Ventanilla de Salud Program

A reliable partner for fostering Hispanic’s preventive health

March 8th, 2012
VENTANILLA DE SALUD PROGRAM OUTLINE

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• Mexicans are the largest population of Hispanic origin living in the United States, accounting nearly three quarters (63%) of the U.S. Hispanic population in 2010.

• In 2010, there were an estimated 31.8 million Hispanics of Mexican origin residing in the United States in 2010.

• During the last decade, the population of Mexican origin living in the U.S. increased by 54%, growing from 20.6 million in 2000 to 31.8 million in 2010. This numeric change of 11.2 million was the largest of all other Hispanic groups.

• 61% of foreign-born Hispanic youths (ages 16-25) lack health insurance, compared to 31% who were born in the United States.

• One-third (34%) of Mexicans residing in the United States do not have health insurance.

• Most immigrants from Mexico (64%) arrived in the U.S. in 1990 or later.
• 23% Mexican immigrants are U.S. citizens.
• 36% of Mexican in the United States are foreign born.
• The median age of Mexicans is 25.

VDS a program in the Consular network

Consular Network

IME
- Develops programs to empower the Mexican immigrants abroad

Documentation & Protection Services
- Issue documents and brings legal protection

Consulates in US (50)
- +Anchorage, Alaska
A gateway to health care for the population served by the Mexican Consulates
What is the VDS program?

- VDS program provides on-site assistance and outreach to low-income Hispanic immigrant families who may be unfamiliar with the US health system.
How does VDS operate?

Annual funding since 2007

Funding from the Government of Mexico
US $2,000,000.00 (approximately)

Estimated in-kind resources (Consular network)
US $1,000,000.00

Secretary of Health (SSA)

Secretary of Foreign Affairs (SRE)

IME Consular Network

Unidad de Atención al Migrante

Government of Mexico
**Intervention Strategies**

**Individual intervention**
Speak with individuals about their health status, informing them of healthcare opportunities available to them.

**Group wide presentations**
Presentations on various healthcare topics to encourage clients to seek referrals at la Ventanilla.

**Referrals:**
Providing referrals and scheduling appointments at healthcare facilities and centers on behalf of the participants.
Services

Referrals and follow-up on accessing medical services (in order to establish medical homes)

Seguro popular
General and pre-enrollment information

Referrals to free or low-income health programs

Health info sessions

Health insurance assistance

Information services at the mobile Consulates

Diagnostic services, usually through mobile clinics outside the Consulate

Health Fairs

Enrollment events supported by the Consulate

Bi-national Health Week
1. Maximum benefit for the client:

Majority low-income, unfamiliar with US health system.

2. Guarantee protection of clients’ rights

Confidentiality: no sharing information without clients’ consent.

Culturally sensitive.
Collaborative & Multi-sector Model: Partners (lead and local agencies)

Evaluation, close follow-up of results.

Administrated and directed by a local agency dedicated to improve access to health services: Fiscal/lead agency
VDS Operation Organigram

Lead Agency
(Funding for VDS)

Local Partners
(In Kind Resources)

Consulate

VDS
Lead Agencies

• The agency is responsible for the oversight and operation of the VDS program:

• Functions:

  - Commitment
  - Budget planning and Grant seeking
  - Financial Administration (fiscal agent)
  - Administration of Projects and Partners
  - Accomplishment of the VDS objectives
  - Oversee the day-to-day operations

• Experience in Delivery of Health Services
• Communication & Evaluation
Local partners

Concept:
Local Health Services and Advocacy Organizations working together at the Ventanilla de Salud Program.

Functions:
- To contribute in the accomplishment of the VDS objectives
- To embrace VDS approach by increasing access to healthcare
- To bring to the program highly qualified outreach staff providing culturally sensitive services

More than 400 agencies are currently partnering with VDS
Local partners

Services usually provided

- Health education
- Referrals to hospitals, health centers, community clinic
- On-site screenings
- Nutritional programs
- Support groups
- Appointments for screenings/Primary Care
- Health Insurance (information and enrollment)
- Clinic Outreach & Information
Evolution of the program
Currently operating...
VDS state by state

Arkansas

- University of Arkansas Medical Sciences, Fay W. Boozman College of Public health

Douglas: Clinica Chiricahua
- Nogales: Mariposa Community Health Center
- Phoenix: TBC
- Tucson: El Rio Foundation
- Yuma: Campesinos sin Fronteras, Inc.
VDS state by state

California

• Calexico - Neighborhood House of Calexico
• Fresno – Family Health Care Network
• Los Angeles - Altamed
• Oxnard – Ventura County Health Care Agency
• Sacramento – Health Education Council
• San Bernardino – University of Loma Linda
• San Diego – Project Concern International
• San Francisco – Tiburcio Vazquez
• San Jose – The Health Trust
• Santa Ana – Por la Salud y Educación del Migrante
VDS state by state

- Denver – American Diabetes Assoc- Puerto Familia
- Miami: King Davis F.
- Orlando: AMA (tbc)
- Atlanta: Saint Joseph Mercy Care Services

