



**Bi-National Health Week in Missouri:  
Celebrations in the Tri-county Area of  
Lincoln, Warren, and St. Charles Counties  
2007-2010**

Mary Meinhardt

# AGENDA

- Small Beginnings in 2007 Through the 2009 Celebration
- Benefits over Four Years
- Looking Toward the Future
- Questions

# 2007 through 2009



2007 BHW National Poster

In July 2007, after a Cambio de Colores Conference and with encouragement from the Mexican Consul, a very small group of passionate people began planning a health fair for the Hispanic Community in the counties of Lincoln, Warren, and St. Charles, for the month of October.

# 2007 through 2009

## The first year was labor intensive:

- Involving research regarding area resources, networking, & obtaining financial and informational support
- Reserving an appropriate building
- Advertising/constant revisions/ Hispanic media
- Developing directions to the facility
- Developing procedures and goals

## Vital Components:

- Advice and mini-grants from Alianzas and the Mexican Consul
- Telephone assistance from well established resources to local health providers
- Passion/persistence/open mindedness and faith that it will all work out
- Emphasis on quality and need for service vs. numbers of people present
- Latina input/family oriented activities/live music/food tickets

# 2007 through 2009



## 2007 Accomplishments (October 20, 2007)

- 28 different vendors
- 8 different interpreters from LAMP (Language Access Metro Project)
- Features:
  - Dental screenings, Diabetes testing and education, Health information for seniors, Bone density and breast health education, Cholesterol testing (30 given), Blood pressure screenings, Nutrition information
- Special Areas for:
  - Children's activities, Food, Music
- Bingo cards and food tickets for Completion of Surveys
- Approximately 100 guests and about 100 vendors/volunteers attended
- Six different countries were represented: Mexico, Columbia, Honduras, Uruguay and Peru

# Bingo Card

## An Important Component of our Fairs

 <b>Bi-National FAIR</b>			
1	 American Red Cross	11	HealthCare USA 
2	 Cinder	12	Mercy CarePlus 
3	 ProVestWest	13	WellCare
4	 Delta Center for Independent Living	14	dcil! 
5	Logan College	15	Aspire Beauty Academy
6	HealthKare Solutions	16	US Legal Services
7	Bridgeport Dental	17	St. Charles Community College
8	Rehabilitation Services for the Blind	18	LAMP 
9	Doctor Review	19	Children's Activities (outside) Parents as Teachers - Trice Lowe's Carrisa Pellicer - Bilingual Daycare
10	UNIVERSITY OF MISSOURI  Extension	20	Alianzas Alianzas Instituto de los Mexicanos en el Exterior

 <b>Bi-National FAIR</b>	
Name/Nombre: _____	
County/Condado: _____	
Lincoln St. Charles Warren Other/Otro: _____	
Country of Origin/Pais de Procedencia: _____	
<b>Services &amp; Providers</b>	
Arthritis - 3, 4, 5, 6 Back Pain - 3, 4, 5, 6 Blood Pressure and/or circulation - 3 Blood Glucose - 3, 4 Cancer - 8 Children services - 20 Cholesterol - 2 Dental Health - 7 Depression - 2 HIV/AIDS - 1	Immigration & Language - 16, 17, 18 Overweight, obesity - 2, 10 Sexually transmitted diseases - 1 Skin care - 15 Stress, anxiety, and/or exhaustion - 2 Substance abuse - 2 Vision - 8 Senior services - 14 Health insurance - 11, 12, 13
Thank you for participating in our 2 <sup>nd</sup> Annual Bi-National Health Fair! Gracias por participar en nuestro 2 <sup>o</sup> Anual Bi-Nacional Feria de Salud!	
Translators from LAMP are here to assist you with your communication needs. Traductores de LAMP estan aqui para ayudarte con tus necesidades de comunicacion.	
Funding for the Bi-National Fair is generously provided by:	
	
A program of the University of Missouri Extension and the University of Missouri-Kansas City Institute for Human Development	Design Services Complements of 

# 2007 through 2009



## 2008 Accomplishments (October 4, 2008)

- Over 20 different vendors
- All the major health care providers were represented
- LAMP again provided eight different interpreters
- More diverse screenings were provided
- Physician was on hand to review the screening results
- A blood drive attracted 24 potential donors, 17 actual donors, 12 first timers and 85% were Hispanic/Latinos. 65% of the blood was Type O
- Continuation of our Bingo card/food tickets for surveys
- Mexico, Chile, Peru, Bolivia, Puerto Rico, & Guatemala were represented as well as some Anglos
- 10 follow up visits were scheduled with Crider Health Center, which had obtained status as a Federally Qualified Health Center.

# 2007 through 2009



## 2009 Accomplishments (October 10, 2009)

- Free Flu shots were provided to 300 adults and 125 children (previously we offered shots for a fee)
- LAMP again provided volunteers
- Bridgeport Dental performed screens on 50 attendees
- Crider Health, Christian Hospital Diabetes Institute and Progress West Hospital used blood glucose screenings for 120 people with several having life threatening conditions.
- 95 attendees received cholesterol screenings with nearly 1/3 of those needing follow up treatment.
- Many attendees were interested in talking with our physicians (3)
- A number of un-employed “Anglos” also came to the health event because they could not afford the services offered
- Food, music, and children’s activities were also included.
- 500 adults and 500 children attended the event.



# Hidden Benefits of Our Four Year Commitment

- Awareness of the absences of some service or it's inaccessibility to immigrant families.
- Gathering or development of literature/resource lists in Spanish that individual agencies may not have had before.
- Efforts to hire bilingual therapists, receptionists, nurses or doctors in addition to more openness or knowledge about how to obtain trained interpreters to help immigrants to access services.
- A "network" of friendly souls (only some of whom are in the health fields) whereby we can advertise events or ask for help in solving area problems.

# Hidden Benefits of Our Four Year Commitment

- Through the emphasis delineated by the Bi-National Health Week Committee and from the information generated by Alianzas and other data gathering, we continue to learn about the needs of the people in our area.
- We are gradually developing an awareness of the Bi-National Health Event in our area among the Hispanic Communities and also with other un-insured groups who are beginning to “look forward” to and “trust” the October Event
- Vendors are beginning to seek us out and to ask the Planning Committee if they might be allowed to participate.

# Looking Forward to the Future: 2010 & Beyond: Lessons Learned and Challenges to Solve

- We have learned the importance of location; easy parking, easy access, “home parish”, size of venue to fit anticipated attendance, ability to create and control the “flow” of traffic. Selection of an appropriate site is now our first step in the process, even before we get the planning group together.
- We are always aware of and hope to provide a safe environment for our guests.
- With increased numbers of people comes less personal interaction and more difficulty in obtaining surveys.
- With free services, such as flu shots, the challenge becomes “how to involve people in the equally important activities such as investigation of the educational information and health screenings.

# Looking Forward to the Future: 2010 & Beyond: Lessons Learned and Challenges to Solve

- We hope to expand services to other events during BHW.
  - Mammography Van
  - ESL (English as Second Language) class emphasis on health.
  - Increased participation of bi-lingual physicians/nurse practitioners
- We hope to address the BHW priorities each year.
- As we continue to participate in this once a year event, we hope that the process leads us all to more collaboration and integration of services for those in need.

# Photos : Calvary Church West



# Photos : Calvary Church West



# Photos : Calvary Church West



# Photos: St. Charles Borromeo





# Bingo Card

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