



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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Master of Public Health Candidate

November 20, 2014

Border 2012
Regional Workgroups

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

Wednesday, June 20th: Opening Workshop

Where:
Breland Hall
179

8:00am - Welcome (Dr. Ackleson and Kastner)

8:10-8:30 - Introduction to the border and the "trade-security dynamic" (Dr. Ackleson)

8:30 - Interactive workshop regarding the value of "naïveté thinking" (Dr. Kastner)

4:00pm - End and transition to conference

Wednesday, June 20th
Corbett Center Auditorium, NMSSU
9:30am - 10:00am Panel: Responsible
Discussion on Immigration Policy
with:

- Jason Ackleson (NMSSU)
- Robert Brown, US Customs & Border Protection, US Citizenship and Immigration Services, and Border Coordinator
- Jon Heyman (USDP, Border Security)
- Vicki Lindholm (NMSSU, Regional Center for Border Rights, Las Cruces)
- Sarah Baker (MCCU, U.S. Commission on Border Security)
- Diana Rodriguez (Colombian Development Council, Las Cruces)

Santa Teresa Port of Entry

Stop here!

1 pm. to 3:45 pm. - Port of Entry Tour

Tour Port of Entry with the NM Border Authority & CBP officials.

An overview will be provided of the food inspection process, commercial import/export procedures, border security, and cattle crossing logistics.

Wednesday, June 20th: J.H. Rose Logistics

Where:
4400 Airport
Road, Suite 10
Santa Teresa,
NM, 88078

4:00pm to 6:00pm - Logistics
Facility and operations tour and
discussion.

Meet with Mr. James Robinson,
President, J.H. Rose Logistics, and
Mr. Jerry Pacheco with the New
Mexico Small Business Development
Centers Network International
Business Accelerator Program.

La Posta de Mesilla

Dinner @ 7pm in the Winery Room at the Frontier Group



JUNE 20th, 2012

Destination: New Mexico Southwest Border
Region and New Mexico State University

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Jason Ackleson (575) 650-7138
Justin Kastner (785) 410-5792



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



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

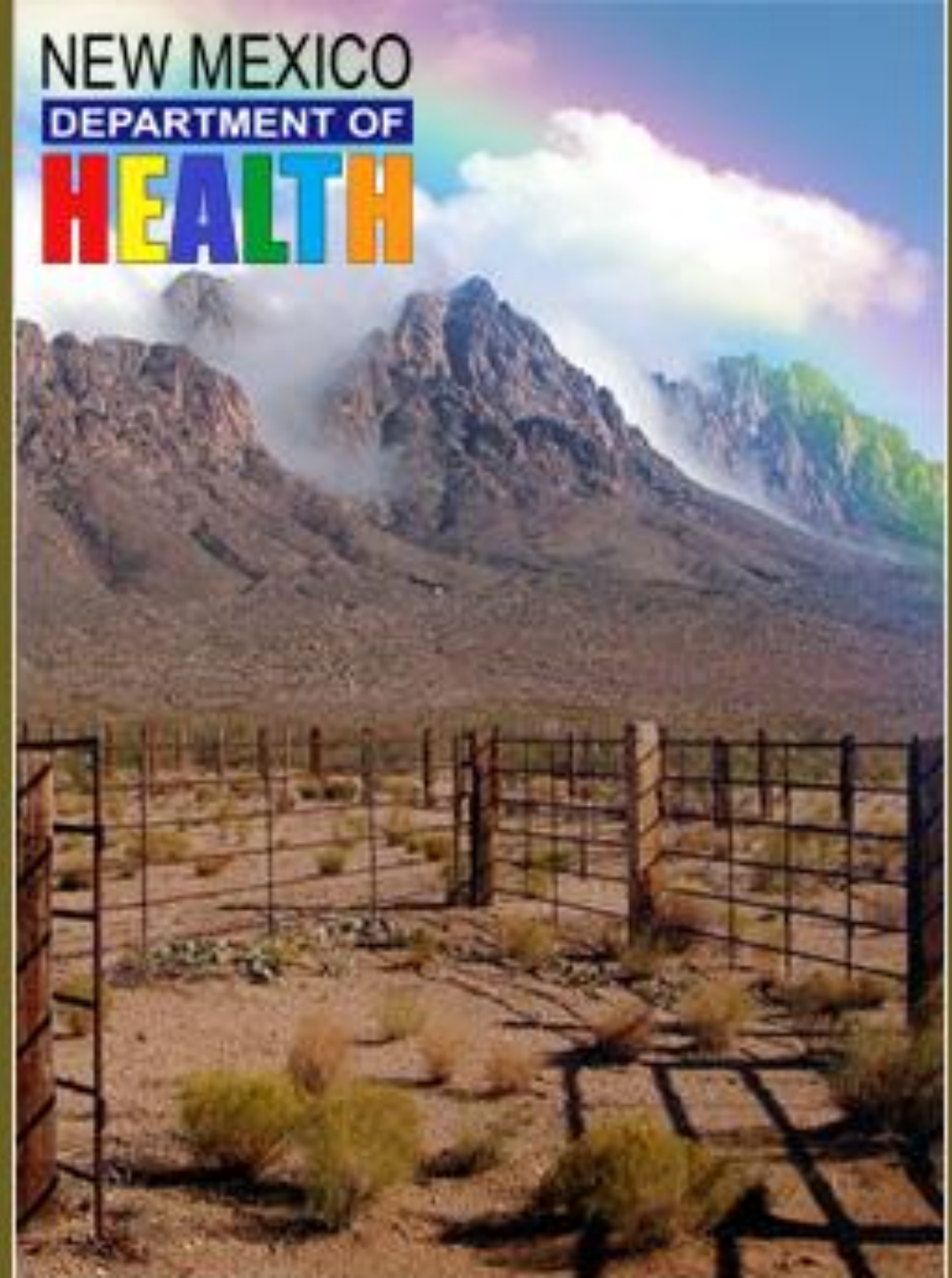
- Their mission: *improvement of the health status and health services in the New Mexico/Mexico Border Region and other border-impact areas of the State.*
- Their role: serve as both catalyst and facilitator in ensuring that public health objectives are met in our shared culturally and socio-economically 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



