



BINATIONAL HEALTH COLLABORATION OF LOCAL HEALTH DEPARTMENTS: *SAN DIEGO COUNTY*

ACHIEVING HEALTH EQUITY THROUGH PUBLIC HEALTH PRACTICE

CCLHO/HOAC 2015 Fall Semi-Annual Meeting
Sheraton Hotel, Lajolla
October 16, 2015





WILMA J. WOOTEN, M.D., M.P.H.

- I declare that I have no relevant financial interests to disclose





BORDER CROSSINGS

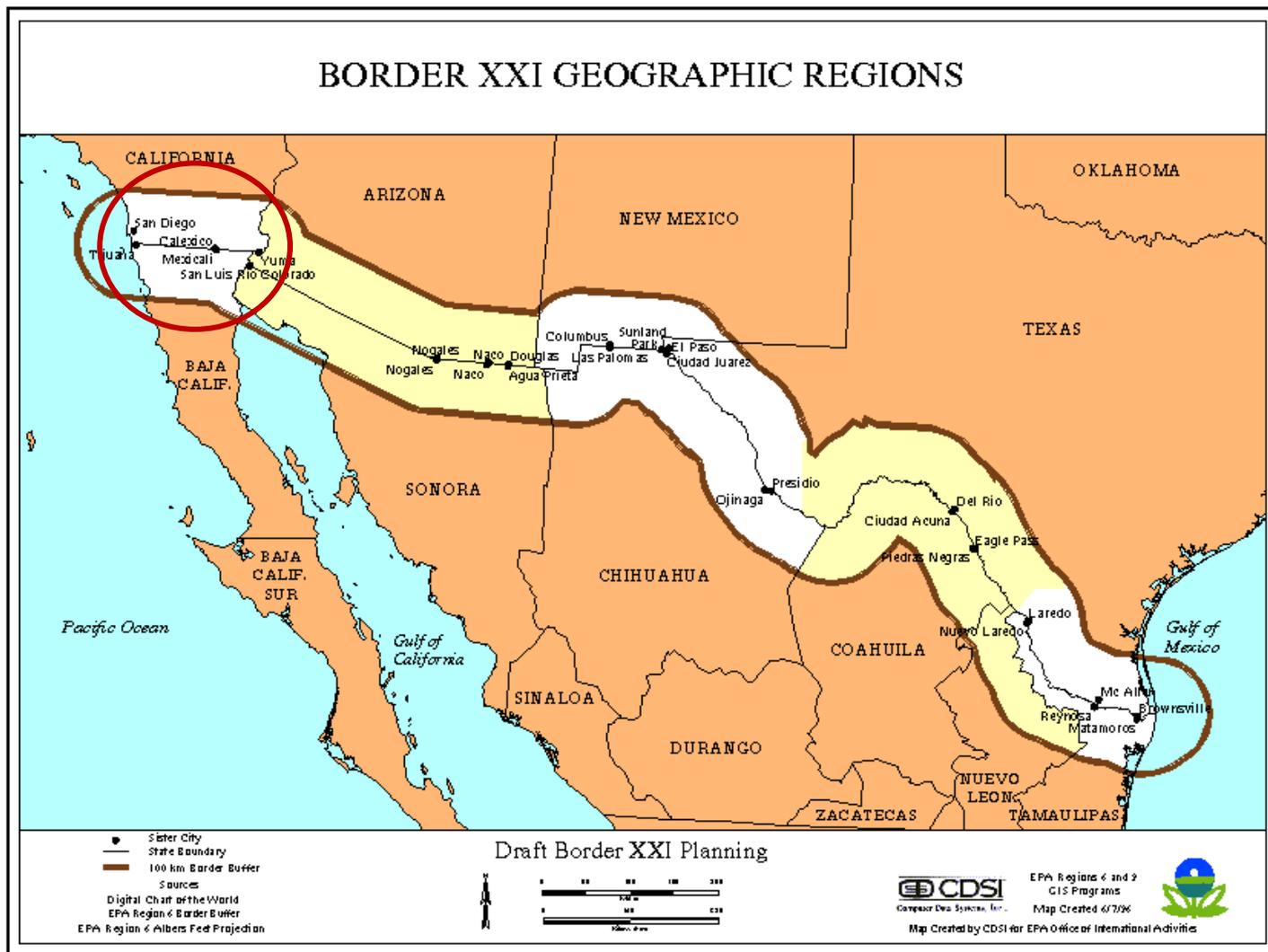


US-Mexico Border Region:

