

What is Binational Health Week?

Binational Health Week is intended as a first step in a larger program of cooperation between North and Central American countries to improve the health of Latino immigrants who live and work in the United States and Canada, and their families in native countries.

This annual week-long series of health education and promotion activities began as an initiative of the United States-Mexico Border Health Commission and has expanded to include Canada, Guatemala, and El Salvador.

What is the purpose of the Santa Clara County Binational Health Week Conference?

To foster understanding of the special psychosocial, health education, and health care needs of Latino immigrants in order to develop effective interventions that will eliminate health disparities, and improve the health of the entire community.

Who are the sponsors of the Third Binational Health Week Conference?

Blue Cross of California State Sponsored Business
First 5 of Santa Clara County
Excel to Health
Kaiser Permanente
Mexican American Community Services Agency
Nutrition and Wellness, Santa Clara County
Public Health Department
Saint Louise Regional Hospital
Santa Clara Family Health Plan
South County Collaborative
South County HEAL

South County Collaborative Nutrition and Health Committee
1235 First Street
Gilroy, CA 95020

Third Santa Clara County Binational Health Week Conference

**Building Healthy Communities:
*Linking public, non-profit and private
sectors to address the underlying
causes of poor health and enable
communities to maintain a high
quality of life and productivity.***



**October 11, 2007
Morgan Hill Community Center
17000 Monterey Road
Morgan Hill, CA 95037
8:30 am-4:30 pm**

Conference Objectives:

At this conference participants will be able to:

- Identify fundamental causes of disparity and how they shape community environments .
- Discuss how community environments affect individual health related choices.
- Identify characteristics of a healthy community.
- Identify changes in policy and organizational practices needed to create healthy communities.
- Discuss innovative projects and partnerships that have made a positive impact in their communities.

Who Should Attend:

Health care and public health professionals and paraprofessionals, city planners, community agencies, government officials, business owners and community members interested in improving the health and well-being of their community.

Cost:

\$20 includes conference materials, lunch, refreshments, and continuing education credits.

Continuing Education Credits:

Six continuing educations credits available for nurses, health educators, dietitians, marriage & family therapists, and licensed clinical social workers.

Conference Program

- 8:30 a.m. Registration and Refreshments
- 9:00 a.m. Welcome: Elizabeth Mendoza-Levy MD MPH
Site Director. Pediatric, Valley Health Center, San Martin
- 9:15 a.m. **Bridging the Ethnicity Gap.** Jesus Orosco,
Director, Cross-Cultural Community Services
Center, San Jose, CA
- 9:45 a.m. Stretch Break
- 10:00 a.m. **Acculturation Guilt in Latino Youth.**
Jaime Galindo PsyD and Randall Ramirez MFT
Rebekah Children’s Services, Gilroy , CA
- 11:00 a.m. **Steps Toward Healthy Planning.**
Robert Ogilvie , Program Director
Public Health Institute, Oakland, CA
- Noon Lunch
- 1:00 p.m. **Strategic Approaches to Improving
Community Health: priority setting,
organizational practice, and policy.**
Jeremy Cantor MPH, Program Manager,
Prevention Institute, Oakland, CA
- 2:00 p.m. **Including a Health Element in the City of
Richmond.** Tracey Rattray MPH and
Nancy Baer MSW, Contra Costa County
Health Services, Martinez, CA
- 2:30 p.m. Stretch Break
- 2:25 p.m. Successful Community Engagement
Programs:
Healthy Silicon Valley
Bay Area Women’s Sports Initiative
Kaiser Permanente Healthy Eating Active Living
Steps to a Healthier Salinas
San Jose Libraries Healthy Vending Machines
- 4:15 p.m. Evaluation
- 4:30 p.m. Conference Adjournment

REGISTRATION

Space is limited.

Please register by Oct. 5, 2007.

**Send completed registration form and
\$20 check made to South County Housing
for Binational Health Week to:**

Excel to Health

8339 Church St. Suite 211

Gilroy, CA 95020

For more information please contact:

Lillian Castillo (408) 847-4610.

Name: _____

Agency: _____

Address: _____

Phone: _____

E-mail: _____

**I am requesting continuing education
credits for (circle discipline):**

Nurse Dietitian

Marriage & Family Therapists/LCSW

Health Educator