NO MORE EXCUSES

ONE FAMILY'S STRUGGLE WITH OBESITY & DIABETES



MARY AND THE JUNK FOOD EATERS



I WISH I HAD KNOWN

One Family's Struggle with Obesity & Diabetes



Healthcare Service Provider Questionnaire

- Creation of a Healthcare Service Provider Questionnaire
- Visited two healthcare facilities/offices
- Surveyed 10 healthcare providers

Date: _____ Organization & Location: _____

Name & Title of Interviewee: _____

My name is Jennifer Engel and I am a Masters of Public Health student at Kansas State University. I am working towards my Field Experience requirements for the Master's program with Paul Dulin from the Department of Health Office of Border Health. For this Field Experience I am doing a survey on Health Literacy Uptake in the Doña Ana and Luna county area. I am focusing on the Hispanic residents in the border counties, of primarily Mexican-heritage population, in assessing how they access information related to health literacy and education. I have a few questions about your organization and how you target the Mexican-heritage population that would utilize your services. This assessment includes a survey of individual community members to ask how they access information, as well as interviews with selected health services providers that operate in the border counties of Doña Ana and Luna.

- 1.) How does your organization serve the Hispanic, primarily Mexican-heritage, population in your community?
- 2.) Do you specifically target this particular cohort in your marketing and health promotion and educational activities?
- 3.) How much of your health outreach and promotion activities are targeted to this cohort?
- 4.) Do you use certain media resources (e.g. television, radio, printed ads, etc.) to reach the Mexican-heritage population?
- 5.) Do you use any social media such as Facebook, Twitter, or other tools, such as cell phones (texting, robo-calls, reverse 411/911)?
- 6.) Do you use flyers, pamphlets, posters, billboards or similar printed materials as tools in promotion and education? What media do you use?
- 7.) Do you reach out to individuals, families and/or communities using community health workers (i.e., Promotores)? If so, how do you use them?
- 8.) Do you differentiate your strategies for health literacy promotion and education in terms of chronic diseases versus infectious diseases? Please explain how these strategies and tools (media, use of Promotores, etc.) are different.
- 9.) Do you differentiate your health literacy promotion and educational outreach by age groups, gender, ethnicity, and/or income levels? If so, how are these strategies and tools differentiated?
- 10.) What other healthcare organizations serve this cohort in your community?|