Total Length:
~3,000 km
(1,863 miles)

North/South:
100 km (62 miles)

CA/Baja CA:
322 km (200 miles)



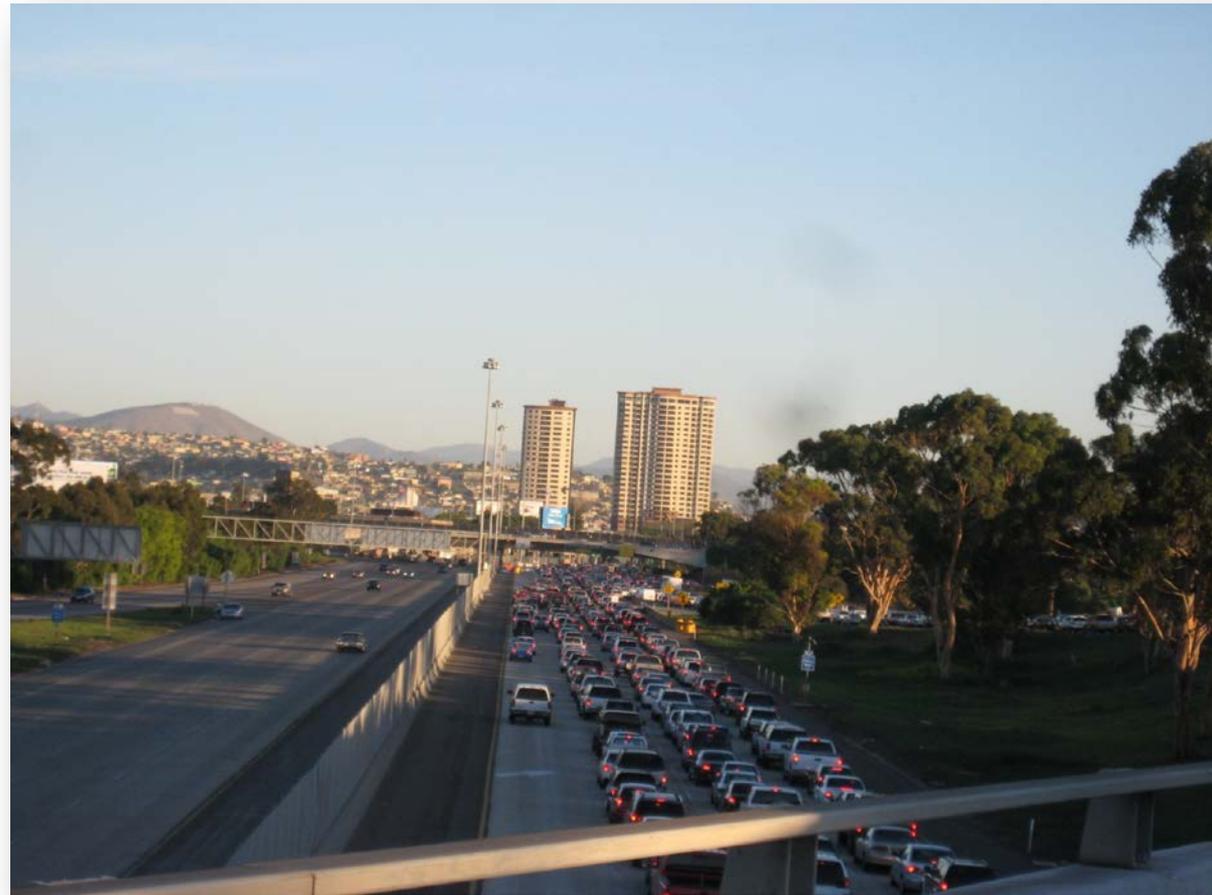
Source: Pan American Health Organization