- Boise: St. Luke’s Mountain
- Chicago - Mujeres Latinas en Accion
VDS state by state

- Indianapolis: Wishard Health Services
- New Orleans: Jefferson Physician Foundation
- Boston: Latino Health Institute
- Saint Paul – CLUES
- Kansas City - Samuel U. Rodgers Health Center
- Detroit: Henry Ford

States:
- Indiana
- Louisiana
- Massachusetts
- Minnesota
- Missouri
- Michigan
VDS state by state

- Omaha: One World Community Center
- Las Vegas-REACH
- Albuquerque – Cancer Institute – UNM

Nebraska | Nevada | New Mexico

- New York City: Bellevue Hospital Center
- Raleigh – El Pueblo
- Portland – Wallace Medical Center

New York | North Carolina | Oregon
VDS state by state

**Pennsylvania**

- Philadelphia – Health Promotion Council

**Texas**

- Austin – Area Health Education Center
- Brownsville – Texas A&M – Colonias Program
- Dallas – Area Health Education Center (DFW)
- Del Rio – Quad Counties Council
- Eagle Pass – Quad Counties Council
- El Paso – City of El Paso – Dept. of Health
- Houston – Gateway to Care
- Laredo – City of Laredo Dept. of Health
- Mcallen – National Latina for Reproductive Health
- Presidio – Ector County
- San Antonio - YWCA San Antonio
VDS state by state

- Salt Lake City – Com. Unidas
- Seattle - SEAMAR
- Washington, DC - Hispanic Institute for Blindness Prevention
- Anchorage: Dpt. of Health and Human Services
General results
• Main indicators to measure outcomes:
  • Health information (workshops and one-on-one sessions)
  • Referrals to clinics or community health centers to receive primary care services
  • Screenings (glucose, BP, HIV, cholesterol, etc)
  • Information and enrollment to public programs

More than 1,000,000 individuals have been reached through the VDS
VDS Mobile: a Best Practice for migrant farmworkers
VDS Mobile

- VDS Mobile is a very effective program to reach out these workers specially for those living in areas of difficult or limited access to primary care services.

- VDS Mobile can operate through the Consulate on Wheels Program

- Organization of health fairs or special events to distribute information, provide preventive screenings and one-on-one education

- Promotoras are key actors to disseminate information and provide basic health education.

Some VDS reaching out migrant farmworkers: Calexico, Fresno, and Kansas
Successful Alliances

• **HHS - HRSA**
  
  - (2011) July 28\textsuperscript{th} -29: 1\textsuperscript{st} meeting in Dallas (HRSA Region VI to formalize the collaboration between HRSA / SSA / SRE to work with the VDS network).
  
  - (2012) January 20, 2\textsuperscript{nd} meeting in San Francisco, CA (HHS-HRSA Region IX).
  
  - Promoting preventive health programs from HHS, vaccination campaigns, reinforce training opportunities for VDs staff.
    
    • [http://findahealthcenter.hrsa.gov/Search_HCC.aspx](http://findahealthcenter.hrsa.gov/Search_HCC.aspx)

• **American Cancer Society**

  - Replicate the cancer station model (funding provided from ACS to some VDS sites to provide education and refer to early screenings)
    
    • 1 800- 227-2445 (in Spanish)
Successful Alliances

• NIOSH
  - Development of health education materials on occupational and safety health (2008 – 2012) – Strength work between VDS and protection dpts at the Consulate/Planning of a OSH webinar for VDS

• USDA – FNS

Promoting the programs from the FNS division: Nutrition initiative “My Plate”, SNAP and other FNS programs

• [http://www.choosemyplate.gov/tipsresources/](http://www.choosemyplate.gov/tipsresources/)
• Tentips.html
Successful Alliances

HHS – CDC

• 2010-2011 Influenza vaccination campaign coordinated through the Embassy of Mexico and consular network/VDS (webinar for all VDS, informational fact sheet, videos, coupons for free vaccinations)

• 2011-2012 – Reinforcing the message of getting the flu vaccine and timing of vaccination - Same promotional materials and early distribution of pharmacy coupons for free vaccination through the VDS network

  • [http://www.cdc.gov/flu/about/qa/coldflu.htm](http://www.cdc.gov/flu/about/qa/coldflu.htm)

Successful Alliances

- **Amylin D-Atlas pilot project:**
  Utilization of a Diabetes interactive map in 10 VDS to increase diabetes awareness.

- **LivestrongFoundation – Migrant Clinicians Network:**
  2011 Promotora trainings on Cancer survivorship in several VDS
Accomplishments

• All 50 Consulates in the network have a VDS.

• Sustained support from Government of Mexico to the VDS program

• A specific office space has either been assigned or is under construction for most of the Ventanillas in operation.

• Ventanillas are properly staffed by highly qualified personnel (activities are planned according with schedules, calendars and reports).

• Provision of individualized outreach services
Accomplishments

• Effective partner network

• Periodical meetings with the national partners (Lead Agencies) for the VDS program

• Solid coordination between Lead Agencies/ IME representatives in matters of evaluation, services and funding

• Development of research projects through the VDS
Thank you!
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