

DESCRIPTION OF BASIC SERVICES PROVIDED:

BASIC SERVICE 1 – PREVENTION AND EDUCATION

A. Goals & Objectives: To increase health and safety education, and environmental awareness in low-income populations along the US/Mexico border.

B. Activity Description: Develop calendar of education for participating agencies, community based organizations, churches, schools, neighborhoods and individuals. Schedule basic classes on hygiene and safety classes first followed by more specific topics as required by group need. Topics are:

Hygiene and safety: Topics to be covered are food safety, avoiding contamination and cross-contamination, refrigeration needs, sterilization, cooking length. Also included is water quality, lead awareness, indoor air quality, gun safety, seat belts, work-site injury prevention, hazardous materials use and disposal, cost-effective, environmentally friendly alternatives to chemical cleaning agents, ventilation needs for heating and cooking fuels. (Other topics to be covered will be identified by the participants themselves.)

Prenatal and post partum program: Women who are planning on getting pregnant will be identified in the project population to ensure the adequate use of folate prior to conception in order to reduce the incidence of birth defects. Family planning will cover the different types of birth control: natural, chemical, barrier; the control method's relative effectiveness, what the method requires of the woman to be effective; cost and where to get it. As part of the education, basic anatomy will be included with information of the reproductive organs so that women will know their bodies, how they work, and how to best take care of them. Topics to be covered are high-risk signs and symptoms of major diseases and reproductive health, diet & nutrition, exercise and immunizations.

For those women who have children, topics to be covered are childhood developmental milestones, parenting skills, domestic violence, etc. Families will acquire prevention skills in order to make behavioral and attitude modifications towards a healthy lifestyle. All women will be given a list of recommended preventive screening examinations and a directory of community resources for their continued use. A medical home will be encouraged for continuity of care.

Cardiovascular disease: Signs and symptoms of cardiovascular disease will be taught as well as the identification of risk factors such as high blood pressure and high cholesterol. Life style changes that participants can make to prevent or control heart disease will be taught and encouraged. Because low levels of physical activity are associated with cardiovascular disease low impact exercise classes will be organized at the work-site and at home. Neighborhood cooking demonstrations will teach families heart healthy recipes, alternatives to lard, and other nutritional concepts.

Cancer and lupus: Topics to be covered are: what is cancer, early detection, preventive screening examinations and other methods for reducing the risk of developing cancer, risk factors, signs and symptoms of lung, breast, cervical, prostate, colorectal cancer, skin, multiple myeloma and lupus.

Environmental Health Awareness: Methods for reducing household biological and indoor air pollutants, managing and controlling allergens, the difference between asthma and allergies, dangers of household chemicals and their proper storage, and pesticides. The project will also teach participants how to reduce, reuse, and recycle household solid and hazardous waste and organize their neighborhoods to be vigilant of clandestine dumping of hazardous materials, and safe neighborhood collection and disposal of said materials.

Diabetes: Topics to be covered are diabetes Type 1 and Type 2, risk factors for the disease, early detection, preventive screening examinations and other methods for reducing the risk of developing diabetes, signs and symptoms, disease management and control, diet, exercise, use of medications, as well as foot care.

Diet and exercise: Topics to be covered are the nutritional requirements at each life stage, recipes using commonly used, seasonal foods, 5 a day fruits and vegetables. Teach and demonstrate stretching, warming up, cardiovascular workout, cooling down. Proper breathing exercises and meditation will be included. Groups will be encouraged to form a “buddy system” for the creation and maintenance of a healthy lifestyle and a regular exercise regimen.

Substance Abuse Prevention: Topics to be covered are the identification of high risk/problem behaviors, family history of substance abuse-biological, psychological, and contextual factors, refusal skills, life planning and goal setting, strengthening families, cultural stressors and factors, family interactions and communication.

Aging: discussion of menopause, hormone replacement therapy, osteoporosis, arthritis, vision and hearing examinations, Alzheimer’s disease, autoimmune disorders, diet and exercise, early detection, disease management and prevention of complications. End of life issues will also be discussed, including social isolation, depression, memory, hospice, life support, living wills, and money management.

BASIC SERVICE 2 – TRAINING OF TRAINERS

A. Goals & Objectives: To increase the number of trained promotoras who expand knowledge, life-enhancing attitudes and practices of health, safety and the environment along the US/Mexico border. Develop volunteer leaders to organize their neighborhoods around health and safety issues.

B. Activity Description: Participants will attend a series of workshops in order to learn about a particular health, safety or environment topic, and will be provided with the tools necessary to organize their own health activities.

BASIC SERVICE 3 – HEALTH SCREENINGS

A. Goals & Objectives: Screen low-income residents for high blood pressure, cholesterol and diabetes.

B. Brief Description: Promotoras will gather residents for community screenings in neighborhoods, at health fairs, and other local events. The activity committee will recruit participants, discuss and plan, prepare and organize these large events.

BASIC SERVICE 4 – COMMUNITY-FOCUSED MEDIA

A. Goals & Objectives: To increase knowledge and awareness of the dangers of high-risk behaviors, environmental contamination, and prevention-oriented lifestyles on a community systems level in order to further support the knowledge gained by the participants of this Project.

B. Activity Description: The Executive Committee of the Network will be available to speak to and inform the media regarding these activities. Network members will distribute bilingual pamphlets, flyers, and other printed materials to participants. Presentations will be given at city council meetings, town halls, and service clubs such as the Kiwanis, Club de Leones (Lions Club), Rotary, and others. Network members will also conduct forums at a variety of locations. These forums will be held in community housing complexes, squatter settlements, churches, before sporting events and at health fairs.

To ensure community dissemination of information about healthier lifestyles, a weekly call-in radio program on KNOG 91.1 FM will continue to be produced and hosted by the Executive Director of The Way of the Heart: The Promotora Institute.

BASIC SERVICE 5 – SUPPORT GROUPS

A. Goals & Objectives: To provide a safe environment for group sharing, process and support.

B. Activity Description: For those project participants that are identified with chronic diseases, a support group will be offered. Groups will meet initially once a month or more depending on the needs of the group members. Groups will be facilitated by the promotoras at the outset; but members will be taught how to manage their own groups for the future.

Tobacco cessation classes	Cancer support groups
Diabetes support groups	Sexual abuse survivor groups
Domestic violence support groups	Parent support groups
Senior citizen groups	

BASIC SERVICE 6 – ONE-ON-ONE INTERVENTIONS

A. Goals & Objectives: Provide focused interventions to project participants when group settings are not enough.

B. Activity Description: Provide individualized environmental assessment for clients at intake, develop action plan with client, train and role play steps needed for the realization of action plan, provide emotional support during implementation, provide referral and advocacy, if needed. This intervention could occur at the work-site, at a home visit, or a meeting on WHPI premises.

BASIC SERVICE 7 – ECONOMIC AND SOCIAL SELF-SUFFICIENCY

A. Goals & Objectives: To reduce social and economic barriers to health the following services will be held at the project office in collaboration with existing state and local programs:

B. Activity Description: Small business and cottage industries development through self-development strategies such as learning arts and crafts, participating in workshops on home loans, savings, money management, business plan development, auto care, job interview techniques, dressing for success, etc. Also will facilitate citizenship, GED and ESL classes.