Guided Survey Instrument

Interview No. _____ Location: _____ Date: _____

Health Literacy Communication in the U.S.-Mexico Border Region of New Mexico
Office of Border Health, New Mexico Department of Health
Jennifer Engel (Student Intern)
Guided Interview Questions

Buenos días / tardes. Yo soy Jennifer Engel. Soy estudiante de salud pública en la universidad y estoy llevando a cabo un estudio sobre la manera como los residentes en los condados de Doña Ana y Luna reciben mensajes sobre la salud. ¿Me permite unos 10 minutos de su tiempo para hacerle algunas preguntas que me ayude en mi estudio? No voy a pedir su nombre, ni otros datos personales. Toda la información es confidencial. Por su participación, le voy a dar un obsequio. ¿Me permite hacerle a la entrevista?

- 1.) Gender: ☐ Female ☐ Male
- 2.) Age: ☐ 12-17 ☐ 18-25 ☐ 26-35 ☐ 36-50 ☐ 51-64 ☐ ≥65
- 3.) Where were you born? _____ State _____ Country _____
- 4.) Where do you now live _____ Town _____ County _____
- 5.) How long have you lived at this location _____ Months or Years?
- 6.) Do you prefer to receive information in ☐ Spanish or ☐ English or ☐ both?
- 7.) Do you listen to the radio? ☐ Yes ☐ No
- 8.) Which station do you listen to the most? [Circle all that apply]

a.) KELP 89.3 (El Paso)	m.) KVLC "101.1 Gold"
b.) KMBN 89.7 "Moody Radio"	n.) KPRR 102.1 Power 102
c.) KRWG 90.7 NPR	o.) KHQT 103 Hot
d.) KVER 91.1 Radio Manantial	p.) XHEM 103.5 Planeta (Jusrez)
e.) KINT 93.9 José	q.) KGRT 103.9 104 the Country Station
f.) KDEM 94.3 "The Mix" (Deming)	r.) XHTO 104.3 Hit FM
g.) KYSE 94.7 El Gato	s.) KMVR 104.9 Magic 105
h.) KHEY 96.3 K-Hey Country	t.) XHNZ 107.5 La Zeta
i.) KBNS 97.5 La Que Buena	u.) KSNM 370
j.) XHPX 98.3 Exa	v.) KOTS 1230 Country (Deming)
k.) KKV5 98.7 "La Gran D"	w.) KOBE 1430 the "B"
l.) KXPZ 99.5 the Rocket	