CALIFORNIA – BAJA CALIFORNIA



- San Ysidro/Mexico point of entry is the busiest international border crossing in the world.
- ~35,000 Northbound Cars each day
- ~25,000 Northbound Pedestrians each day



Sources: US Department of Transportation, SANDAG

OFFICE OF BORDER HEALTH 22ND ANNIVERSARY



Office Established in February 1993

JUSTINE KOZO



Strengths: Arranger (E)
Maximizer, Woo (I)
Developer, Positivity (P)

JUAN OLMEDA



Strengths: Achiever, Focus,
Responsibility (E)
Developer, Relator (P)



PURPOSE: OFFICE OF BORDER HEALTH



- Facilitate communication, coordination, and collaboration between U.S. and Mexico agencies, including County branches, regarding complex, multi-agency international border health issues.
- Increase awareness about border health priorities.



OBH IS PART OF PHS ADMINISTRATION;
CHIEF REPORTS TO THE PHO



KEY BORDER HEALTH PARTNERS



■ International

- US-Mexico Border Health Commission (Mexico), ISESALUD BC, etc.



■ Federal

- Centers for Disease Control – Division of Global Migration and Quarantine (**staff co-located within our Public Health Department**), US-Mexico Border Health Commission



■ State

- California Department of Health, Office of Binational Border Health, UC Berkley Health Initiative of the Americas (**staff located within our Public Health Department**)



■ Community

- Project Concern International, International Community Foundation, San Diego Universities, and more!



EXAMPLE



 LIVE WELL
SAN DIEGO

EXAMPLES: BINATIONAL COLLABORATIONS



COMMUNICATION, COORDINATION, AND COLLABORATION



MEETINGS

- Quarterly Border Health meetings
 - Updates from internal County branches and key partners (CDC, COBBH)
 - Serves to brief H.O.,
 - Serves to brief regional representative to the COBBH Advisor Board member (Barbara Jimenez)

PARTICIPANTS

- PHS Admin
- EISB
- EMS
- HSHB
- MCFHS
- TB
- COBBH
- CDC

Wanted to focus on Obesity; then attend the Texas Medical Association leg day in DC.



BORDER HEALTH CONSORTIUM – SAN DIEGO MEETINGS:



- **Objective:** To bring together governments (SD and Imperial Counties), academia, healthcare and nonprofit organizations to address health priorities in the border region, network and share information with one another (February 2011)
- **Goals:** Communication, Collaboration and Coordination; Charter is in place.
- **Meetings:** Bi-monthly meetings in San Diego
- **Support:** provided by the County of San Diego, Public Health Services & CDPH Office of Binational Border Health
 - Steering Committee provides oversight





BORDER HEALTH CONSORTIUM OF THE CALIFORNIAS – BINATIONAL MEETINGS:



■ Purpose:

- Networking with Baja CA
- Trainings & capacity building
- Information dissemination
- Elevating key border health issues to ultimately impact policy

■ 4 Work Groups:

- HIV, TB, Obesity, Mental Health

■ Meetings: Semi-annual binational meetings (California & Baja California)

■ Support: provided by the County of San Diego, Public Health Services, CDPH Office of Binational Border Health & US-Mexico Border Health Commission

- Binational Executive Committee provides oversight
- Barbara Jimenez is one the reps





COUNTYWIDE INITIATIVE

- Supports Helen's audacious goal to be the "best county government."
- One of my annual performance evaluations
- **PHS: Binational Strategic Plan**



2015-2020 STRATEGIC PLAN

VISION: A region that is Building Better Health, Living Safely and Thriving
Live Well San Diego

MISSION: To efficiently provide public services that build strong and sustainable communities

VALUES: Integrity, Stewardship and Commitment

STRATEGIC INITIATIVES: By focusing our priorities through Strategic Initiatives we will continue to advance the County's Vision of Live Well San Diego

