

Arizona Border Binational Health Week 2007 – Evaluation

The 4th Annual Border Binational Health Week (BBHW) in Arizona was celebrated in the four border counties, Santa Cruz, Cochise, Pima and Yuma, and in Phoenix, the state capitol. Overall, 24 events took place between October 13-20, 2008; thirteen of these events were in collaboration with the local Mexican Consulate and were celebrated in collaboration with the 7th Binational Health Week. There were over 2,875 attendees who participated in the 24 events.

Of the 24 events, 15, or 62% of the events were binational in nature. Five events were targeted for health professionals, while nearly 80% (19) were organized to reach the local community to support healthy lifestyles. Ten events were kick-off events, nine events were held mid-week, and 5 events were closing events. Both Somerton and Nogales, Arizona held official inaugural events and Nogales, Sonora held the official closing event on Friday, October 19.

A third of the events included health and information fairs (8), while other activities included a parade, two health campaigns, five educational classes, three town halls, one official meeting, one family physical activity event, one three-on-three basketball tournament, two screenings and three conferences. Several events included several types of activities.

Overall, the six organizations that submitted surveys reported partnering with 48 outside organizations to plan and implement the 24 events. Three were new partners, nine have been partners between 1-2 years, and the rest (36, 75%) have been partners for at least 2 years. Forty-one partners were from the U.S., seven from Mexico. Four (8%) partners were National representatives, 11 (23%) were representatives from state-wide agencies, 28 (58%) were local partners, and five (10%) were binational partners. It was reported that the partnerships included nine community based groups, four partnerships with the Mexican Consulate, nine partnerships with not-for-profit organizations, 11 private agencies, one service club, one school, one university, and 12 partnerships with governmental agencies. From these partnerships 25 provided direct service, 22 partners provided education, 8 provided financing and 22 provided in-kind services. Please note that one partner may have provided more than one type of service.

Only two of the organizations which submitted surveys reported that BBHW assisted in establishing new partnerships. One reported “I was contacted by various organizations throughout Cochise County, Tucson, and Nogales when they heard of the event.” The other reported that one agency, Yuma County Leadership Alliance, joined efforts this year.

Four of the organizations claimed that existing partnerships were strengthened. Explanations include “I have worked on several projects with the participating organizations on some level, and they all came out to support BBHW. Every partner I thought was a great service to the community and wanted to come out and contribute to the Border Binational Health Fair. I was amazed at how everyone attended most of the

planning meetings and contributed to the events. Working 13 years in this community and having a working relationship with the service organization pays off.” “Every time that we have to work on a new project such as BBHW with our partners, our collaboration is strengthened” and “Every time you do these events, things get deeper between all partners. When you work side by side for a common goal, you can't help but to strengthen relationships” Two organizations reported that existing partnerships were not enforced with the activities organized for Border Binational Health Week.

Two organizations reported facing challenges, with the comment “Time is always a challenge. Also, too many activities were planned for one week and that reduces human resources” explaining the challenge for one of the organizations. Two reported that they did not face any challenges in planning and implementing Border Binational Health Week. One organization reported that they were able to reduce the challenges: “We only focused on key major activities and brought in partners and resources so that everyone could work towards strengths instead of working on everything. Pfizer funding really leveraged ability to contract for provision of food, marketing, and clean up. Great speakers, professional team.”

Of the organizations that participated in BBHW, one learned of the event from the BHC main office, three from the ORO, one from the Mexican Consulate, one from Emma Torres, AZ Commission Member, and one from Pfizer as part of a grant application.

One community partner reported that BBHW really helped their interest to gain interest from the media and that nearly all staff had been interviewed in mid-late October through November as a result of the activities spurred from BBHW.

In Tucson, Arizona, over the course of the week, 115 A1C blood screenings took place. El Rio Community Health Center provided the screening services and the follow-up, as needed.

In Cochise County, the following screenings and materials were provided by the following agencies:

- 25 childhood lead screenings and 5 teeth varnish screenings by the Cochise County Health Department.
- Brochures on asthma and nutrition by the Douglas Area Food Bank
- Insurance information on the Arizona Health Care Cost Containment System, Medicare and information for Seniors, by Secure Horizon
- Brochures on Diabetes, high blood pressure, and cardiovascular disease, in addition to diabetes classes and walking groups supported by University of Arizona Pasos Adelante Program
- Nutrition education for children by the University of Arizona Cooperative Extension
- Blood glucose testing and blood pressure and well women information by Chiricahua Community Health Center
- Information on migrant issues and migrant scholarship opportunities by the Mexican Consulate; Douglas Office

- Career opportunities, scholarship and bilingual program information by Cochise College
- Bilingual HIV and STD Brochures by Border Health Foundation
- Health Career Clubs information by Southeastern Arizona Health Education Center
- 20 Infant and Toddler Car Seats and Fire Safety Information by the Douglas Fire Department
- Bus service information & provide bus routes by Catholic Community Service
- Lead testing and information on Housing Programs by Cochise County Housing Authority
- Bilingual Informational brochures on men's health, women's health, such as for men on colon cancer, self-examination etc by Southeast Arizona Medical Center
- Information on Diabetes classes, brochures on high blood pressure, heart problems, HIV, and children's health & soy recipes by Hospital General-Agua Prieta, Sonora

In Nogales, Arizona, there were a total of 46 Body Mass Index (BMI) tests, 59 weight checks, 125 blood pressure screenings, 180 A1c blood glucose screenings, six Hemoglobin screenings, 43 vision screenings, 108 cholesterol screenings, and 33 Rapid Biosensor Screenings for Tuberculosis.

In Yuma County, the Regional Center for Border Health provided 194 vaccines to 66 children and provided information on diabetes type II to the community through diabetes classes. In addition, 45 people attended a town hall to discuss over the counter cough medicine abuse. Campesinos Sin Fronteras and the Secretaria de Salud provided health information on nutrition, physical activity, leadership skills, goal setting, tobacco prevention, and prevention of drug and alcohol use.

Community Partners Listed in Survey Include:

1. Secretaria De Salud Pública De Sonora
2. San Luis Walk-In Clinic
3. Yuma Private Industry Counsel
4. Community Intervention Services
5. Living Center
6. Yuma County Sheriff's Meth Nucleus Group
7. Mariposa Community Health Center
8. Mexican Consulate
9. Southeast Arizona Health Education Center
10. Borderland Food bank
11. Child and Family Resources
12. Nogales Fire Department
13. WIC
14. Holy Cross Hospital
15. Southeastern Arizona Behavioral Health Services

16. Chiricahua Community Health Center
17. United Health Care
18. University of Arizona College of Public Health
19. Southeast Medical Center
20. Cochise College
21. Border Health Foundation
22. Douglas Fire Department
23. Hospital General – Agua Prieta, Sonora
24. Douglas Police Explorers
25. Univision TV Station
26. Cochise County Health Department
27. Cochise County Housing Authority
28. Douglas Area Food Bank
29. Hospital General – San Luis R.C., Sonora
30. Bajo El Sol Newspaper
31. Campesinos Sin Fronteras
32. ADHS Office of Border Health
33. Community Leadership Alliance
34. Arizona Department of Health Services Bureau of Tobacco Education Prevention
35. ADHS Diabetes Office
36. El Rio Community Health Center
37. Regional Center for Border Health
38. El Pueblo Community Center
39. Food City