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

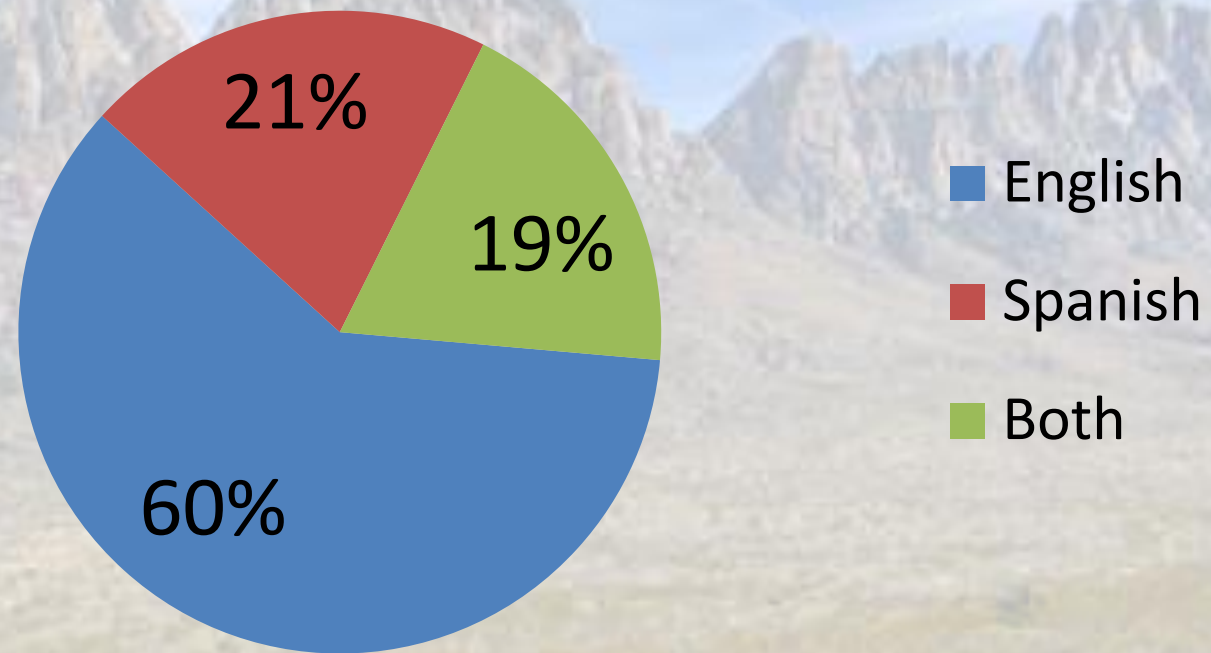
Survey Locations

- 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

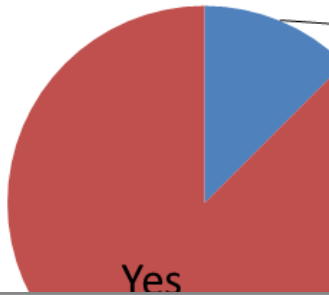


Selected Questions

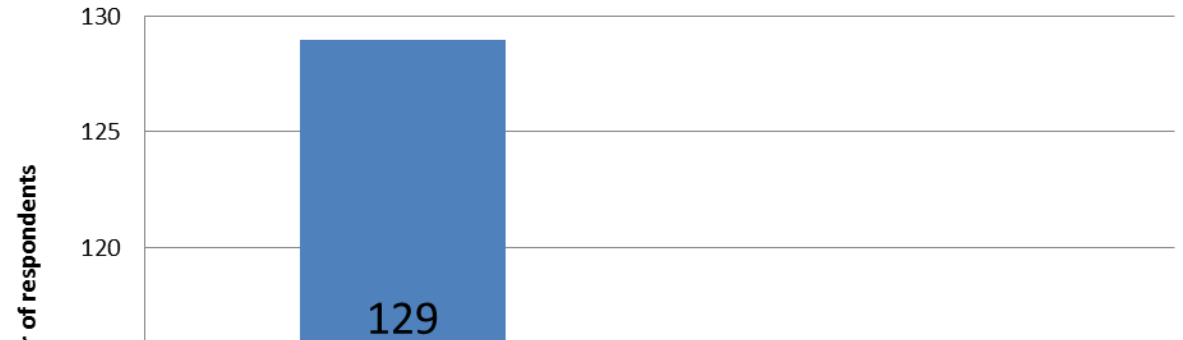
Do you prefer to receive information in Spanish or English or both?



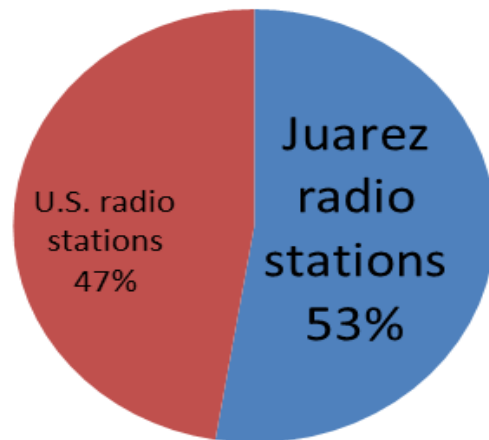
Do you listen to the



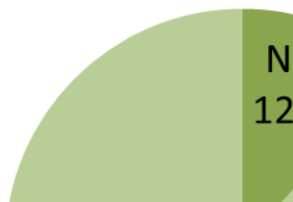
Which radio station do you listen to the most?