- HEALTHY FAMILIES:**
 - San Diego County has fully optimized its health and social service delivery system to make it an industry leader in efficiency, integration and innovation
 - Provides the implementation of a service delivery system that is sensitive to those individuals who have been affected by traumatic circumstances
 - Every resident has the opportunity to make positive healthy choices that reduce preventable deaths
 - Strengthen the local focus on nutrition assistance for those who need it
 - The County makes health, safety and thriving a focus of all policies and programs through internal and external collaboration
 - Pursue policy change for healthy, safe and thriving environments with a special focus on residents who are in our care or rely on us for support
 - Leverage internal communication resources, secure groups, and social media to enhance employee understanding of Live Well San Diego
- SAFE COMMUNITIES:**
 - Make San Diego the most resilient community in America and encourage and promote residents to take important and meaningful steps to protect themselves and their families for the first 72 hours during a disaster
 - Make San Diego the safest urban county in the nation
 - Improve the quality of life for all residents
 - Expand data-driven crime prevention strategies and utilize current technologies to reduce crime at the local and regional level
 - All San Diego youth are protected from crime, neglect and abuse
 - Strengthen our prevention and enforcement strategies to protect our youth from crime, neglect and abuse
 - The regional criminal justice system achieves a balance between accountability and rehabilitation
 - Fully implement a national research model that reduces crime by holding offenders accountable while providing them access to rehabilitation
- SUSTAINABLE ENVIRONMENTS:**
 - San Diego is a global region with planning, development, infrastructure and services that strengthen the local economy and business confidence
 - Provide and promote services that increase occurrence and resiliency of the region
 - Enhance the quality of the environment by focusing on sustainability, pollution prevention and strategic planning
 - Cultivate a natural environment for residents, visitors and future generations to enjoy
 - Foster an environment where residents engage in recreational interests by enjoying parks, open spaces and outdoor experiences
 - All residents engage in community life and civic activities
 - Create and promote diverse opportunities for residents to exercise their rights to be exactly engaged and finding solutions to current and future challenges
- OPERATIONAL EXCELLENCE:**
 - San Diego is the best managed county in the nation
 - Align services to available resources to maintain financial stability
 - San Diego County is the best in the nation for providing exceptional customer service
 - Provide modern infrastructure, innovative technology and appropriate resources to ensure superior service delivery to our customers
 - Strengthen our customer service culture to ensure a positive customer experience
 - San Diego County is the best place to work in the nation
 - Develop, maintain and attract a skilled, adaptable and diverse workforce by providing opportunities for our employees to feel valued, engaged and trusted

VALUES: In recognition that "The noblest motive is the public good," we are dedicated to Excellence in all that we do

INTEGRITY: Character First

- We maintain the public's trust and
- We are accountable to each other and the public for providing service and value
- We uphold the law and effectively manage the County's public facilities, resources and natural environment
- We accept personal responsibility for our conduct and obligations
- We will ensure responsible stewardship of all that is entrusted to us

STEWARDSHIP: Service Before Self

- We are accountable to each other and the public for providing service and value
- We uphold the law and effectively manage the County's public facilities, resources and natural environment
- We accept personal responsibility for our conduct and obligations
- We will ensure responsible stewardship of all that is entrusted to us

COMMITMENT: Excellence in all that we do

- We work with professionalism and the best of the industry
- We make a positive difference in the lives of our residents
- We support a diverse workforce and inclusive culture by embracing our differences
- We practice civility by fostering an environment of courteous and appropriate treatment of all employees and the residents we serve
- We promote innovation and open communication

STRATEGIC FRAMEWORK

VISION: A region that is Building Better Health, Living Safely and Thriving
Live Well San Diego

VALUES: Integrity, Stewardship and Commitment

STRATEGIC INITIATIVES: Healthy Families, Safe Communities, Sustainable Environments, Operational Excellence

GENERAL MANAGEMENT SYSTEM

C PLANNING AND THE GENERAL MANAGEMENT SYSTEM: Strategic planning process is an ongoing activity. We revisit our Strategic Plan annually and make adjustments to ensure that the priorities articulated in the Strategic Plan reflect the changing environment, economy and the County's needs. The Strategic Plan is the first element of the County General Management System (GMS), an annual and a disciplined approach to managing government for maximum efficiency and effectiveness. For more on this award-winning system, visit www.sandiegocounty.gov/gms.html.

