



County of San Diego
Health and Human Services Agency (HHSA)
Public Health Services (PHS), Office of Border Health (OBH)

Alicia Espinoza, MPH
Chief, Office of Border Health

Izzybeth Rodriguez-Prats, MPH
Community Health Program Specialist



10/03/2022



COUNTY OF SAN DIEGO OFFICE OF BORDER HEALTH



LIVE WELL
SAN DIEGO



Alicia Espinoza, MPH
Chief, Office of Border Health



Izzybeth Rodriguez, MPH
Community Health
Program Specialist



Victor Ruiz
Partner Relay
Health Promotion Specialist



Juan Olmeda
Staff Support
Retire-Rehire



Vacant
Graduate Student Worker



Vacant
Graduate Student Worker



INTRODUCTION



LIVE WELL
SAN DIEGO

PUBLIC HEALTH IN OUR BORDER REGION



LIVE WELL
SAN DIEGO





COUNTY OF SAN DIEGO OFFICE OF BORDER HEALTH



LIVE WELL
SAN DIEGO

County of San Diego Health and Human Services Agency Public Health Services Office of Border Health

- Inaugurated in 1993
- Focus on cross border communication, collaboration, and coordination at the local level (San Diego-Tijuana)



OFFICE OF BORDER HEALTH



LIVE WELL
SAN DIEGO

KEY PROGRAMS & ACTIVITIES

1. Audacious Goal: Advancing Binational Border Health

2. Queso Fresco

3. San Diego Border Health Collaborative

4. Cross Border Collaboration

5. Partner Relay

6. Infectious Disease Surveillance



1. COUNTY AUDACIOUS GOAL: ADVANCING BINATIONAL BORDER HEALTH



LIVE WELL
SAN DIEGO

GOAL 9 (BORDER HEALTH): Facilitate communication, collaboration, and coordination at the local, State and federal levels in the US and Mexico to address public health issues of mutual concern in the San Diego-Tijuana border region.

Strategy 9.1: Facilitate binational communication and coordination among public health agencies in the United States in order to promote exchange of information and collaborative responses on public health concerns of mutual interest.

Objective 9.1.1: Implement the PHS departmental Audacious Goal to develop a 5-year binational strategic plan to support cross-border collaboration to improve health outcomes in the California-Baja California border region.

- Activities conducted to improve cross-border emergency preparedness collaboration in the California-Baja California border region.
- Collaborative efforts to address obesity and other chronic diseases in the California-Baja California border region.
- Participation in Leaders Across Borders to improve leadership development in the California-Baja California border region.

Objective 9.1.2: Facilitate collaborative activities among County and external partners and serve as a central point of contact for border health information.

- Regular convening of Border Health Consortium of the Californias, the San Diego Border Health Collaborative, and Quarterly Border Health Update meetings.
- Bi-annual convening of San Diego college and university health centers to disseminate key public health updates for students.
- Annual convening of the CDC, Customs Border Protection, and PHS to address border health concerns.
- Bi-annual convening of the Queso Fresco Task Force to coordinate efforts to reduce the adverse public health impact of consuming unpasteurized soft cheese commonly imported from Mexico.
- International visits to PHS including meetings between Public Health Officers in San Diego and Tijuana.
- Activities and number of people reached in San Diego County for Binational Health Week efforts.

Objective 9.1.3: Improve public health and emergency communication with non-English speaking communities in San Diego County.

- Training workshops on public health and emergency preparedness delivered to agencies and partners serving vulnerable and isolated communities.
- Partners participating in the Partner Relay, an approach for communicating information in multiple languages during an emergency.
- Drills implemented to support partner engagement and system efficacy.



3. CROSS-BORDER COLLABORATION



LIVE WELL
SAN DIEGO

Examples Include:

- Convening HHSA leadership with Tijuana counterparts
- Cross border emergency medical services and emergency communication
- San Diego Border Health Collaborative (SDBHC) and the Border Health Consortium of the Californias (BHCC)





4. SAN DIEGO BORDER HEALTH COLLABORATIVE



LIVE WELL
SAN DIEGO

Objective: To address health priorities in the border region, network and share information with one another

Focus: North of the border

Meetings: Bi-monthly meetings in San Diego



SDBHC formed in 2011



5. BORDER HEALTH CONSORTIUM OF THE CALIFORNIAS



LIVE WELL
SAN DIEGO

Purpose:

Knowledge Sharing

Capacity Building

Relationships

Work Groups: HIV, TB, Obesity,

Mental Health, Cancer

BORDER HEALTH
CONSORTIUM OF
THE CALIFORNIAS



CONSORCIO DE
SALUD FRONTERIZA
DE LAS CALIFORNIAS



The BHCC was formed in 2013

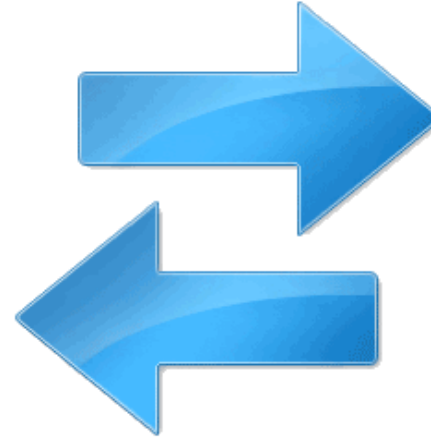


BINATIONAL EMERGENCY PREPAREDNESS



LIVE WELL
SAN DIEGO

- Binational Communications Plan
- Binational Patient Transfers





6. COUNTY OF SAN DIEGO EPIDEMIOLOGY



LIVE WELL
SAN DIEGO

Health and Human
Services Agency,
Epidemiology and
Immunization
Services Branch



**Cross border collaboration examples
include:**

Binational epidemiological surveillance –
binational case reporting

- **Lead:** CDPH Office of Binational Border Health,
Border Infectious Disease Surveillance program

Binational Epidemiology Meetings

- HIV collaboration

Other cross-border related projects:

- Vector-Borne & Zoonotic Disease Meetings
- CURE Tuberculosis “CURE TB”





KEY PARTNERS



LIVE WELL
SAN DIEGO

USA



Federal

- Centers for Disease Control and Prevention
- US-Mexico Border Health Commission
- Mexican Consulate in San Diego

State

- California Department of Public Health, Office of Binational Border Health



Local



- County of San Diego (HHSA and PSG)
- Non-profit Agencies
- Hospitals
- Universities (UCSD, UC Berkley, SDSU)

[UC San Diego](#)

MEXICO

- México Dirección General de Epidemiología
- México-Estados Unidos Comisión de Salud Fronteriza
- US Consulate in Tijuana



- Baja California Secretaría de Salud



- Jurisdicción de Servicios de Salud – Tijuana
- Non-profit Agencies
- Hospitals
- Universities (UABC, COLEF)



MORE THAN PUBLIC HEALTH... BINATIONAL RELATIONS



LIVE WELL
SAN DIEGO

- Respect & patience
- Priorities differ
- Be open to learn from one another
- Start with a clean slate
- Cultural differences
- Levels of formality might vary
- Learn the language



QUESTIONS



Izzybeth Rodriguez-Prats, MPH

Community Health Program Specialist

County of San Diego Health and Human Services Agency, Public Health Services,
Office of Border Health

Email: Izzybeth.Rodriguez@sdcounty.ca.gov

Alicia Espinoza, MPH

Chief, Office of Border Health

County of San Diego Health and Human Services Agency, Public Health Services,
Office of Border Health

Email: Alicia.Espinoza@sdcounty.ca.gov





LIVE WELL
SAN DIEGO