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



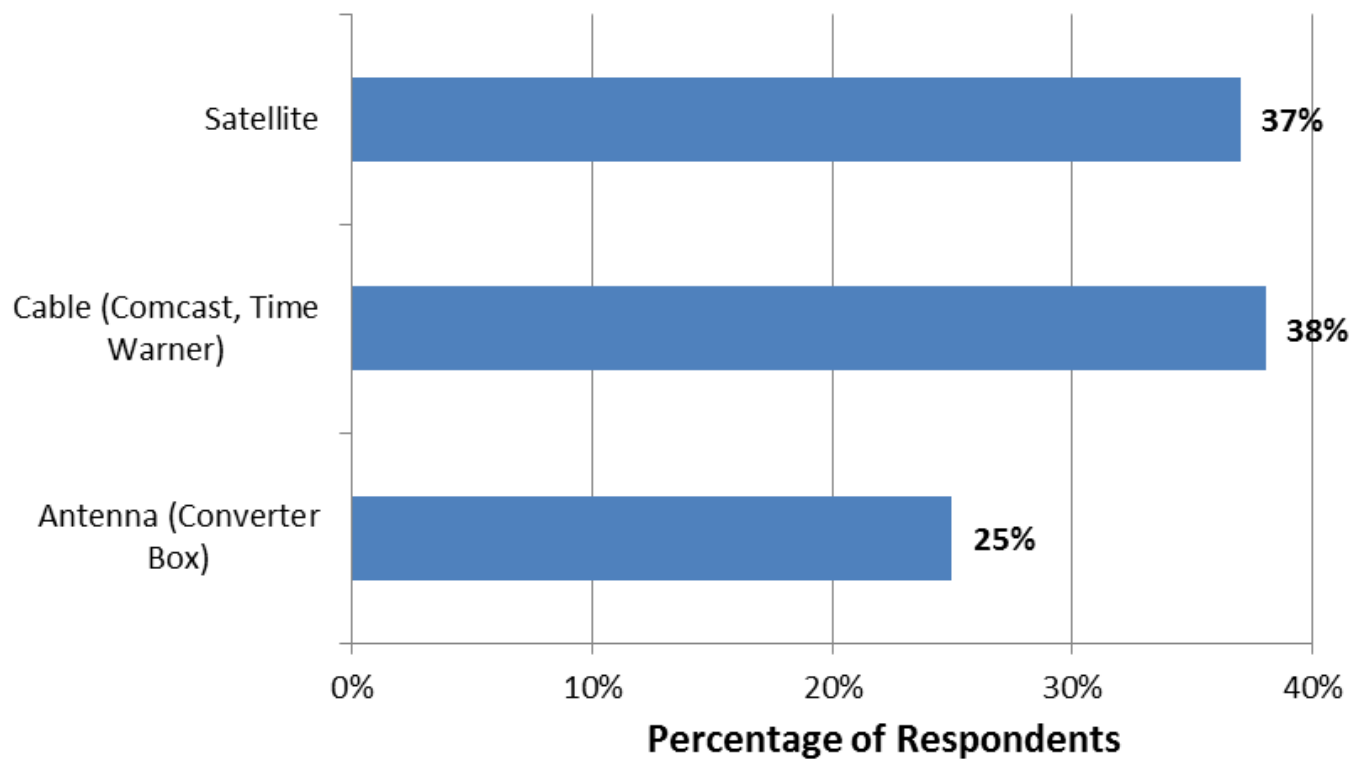
Do you watch television?



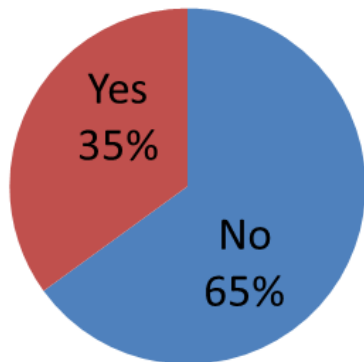
Which TV station do you watch the most?

140

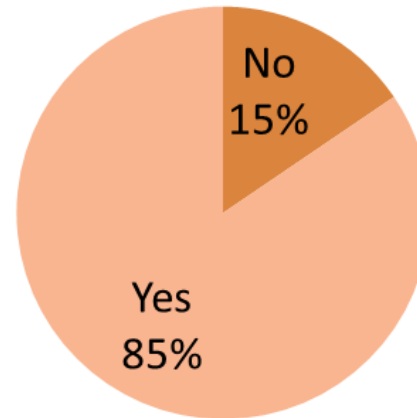
How do you receive your television stations?