VALUES: Integrity, Stewardship and Commitment



TUBERCULOSIS

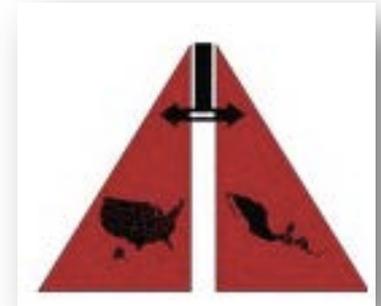


■ CURE TB Program

- Program dedicated to continuity of care for TB patients & their contacts who travel between the US & Mexico

■ Cross Jurisdictional Sharing

- Binational MOA to support a comprehensive TB Control strategy in the California-Baja California border region – **signing ceremony on 6/19/15**
- Partners: County of San Diego and Imperial Counties Health Department, Secretary of Health for the State of Baja California, Puentes de Esperanza, and the International Community Foundation



Featured Right:

Dr. Hector Zepeda Cisneros, Tijuana Public Health Officer,
Dr. Wilma Wooten, San Diego County Public Health Officer
and Dr. Rodolfo Paulin Velasco, Deputy Secretary of Health
of the State of Baja California

EPIDEMIOLOGICAL BINATIONAL COMMUNICATION



- County of San Diego, Epidemiology Branch & CDPH, Office of Binational Border Health – Binational communication and information exchange on infectious diseases of concern
 - 2013: Rise of Meningococcal disease
 - 2014: Ebola
- County of San Diego 2015 Annual Vector-Borne & Zoonotic Disease Meeting (4/23/15) – Baja CA Colleagues were invited and attended
- Invited Baja CA staff to trainings
- CDPH recently coordinated quarterly binational Epidemiology meetings

Outbreaks helped to increase collaboration

The screenshot shows the KPBS website interface. At the top, there are navigation links for Listen, Watch, Schedules, and Programs. Below these are dropdown menus for News, Arts & Culture, Family, and Living. A prominent orange banner reads: "SPECIAL COVERAGE: KPBS Evening Edition will broadcast live at 5 p.m. from the U.S. Consulate in Hanoi, Vietnam, for the Fall of Saigon. KPBS-TV: Cable 11, Cox 1011, Time Warner 15-1." The main headline is "Third Case Of Meningococcal Disease Reported In San Diego County". Below the headline is a sub-headline: "Health Officials Working To Determine If San Diego Cases Are Linked To Tijuana Outbreak". At the bottom of the article preview, there are social media sharing options for Facebook, Twitter, Email, and Comments. The date "Saturday, March 23, 2013" is visible at the very bottom.





QUESO FRESCO TASK FORCE

- Establishes and enforces a personal use limit, at U.S. ports of entry, to reduce the commercial trafficking of high-risk, raw-milk cheese.
- Conducts periodic surveillance, messaging
- January 27-February 2, 2009
 - Seized 17,878 lbs. cheese
 - 90% was unmarked
 - 15,000 brochures distributed





OTHER BORDER/BINATIONAL ACTIVITIES



MEETINGS

- Annual meeting with **Customs and Border Protection (CBP)**, in collaborations with CDC
 - Last meeting: Nov 2014 - Reviewed strategies in place to response to Ebola
 - OES replicated with other agencies

- Meetings with **Tijuana health officers**
 - Met twice in 2014 (prior HO) (MX & US)
 - Twice in 2015 (Dr. Zepeda) – FTF and teleconference





MEXICAN CONSULATE

- **Binational Health Week**
 - 2nd week of October every year
 - Supervisor Cox issued a 2015 proclamation.
 - Held the related 3rd Annual **“Walk for Health”**

- **Special Binational Projects**
 - Binational Obesity and HIV symposiums and conferences





CALIFORNIA – BAJA CALIFORNIA: BORDER HEALTH OVERVIEW



 LIVE WELL
SAN DIEGO

HHSA OFFICE OF BORDER HEALTH

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