

Prepared by Roma Ferriter on 2/25/2015

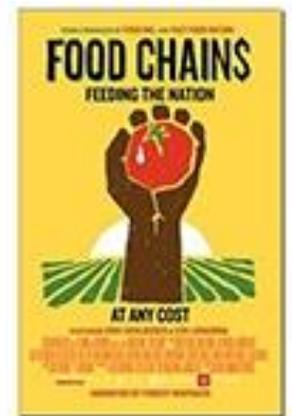
## February 2015

### Highlights:

#### The Western Forum for Migrant and Community Health Advancing Health Equity Through Community Action

Luzmam Vigil from the Community Engagement Department attended The Western Forum for Migrant and Community Health in San Diego on February 23-25. This annual conference brings together health professionals from migrant and community health centers and allied organizations for the purposes of education and training, information and resource sharing, and program and policy development.

At the conference Luzmam participated in panel presentation to discuss the new documentary film **Food Chains**. A screening of the groundbreaking new documentary *Food Chains* was showcased on February 24th. From executive producers Eva Longoria and Eric Schlosser, *Food Chains* exposes the oppressive conditions that migrant farm workers endure in the U.S., and profile the work that the Florida-based farm worker advocacy group Coalition of Immokalee Workers has undertaken to address farm worker abuse and exploitation. Smriti Keshari, co-producer of the film, facilitated the panel which discussed the current conditions of farm workers in San Diego. Luzmam's expertise on the current conditions and challenges of migrant workers in North County San Diego contributed to the panel discussion.



#### San Marcos State of the City/Chamber Installation Luncheon

North County Health Services (NCHS) was presented with an award for 2014 Business of the Year by the San Marcos Chamber of Commerce at the City/Chamber Installation Luncheon on February 24, 2015. The award was given by the Mayor San Marcos, Jim Desmond. It is a great honor to be recognized as one of the largest and most significant employers in San Marcos. NCHS Board members and key staff attended the luncheon to network, accept the award and hear the accomplishments and future plans of San Marcos.

#### Partnership with CSUSM for a Cultural Competency Project

California State University, San Marcos Anthropology Professor, Konane Martinez and NCHS Director of Community Engagement, Roma Ferriter are working together to conduct an assessment of Culturally and Linguistically Appropriate Services (CLAS) within North County Health Services. The CSUSM Anthropology class will be implementing two focus groups of 10 staff each and a survey to the staff at large. This assessment will collect information from patients and from staff to determine NCHS' current level of performance in cultural competency. This assessment will provide a valuable snapshot of the NCHS' strengths and weaknesses, as well as opportunities for improvement. This project will be implemented in March 2015.

## **CSUSM Annual Report to the Community**

NCHS Board members and key staff attended the CSUSM Annual Report to the Community in February. This event drew hundreds of County Leaders to network and hear the accomplishments of CSUSM. Dr. Karen Haynes, President of CSUSM hosted her annual report, telling of community leaders "CSUSM is the place for all students who want to pursue a college education. "We are a model of best practice for serving students who thought, or perhaps were told that college wasn't a place for them. Today, more than 13,000 students attend CSUSM, with as many as 2,600 completing a degree program annually.

*Photo of Dr. Karen Haynes*  
**President of CSUSM**



## **Volunteer Program:**

### **Volunteer showcase:**

Andrew Gerenraich, MyHealth Champ Volunteer is being recognized for leadership. Andy started volunteering in December 2014 and has already taken initiative by helping new volunteers get acquainted with the process of assisting patients sign up for the MyHealth Web portal.

Andy is a student of CSUSM and is applying to medical school.



*Photo of Andrew*  
*Gerenraich, MyHealth*  
*Champ Volunteer*

- On boarded two new volunteers for the following departments:
  - Health Information - MyHealth Champ
  - Outreach and Enrolment
- NCHS currently has 7 active volunteers and there continues to be an overwhelming response of individuals inquiring to volunteer.
- Roma Ferriter attended a training called "Volunteers Working for Nonprofits: Understand the Legal Risks & Possible Liabilities". This training further validated the use of volunteers are widespread through nonprofits.
- The Community Engagement Department is hiring a Volunteer Coordinator to take the Volunteer Program to new heights under the direction of the Director of Community Engagement, Roma Ferriter.

## **Emerging Developments:**

### **Car Seat Safety Keep 'Em Safe Program**

- The Community Engagement department is collaborating with Women's Health to host two Keep Em Safe classes in May 2015. This program programs important information for families on the recommendations for car seats through childhood and provides a FREE car seat to participants of the class. This program will provide FREE car seat installation training to families. This program is funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

### **NCHS Community news & events email**

- In collaboration with the Communications Department, an effort is being made to develop a Community Partners email list to actively engage with our community and make them aware of NCHS news & events. We plan to craft, design and send our first email by end of March sharing the news of the Opening of Mission Mesa Pediatrics so they can more easily spread the news amongst their audiences and those they serve.

### **Expanding Feeding America partnership**

- Erica Eacott, NCHS Clinic Manager of La Mision connected with Roma Ferriter on the need to help patients for food support. Erica has learned LaMision patients have a challenge being compliant in taking their medication. Patient's stated they need to choose between purchasing food and medicine. At this time, we are exploring a pilot project to provide healthy fresh food to a cohort of 20 diabetic patients at a monthly group visit. Data will be collected to measure health outcomes in this "food as medicine" project. **Update:** Funding opportunities are being explored from multiple avenues.