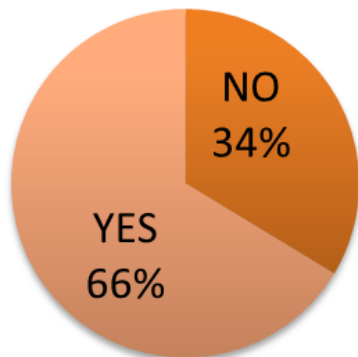
Do you have a house phone line?



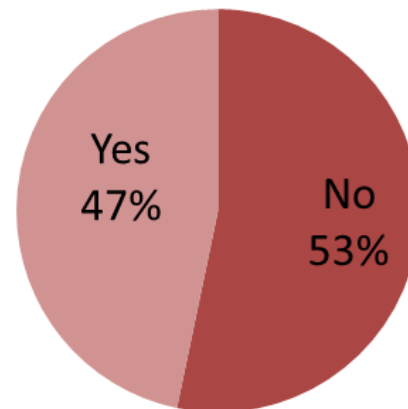
Do you have a cell phone?



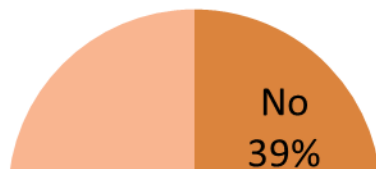
Do you use texting on your phone?



Do you use the internet on your cell phone?

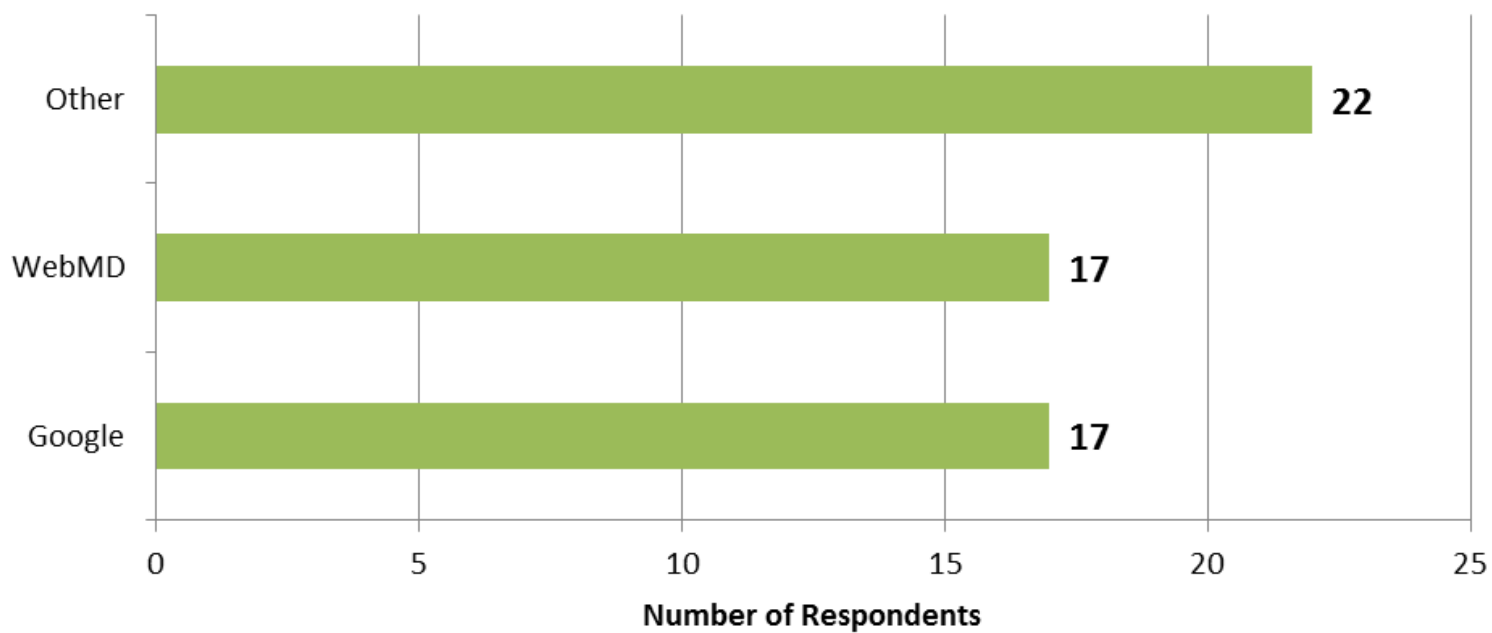


Do you use the internet?



