Master of Public Health
Field Experience Report

EXPLORING FRONTIERS AT THE UNITED STATES-MEXICO BORDER: HEALTH LITERACY COMMUNICATION IN THE U.S.-MEXICO BORDER REGION OF NEW MEXICO AND COORDINATING THE SUMMER 2012 FRONTIER PROGRAM FIELD TRIP IN LAS CRUCES, NEW MEXICO

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Overview

• Scope of Work
• Introducing the Border Region
• *Frontier* Program and project
• New Mexico Department of Health Office of Border Health and project
• Conclusion
Scope of Work

**Frontier Program**
- Based on the New Mexico State University campus
- Aid Michael Bursum, the NMSU Frontier Coordinator
- Visit key sites and meet with instrumental people to coordinate the Summer 2012 Frontier Program field trip to Las Cruces, New Mexico

**NM DOH Office of Border Health**
- Based out of the New Mexico Department of Health Public Health Division SW Region offices in central Las Cruces, NM
- Understand how to target health information messages to discrete demographic groups at the U.S.-Mexico Border Region of New Mexico
U.S.-Mexico Border Region

- Diverse area where many cultures and traditions are apparent and in practice today
- Fast-growing population on both sides of the border
- The population involved may be in a state of fluctuation at all times; moving back and forth across international borders
Dairy Experience

Alien
An individual who is not a U.S. citizen or U.S. national.

Immigrant vs. Nonimmigrant

Illegal Alien
Also known as an "Undocumented Alien," is an alien who has entered the United States illegally and is deportable if apprehended, or an alien who entered the United States legally but who has fallen "out of status" and is deportable.
Health Issues at the Border

According to the U.S. Health Resources and Services Administration, if the border region were to be made the 51st state, the U.S.-Mexico border region would:

- Rank last in access to health care;
- Second in death rates due to hepatitis;
- Third in deaths related to diabetes;
- Last in per capita income;
- First in the numbers of school children living in poverty; and
- First in the numbers of children who are uninsured.
Frontier Program

An interdisciplinary program for the historical studies of border security, food security, and trade policy
Frontier Program
Summer 2012 Field Trip

• Immigration Policy and Human Rights: Perspectives from Border Communities conference
• Tour Santa Teresa port of entry and cattle crossing, the FDA lab, and meet with border officials
• Private meeting at J.H. Rose Logistics, LLC
• Frontier sponsored dinner at La Posta
SUMMER 2012 - Field Trip / Retreat
Frontier Interdisciplinary eXperience

Where: Brindley Hall
179

JUNE 20th, 2012
Destination: New Mexico Southwest Border Region and New Mexico State University

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New Mexico Border Authority
Santa Teresa Port of Entry

Available Services at Santa Teresa:

- Pedestrian Traffic
- Mexican Immigration Services
- U.S. Immigration Services
- Permanent Vehicle Exports
- Temporary Vehicle Export Permits
- Non-Commercial Traffic
- Commercial Traffic
- Livestock
- Customs Brokers
Frontier Program

J.H. ROSE LOGISTICS
We Deliver Excellence
Frontier Program

• Record number of students attended the Frontier Program Summer 2012 Field Trip from universities in Manhattan, Kansas, Las Cruces, New Mexico, and Atlanta, Georgia including domestic and international students
New Mexico Department of Health
Office of Border Health

• Their mission: *improvement of the heath status and health services in the New Mexico/Mexico Border Region and other border-impact areas of the State.*

• Their role: serve as both catalyst and facilitator in ensuring that public health objectives are met in our shared culturally and socio-economically unique Border Region and that necessary preventive and primary health care services are provided to the State’s immigrant and migrant community (especially those from Mexico).
Health Literacy

U.S. Department of Health and Human Services defines health literacy as “the degree to which an individual has the capacity to obtain, communicate, process and understand basic health information and services to make appropriate health decisions,” based on the definition of health literacy in the Patient Protection and Affordable Care Act of 2010.
New Mexico Department of Health Office of Border Health: My Role

- Assess and inventory health media related materials currently being used specifically among Mexican heritage communities living in the border region
- Conduct interviews with individuals and through focus groups to understand where and how health information and messages are received
- Development of an analysis of communication pathways and effective strategies in disseminating public health messages to the targeted constituent groups
Healthcare Service Provider Questionnaire

• Creation of a Healthcare Service Provider Questionnaire
• Visited two healthcare facilities/offices
• Surveyed 10 healthcare providers
Guided Survey Instrument

Creation of a guided survey instrument in English and in Spanish used to collect information from 200 survey participants.
Survey Locations

• Health Fair at Pro Ranch grocery store in Las Cruces, New Mexico
• Jim’s Supermarket grocery store in Hatch, New Mexico
• The Peddler’s Pavilion flea market in Las Cruces, New Mexico
• Las Cruces Department of Health Offices in Las Cruces, New Mexico
• Anthony Department of Health Offices in Anthony, New Mexico
Selected Questions

Do you prefer to receive information in Spanish or English or both?

60% English
21% Spanish
19% Both
Which radio station do you listen to the most?

Percentage of people who listen to Spanish-speaking radio stations that are located in Juarez, Chihuahua, MX

- U.S. radio stations: 47%
- Juarez radio stations: 53%

Number of respondents: 129
Do you watch television?

Which TV station do you watch the most?

How do you receive your television stations?

- Satellite: 37%
- Cable (Comcast, Time Warner): 38%
- Antenna (Converter Box): 25%

Percentage of Respondents
Do you have a house phone line?

- Yes: 35%
- No: 65%

Do you have a cell phone?

- Yes: 85%
- No: 15%

Do you use texting on your phone?

- Yes: 66%
- No: 34%

Do you use the internet on your cell phone?

- Yes: 47%
- No: 53%
Do you use the internet?

Do you use Facebook?

Which specific websites do you go to for health information?

- Other: 22
- WebMD: 17
- Google: 17

Note: Some respondents chose more than one answer.
Do you read the newspaper?

Yes 65%

Do you see or read flyers that are available in your community?

Yes 83%

No 17%

Do you ever read billboards that are along streets and highways?
Selected Questions

Do you know of a promotor/a (community health worker) in your community?

Have you ever been visited by a promotor/a in your community?

- Yes: 10%
- No: 90%
Selected Questions

How do you get health education info?

- My doctor: 98
- My mother, father, grandmother or relative: 31
- Community Health Center: 36
- WIC: 30
- Department of Health: 26
- Flyers: 10
- Newspapers: 7
- Promotoras: 8
- Neighbors: 9
- Health Fair: 10
- Word of mouth: 12
- Magazines: 18
- School: 20
- Natural Healers: 1
- Billboards: 3
- Hospital: 5

Note: Some respondents chose more than one answer.
Selected Questions

Have you ever heard any announcements about health on the radio?

Have you ever heard any announcements about health on television?

Have you ever seen any announcements in the newspaper?

- Yes: 29%
- No: 71%
Interpretation and Recommendations

- Promoting the Promotors/as
- Placing advertisements and healthcare information in the newspaper
- Posting additional billboards
- Providing more flyers/postings
Data Conclusions

• Further analyzing data to find trends
• Asking where they want information
• Asking how they found their doctor
• Additional data that could be collected based on this pilot survey
Conclusion

• Interdisciplinary and multifaceted experience

• Experienced unfamiliar challenges that pushed me out of my comfort zone in every aspect of this field experience

• Healthcare, trade and agricultural differences in this dynamic, unique region
References


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