, Acting Deputy Director, National Immunization Program, CDC; Dr. John Leake, from the Children’s Hospital and Health Center, San Diego; and Dr. Allen Schwartz, from Children’s Healthcare Medical Associates of San Diego. An Immunization Update was provided to physicians, physician’s assistants, nurses and medical assistants from the Imperial County region on April 28. Speakers included: Sandra Jo Hammer, Nurse Consultant, California Department of Health Services; and Dr. Samuel Hipólito Ledesma, State Coordinator, Infant and Adolescent Health Program of Baja California.

Chihuahua
Chihuahua organized a celebration of the week in conjunction with Día de los Niños (Day of the Child) on April 30 in Ciudad Juárez. Guest speakers at the event, which included Mirtha Beadle, Acting Deputy Director of the Office of Minority Health, Ing. Héctor Murguía, Mayor of Ciudad Juárez and his wife Mrs. Patricia Holguín, President, Dept. of Family Integration (DIF).

Arizona
Arizona organized a Childhood Immunization Awareness Campaign to educate parents of infants and toddlers. A special award ceremony
was held for providers achieving immunization rates of 90 percent or more.

**Texas**

The state of Texas held several immunization clinics statewide during the week in Presidio, Kinney County, Webb County, Laredo, Hidalgo County, Edinburg, Mission, Weslaco, Elsa, McAllen and Pharr. Vaccine equivalency sheets and posters were distributed to Vaccine for Children providers and school nurses in several counties and to Mexico partners in Piedras Negras. Special Immunization promotion and education fairs were held during the week at several daycares and Head Start programs in border counties utilizing a coloring book designed to promote health and vaccines.

The Commission printed 5,000 coloring books, which were distributed along the border region.

Information booths were also set up at Wal-Marts in Laredo, HEB stores and fairgrounds in Rio Grande City, *Centro de Salud* in Camargo, Tamaulipas, and at the Texas Migrant Head Start in Roma.

The Commission extends special recognition to the following for their outstanding leadership and concerted efforts to make the Paso del Norte Region NIHW events such a success:

- New Mexico Department of Health Immunization Program, Office of Border Health and Commission Outreach Office;
- New Mexico Immunization Coalition;
- Memorial Medical Center;
- First Step Pediatrics;
- Chihuahua Regional Office;
- Texas Outreach Office;
- Pan American Health Organization;
- CDC/National Immunization Program;
- Region 19 Head Start in El Paso.

(Above Left) Rebecca Wainright, RN, administers a vaccination shot to a child during an immunization clinic held during NIHW in Presidio, Texas.

(Above) Children were entertained by a clown from the Ringling Bros. and Barnum and Bailey Circus at the First Step Health Center celebration.

(Bottom) Special health-related coloring books were passed out to children in Texas that participated in NIHW activities.