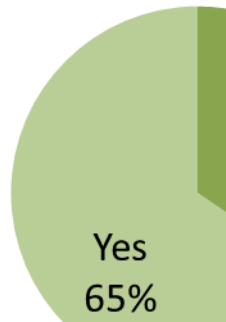
Do you use Facebook?

Which specific websites do you go to for health information?

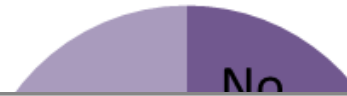


Note: Some respondents chose more than one answer.

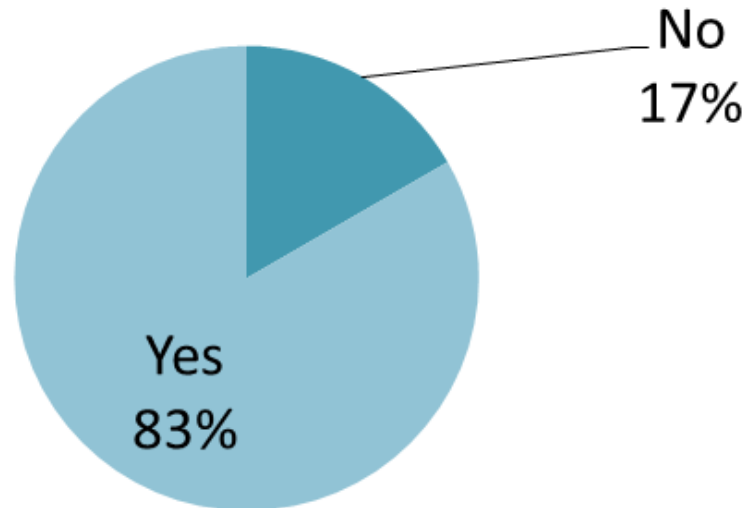
Do you read the newspaper?



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



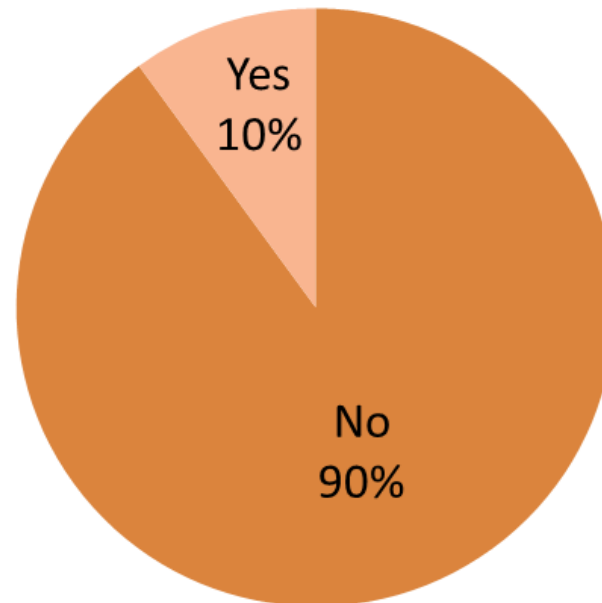
Do you ever read billboards that are along streets and highways?



