

**Public Health Improvement program – HSR 9 / 10
NPHW initiative: Overview**

National Public Health Week 2007 was observed this past week from April 2-8. This years theme was “Take the First Step! Preparedness and Public Health Threats: Addressing the Unique Needs of the Nation’s Vulnerable Populations.” Involved in NPHW, were, the Texas Department of State Health Services, the American Red Cross and the El Paso City-County Health & Environmental



On **Monday, April 2nd**, mothers with children living in the household were targeted. In collaboration with 23 “promotores” from the CASS program at EPCC, DSDHS and EPCCHED, reached out to 200 project units from the El Paso Housing Authority (Kennedy projects, Sazzar projects). In addition, outreach education was presented by Yuri Orozco (DSHS) and Ishah Coleman (EPCCHED) to the women of the Mujer Obrera program. NPHW also reached out to the region. Brochures on “preparedness” information were mailed out to the DSHS field regional clinics: Marfa, Big Spring, Brady, Sonora, Alpine, Presidio and Van Horn.

On **Tuesday, April 3rd**, Preparedness information packets, derived by EPCCHED, were distributed to the Paso del Norte food bank.

After a week of educational and outreach activities, the targeted vulnerable populations are better informed about how to take the first step toward preparedness. In addition they now know where they can go to get reliable information, thanks to all the individuals who participated. A special thanks to all the promotores, Red Cross, EPCCHED-CHP, DSHS staff (Tobacco, OBH, ERT) whom without, spreading the message of this initiative, would have been limited.



National Public Health Week
April 2-8, 2007

On **Wednesday, April 4th**, the focus was to target “hourly workers and employers”, however, a local media campaign was implemented through public radio announcements and television news interviews, which were used as a vehicle to help increase awareness among the targeted communities. We’d (PHI Staff) like to thank Bea Martinez (DSHS-ERT), Joanne Bates, Irene Rivas (EPCCHED), and Mark Matthys (Red Cross) for their appearances on local news channels to promote NPHW.



On **Thursday April 5th**, the focus was to target schools K-12th. In the initiative, three school districts were targeted by health educators from LHD and DSHS who presented “Preparedness & Pandemic Flu” presentations to school staff and volunteer parents. The educa-

tors included, Becky Zima (DSHS-Tobacco), Amanda Stout (DSHS-ERT), Joy Truesdale (DSHS-OBH), Ishah Coleman (EPCCHED-CHP) and Yuri Orozco (DSHS-PHI).

On **Friday April 6th**, DSHS/Public Health Improvement program sponsored a NPHW event. Social Service representatives, who work with individuals with special healthcare needs, were invited to attend the “*Preparedness and Vulnerable Population*” presentations.



The presentations covered : *Behavior Health in a Disaster* (Project Hope); *Preparedness and Special Populations* (Charles Simien/EPCCHED-CHP); and *Pandemic Flu and the Schools* (Joy Truesdale/DSHS-OBH). In attendance were 21 Social Service representatives. After reviewing the evaluation forms a descriptive report was derived

(Fig. 1).

Evaluation Breakdown of April 6th event (Fig.1)

- 82% strongly agreed (SA) the goals were clearly defined
- 82% SA the objectives were met
- 82% SA the presentations were informative
- 72% SA the presentations were worth their time and energy
- 82% SA they, now, have a better understanding of the subjects covered
- 82% SA they had not participated in any other NPHW event