## **Promising Connections:**

- **Council of Community Clinics (CCC)** – Community Engagement and Communications are collaborating and working closely with Gary Rotto, Director of Health Policy and Strategic Communications at the Council of Community Clinics, and are developing an Advocacy Plan, by early March, for NCHS to be involved in activating our stakeholders to advocate for us and health centers throughout the year.
- **Immigrant Legal Resource Center, Sacramento**  
Melissa A. Rodgers, Director of Programs Immigrant Legal Resource Center (ILRC) contacted NCHS to asses need for their services. The ILRC, is a support center for technical assistance on immigration law. To date, across the Central Valley and eastern Contra Costa County, the ILRC has trained health care and service providers on appropriate responses to allay immigrant fears around using health care, as well as on immigration status options that may be available to their patients. The Community Engagement Department connected with Melissa on the potential to train NCHS outreach and enrollment staff on legal issues that immigrants face as well as how immigration status affects access to certain health benefits, and how health and safety issues can affect immigrants' eligibility for specific immigration statuses. At this time, Melissa is approaching a local funder to support the trainings so they could provide it to NCHS free of charge.

## **Agricultural Health Program Summary and Efforts:**

**Purpose: Implement strategies to increase agricultural population patient visits in the NCHS clinics.**

Luzmam Vigil, Agricultural Health Program Coordinator is well-known in the community as a valuable resource for the agricultural population. Luzmam has developed relationships with numerous nurseries to reach the agricultural population including:

- Mountain Meadow Mushroom Farm, Escondido
- Lucky Farms, Oceanside
- Pardee Nursery, Oceanside
- Altman Plant, Vista
- A&G Nursery, San Marcos

At these nurseries, Luzmam coordinates health presentations, NCHS outreach, flu shots clinics and other services during the workers lunch breaks.

In addition to working with the nurseries, Luzmam participates on the Care Coalition Committee to stay abreast of information regarding this population and be a part of community efforts to outreach. She also engages with the Mexican Mobile Consulate to provide outreach at the events to ensure NCHS has a presence. She stays informed on all immigration law and policy updates to be a resource for this population.

Luzmam has also initiated a partnership with Feeding America that has resulted in an ongoing Food Distribution which occurs every first and third Wednesday of the month. Luzmam strategically placed this Food Distribution in a rural part of San Marcos near multiple nurseries. Luzmam coordinates a team of volunteers/Promotoras who set aside hundreds of boxes of food for the agricultural workers to walk over during lunch break to pick up. This distribution attracts over 200 community members and 100 migrant workers twice a month. NCHS has also strategically placed outreach tables and staff to connect with individuals during this time. Luzmam has also coordinated Health Fairs at this site to capture this captive audience.

In February 2015, Luzmam worked closely with Adriana Paulson while on the planning Committee for the North County Latino and Migrant Parent Conference. Luzmam was the lead and contact for the exhibitors and agencies that had registered to have a table of resources for migrant parents. Luzmam ensured NCHS had a strong presence at this event.

**Community Outreach/Engagement Upcoming events:**

**March 2015**

\* Board appropriate events highlighted in blue. If available, flyer is attached for more details. Calendar is subject to change.

Please feel free to contact Roma Ferriter, Community Engagement Manager for more details at 760-736-8685.

Date	Event	Purpose	Target Audience	Representation
3/3/2015	Carlsbad Library Outreach	NCHS resources and health insurance outreach	Carlsbad Community	Outreach Team; PRS
3/4/2015	Food Distribution - Agricultural Health Program, San Marcos	Provide healthy food; health resources for Agricultural population	San Marcos Agricultural workers	Agricultural Program; Outreach Team; Women's Health; Family Planning
3/4/2015	San Marcos Library Tabling	NCHS resources and health insurance outreach	San Marcos community	Outreach Team; PRS
3/5/2015	Ramona Library Tabling	NCHS resources and health insurance outreach	Ramona Community	Outreach Team
3/5/2015	Encinitas Library Tabling	NCHS resources and health insurance outreach	Encinitas Community	Outreach Team; PRS
3/10/2015	Cal State Wellness Fair	NCHS resources and health insurance outreach	Cal State Community	Outreach Team; PRS
3/10/2015	San Diego North Economic Development Summit Breakfast	Opportunity to connect with North County Community	North County Community	<b>Key staff and Board members attending</b>
3/12/2015	San Marcos Middle School Resource Fair	NCHS resources and health insurance outreach	San Marcos community	Outreach Team; PRS
3/13/2015	Brother Bennos, Oceanside	NCHS resources	Homeless	Outreach Team; PRS
3/17/2015	Carlsbad Library Outreach	NCHS resources and health insurance outreach	Carlsbad Community	Outreach Team; PRS
3/18/2015	Food Distribution - Agricultural Health Program, San Marcos	Provide healthy food; health resources for Agricultural population	San Marcos Agricultural workers	Agricultural Program; Outreach Team; Women's Health; Family Planning
3/18/2015	San Marcos Library Tabling	NCHS resources and health insurance outreach	San Marcos community	Outreach Team; PRS
3/19/2015	Ramona Library Tabling	NCHS resources and health insurance outreach	Ramona Community	Outreach Team
3/19/2015	Encinitas Library Tabling	NCHS resources and health insurance outreach	Encinitas Community	Outreach Team; PRS