Selected Questions

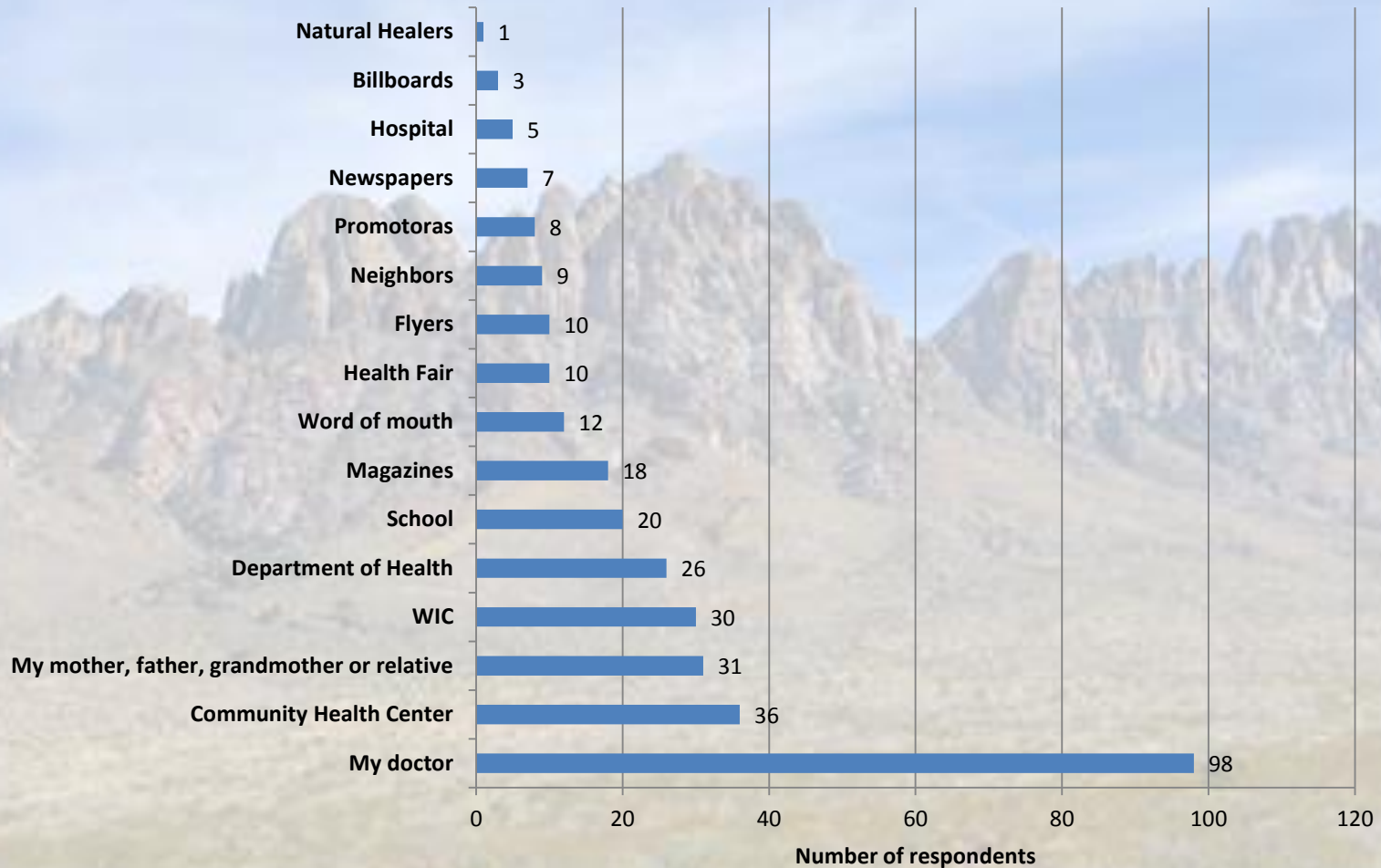
Do you know of a promotor/a (community health worker) in your community?

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



Selected Questions

How do you get health education info?



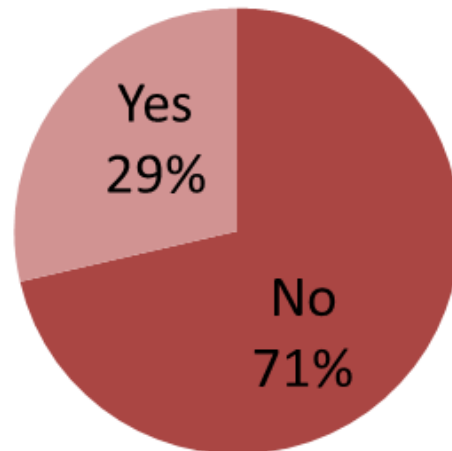
Note: Some respondents chose more than one answer.

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?**



Interpretation and Recommendations

- Promoting the Promoters/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

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- U.S.-Mexico Border Region color map: <http://politicalcalculations.blogspot.com/2014/11/undercutting-coyotes-business-of-human.html#.VG0O8We9Y6J>
- NM Dairy: <http://www.nmda.nmsu.edu/dairy/>
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