

**UNITED STATES-MÉXICO BORDER HEALTH COMMISSION (BHC)  
COMISIÓN DE SALUD FRONTERIZA MÉXICO-ESTADOS UNIDOS (CSF)**



**Border Binational Health Week (BBHW)  
Semana Binacional de Salud Fronteriza (SBSF)  
Planning Tele-conference Call (TCC)  
Teleconferencia de Planeación**



Thursday, February 25, 2010 / *Jueves 25 de febrero de 2010*  
2:30 PM Mountain / *2:30 PM Tiempo de la Montaña*  
(1:30 PM Pacific/ *Pacífico*; 3:30 PM Central/ *Centro*; 4:30 PM Eastern/ *Este*)

**NOTES**

Texas		New Mexico		Arizona		California		MX Section /SSA	
	RJ Dutton		Paul Dulin		Robert Guerrero		Mauricio Leiva	X	Clemente Villalpando Padilla
X	Jose Moreira	X	Liz Castro Gutierrez		Sarah White		Veronica Keeler		Janet Jimenez
	Kassie Rogers	X	Angie Sanchez Corral		Susan Peru		Liliana Osorio		
	Eddie Olivarez		Silvia Sierra	X	Jesus Kataura		Juan Ruiz		
	Adriana Corona				Andy Lorentine		Lori Senini		
	Marta Fournier				Jose Muñoz		April Fernandez		
X	Edith De La Fuente				Maria J. Almazan				
	Lupita Guerrero								
	Jessica Sustaita								
	Abelardo Martinez								
	Becky Zima								
	Beatriz Martinez								
	Ivonne Mendez								
	Esmeralda Guajardo								
X	Calixto Seca								
	Yvette Salinas								
	Michael Hill								
	Hector Gonzalez								
X	Blanca E. Gonzalez								
	Waldo López								
	Racheal Porras								

Baja California		Sonora		Chihuahua		Coahuila		Nuevo León	
	Gudelia Rangel Gómez	X	Javier Baena	X	Elisa Aguilar Jiménez		Arturo Botello Hernández		Abelardo García Cantú
X	Gabriela Escalante				Mario Holguín		Herbey Faz		Paulina Coronel
							X Ma. Elena Delgado		
							X Gerardo Medina		

Tamaulipas		U.S. Section / HHS / OGHA		Other Partners		Other U.S. Federal	
	Jorge S. Hernández		Dan Reyna		Ricardo Jimenez		Carma Ayala
	Noe Palafox		Leah Hsu		Gustavo Iturralde		Amy Elizondo
		X	Lori Navarrete				Frank Cantu
		X	Linda Willer				Teresa Chapa
		X	Adriana Mota				Pietra Check
							Sylvia Gaytan
							Charlotte Gish
							Mary Hall
							X Bob Isquith
							Nancy Kennedy
							Ledia Martinez
							Margaret Murray
							Guadalupe Pacheco
							Christina Perez
							Wilma Pinnock
							Lorenzo Reyes
							Carmen S. Vargas
							X Kay Strawder
							Beverly Watts Davis

### 1. Welcome and roll call / *Bienvenida y lista de asistencia*

Lori N. welcomed everyone and conducted roll call.

### 2. Overview of U.S. First Lady's Obesity Initiative / *Visión general de la Iniciativa en Obesidad de la Primera Dama de los EE.UU.*

Lori N. provided an overview of the *Let's Move Campaign*, an initiative by First Lady Michelle Obama, and the *Partnership for a Healthier America*, a foundation that will support the Campaign. She stated the goals of this campaign should be incorporated into the activities and events for BBHW.

Lori N. also provided background information on the HHS Physical Activity Guidelines that may also be incorporated into BBHW activities. The following links were provided for more information: <http://www.letsmove.gov/>, <http://www.ahealthieramerica.org/>, [www.health.gov/paguidelines/](http://www.health.gov/paguidelines/).

Bob I. will send the website link to the AHRQ-sponsored U.S. Preventive Services Task Force on Childhood Obesity that has guidelines for screening children.

### 3. Overview of México Obesity Initiative / *Visión General de la Iniciativa en Obesidad de México*

Adriana M. stated the Secretaria de Salud has posted the, *Acuerdo Nacional para la Salud Alimentaria. Estrategia contra el Sobrepeso y la Obesidad*, on its website.

### 4. Planned Activities / *Actividades Planeadas:*

- California – Baja California

There were no updates for this región.

- Arizona – Sonora

Jesus K. provided an overview for planned activities in AZ.

Javier B. provided an overview for planned activities in Son.

- West Texas-Chihuahua-New Mexico

Elisa A. stated they are setting up a planning committee.

Liz G. and Angie S. provided an overview for planned activities in Las Cruces, NM and El Paso, TX.

- Mid-Texas-Coahuila

Ma. Elena D. and Gerardo M. stated their planned activities for Coah. are based on President Calderon's message on obesity. Gerardo M. stated they are working jointly with the Public Education Secretariat (SEP).

- South Texas-Tamaulipas-Nuevo León

Edith F. and Calixto S. provided updates for the South Texas región. There were no updates for Tamaulipas or Nuevo León.

**5. Update from other Federal/ private partners / *Actualización de otras alianzas Federales y privadas***

There were no updates.

**6. Discussion of Inaugural and Closing Events / *Discusión de los eventos inaugurales y clausura***

Lori N. stated that if there were any ideas or suggestions for the locations of the inaugural and closing events to start sending them in.

**7. Next Steps / *Pasos a seguir***

Lori N. stated the next call is scheduled for March 25, 2010 and then closed the call.