

Sixth Santa Clara County Binational Health Week Conference

*The Mexican Immigrant:
Cross Cultural Communication
in Health Care*

Binational Health Week (BHW) is one of the largest mobilization efforts of federal and state government agencies, community-based organizations, and volunteers in the Americas. BHW encompasses an annual weeklong series of health promotion and health education activities with the purpose of improving the health and well-being of the underserved Latino population living in the United States and Canada.

BHW 2010 will take place in 40 states in the U.S. and 3 provinces in Canada, with participation of the consular networks in the U.S. of Mexico, Guatemala, El Salvador, Honduras, Colombia, Ecuador and Peru. Campaigns will be implemented to promote awareness about obesity and diabetes, oral health, and prevention of addiction and gang involvement among adolescents.

Binational Health Week Conference Sponsors:

**Kaiser Permanente
Mexican American Community Services Agency
Saint Louise Regional Hospital
Santa Clara County Public Health Department
South County Collaborative**

Location

The Morgan Hill Community Center is located at the corner of Monterey Road and East Dunne Avenue. Parking is available in the parking lot immediately behind the facility.

Directions

From the North:
Exit Highway 101 at East Dunne Avenue.
Turn right on East Dunne and travel approximately one mile. Morgan Hill Community Center will be on the right side of the street shortly after crossing the railroad tracks.
From the South:
Exit Highway 101 at East Dunne Avenue.
Turn left on East Dunne and follow directions above.



**October 7, 2010
Morgan Hill Community Center
14000 Monterey Road
Morgan Hill, CA 95037
9 a.m. - 4:30 p.m.
Registration: 8:30 a.m.**

The Santa Clara County Binational Health Week Conference is intended to foster understanding of the special psychosocial, health education, and health care needs of Latino immigrants in order to develop effective intervention strategies and improve service delivery.

2010 Conference Goals:

- √ Identify core values and practical applications of cultural competency
- √ Acquire knowledge about the way of life, traditions and health needs of Oaxacan immigrants
- √ Learn about commonly used Mexican home remedies
- √ Become familiar with the special needs of immigrant Mexican elders

Cost:

\$30 includes conference materials, lunch, refreshments, and continuing education credits. Scholarships are available. To apply, please contact Lillian Castillo at (408) 852-2305.

Continuing Education Credits:

Six continuing education credits are available for health educators, registered dietitians, nurses, marriage and family therapists, and licensed clinical social workers.

Conference Program

- 8:30 a.m. Registration
- 9:00 a.m. Welcome
Lillian Castillo RD; South County Collaborative and Elizabeth Mendoza-Levy MD, MPH ; Site Director, Pediatrics, Valley Health Center, Gilroy
- 9:15 a.m. Cross Cultural Training on Oaxacan Culture
Nayamin Martinez and Leonicio Vazquez; Binational Center for the Development of Oaxacan Indigenous Communities, Fresno California
- 10:30 a.m. Break
- 10:45 a.m. Cross Cultural Training on Oaxacan Culture continued
- Noon Lunch/Resource Tables/Networking
- 1:00 p.m. Finding a New Paradigm for Serving Immigrant Mexican Elders: An Interactive Discussion Using the Core Values of Cultural Competency
Maria Fuentes MSW; Senior Services Manager, Santa Clara County Mental Health Department
- 2:00 p.m. Common Over-the-Counter Products Used in the Mexican Community
Leticia Pelayo, MD; Valley Health Center, Gilroy
- 3:00 p.m. Break
- 3:15 p.m. Improving Lactation Rates Using Cultural Competency
Kathy Sweeney RD, LE and Daisy Quijada, LE: Santa Clara County Public Health Department Lactation Peer Counselor Program
- Taking Diabetes Education Home
Lorena Madrid; Saint Louise Regional Hospital Diabetes Promotor Program
- 4:00 p.m. Evaluations, Adjournment

Registration

Mail completed registration form and a check for \$30 made payable to *South County Collaborative* to:

Saint Louise Regional Hospital
Attention: Community Health
9400 No Name Uno
Gilroy, CA 95020

Name: _____

Agency: _____

Address: _____

Phone: _____

Email: _____

I am requesting continuing education credits for (check discipline):

- Nurse
- Registered Dietitian
- Marriage & Family Therapist/LCSW
- Health Educator

Space is limited. Registration form must be received by Oct. 1, 2009.

For more information, please contact:
Lillian Castillo (408) 852-2305