

US & BORDER PROGRAMS



THE NEED

The U.S./Mexico border region is home to over 12 million people and is characterized by rapid growth and a highly mobile population. Urbanization on both sides of the border has far outpaced the ability of government services to provide necessary physical and service infrastructures. Extremely low insurance coverage and accelerating rates of chronic diseases, particularly among the significant immigrant and minority populations in San Diego County, spell the need for a dramatic expansion in preventive services and targeted, culturally appropriate outreach.

OUR ROOTS

PCI was founded in the U.S./Mexico border region in 1961 by a young doctor from San Diego who saved the lives of two small children that were dying of pneumonia in a Tijuana clinic. This experience led Dr. James Turpin to found PCI and forever change the lives of millions of children and families around the world by providing health, opportunity, and support to those most in need. Since its inception, PCI has been implementing a diverse portfolio of programming in the U.S./Mexico border region that focuses on reaching vulnerable, minority and other "hard-to-reach" populations with critically needed preventive health services and education.

MATERNAL & CHILD HEALTH

PCI wants every child to have a strong start in life. In San Diego County, PCI is leading a Community Action Network of more than 60 agencies to transform the delivery of perinatal (period before and after birth) health care. Funded by the U.S. Health Resources and Services Administration, PCI's **California Border Healthy Start PLUS (CBHS+)** project offers services designed to reduce infant mortality and improve women's health.

Healthy Start focuses on women from underserved areas of San Diego County, with the highest levels of poverty and poorest birth outcomes. Women also have substantially less access to quality health care. PCI provides pregnant women with home visitation, case management and support to ensure a healthy pregnancy and delivery, as well as ongoing care and parenting education up to two years after delivery. Our goals are to empower parents as their children's best teachers and advocates, stimulate and support early child development through healthy and nurturing parent-child interactions, improve women's health before, during, after and between pregnancies, and strengthen family resilience.

Since 2007, PCI's Healthy Start project has increased early entry into prenatal care by 24% and improved mental health by 40-60% among vulnerable pregnant and inter-conceptional women participants.



REGIONAL FOCUS: San Diego County

TECHNICAL EXPERTISE: Maternal & Child Health, Disease Prevention, HIV/AIDS, Economic and Social Empowerment, Emotional Well-being, Capacity Building.



In addition to the assistance of a doula, or "birth coach," women also receive assessments and support for post-partum depression and domestic violence, personalized health planning for improved nutrition and well-being, life skills training, and pre-conception education and guidance.

Fathers and male partners are also engaged to learn how to better support the health of their families, improve their own health and build healthy, resilient families.



PCI (Project Concern International) is an international nonprofit on a mission to enhance health, end hunger and overcome hardship worldwide. Founded in 1961, PCI impacted the lives of more than 19 million people last year alone through programs in 15 countries spanning Asia, Africa and the Americas.



PCI empowers at-risk girls with the Girls Only! anti-trafficking education program. Girls Only! builds positive self-esteem and provides tools to build resiliency and reduce the girls' vulnerability to trafficking.

Sex trafficking is San Diego's second largest underground economy after drug trafficking, representing an estimated \$810 million in annual revenue. Between 5,000 -- 8,000 people each year are victims of sex trafficking and the average age of entry into child commercial sexual exploitation is 15 with significant recruitment happening on high school and middle school campuses.

PCI's **Anti-Human Trafficking Initiative** uses a multi-pronged approach to mitigate against trafficking in San Diego: PCI educates and empowers at-risk youth through prevention education; provides technical assistance and training for local stakeholders, including community clinics, public health agencies, corporations, military, etc.; and co-coordinates the CEASE San Diego Network with a commitment to reduce the demand for illegal commercial sex by 20% by 2017 using innovative strategies, including education, intervention, and deterrence.

WOMEN EMPOWERED

Building on the success of the pilot in San Diego, the **Women Empowered (WE) Initiative** is integrated into the Healthy Start program. WE is a PCI global initiative designed to promote the economic and social advancement of women, unlocking their potential as leaders within their families and their communities. WE is a savings-led microfinance program where participants start by saving money, develop financial literacy and borrow funds to invest in income-generating activities. Through the program's leadership development and confidence-building activities, women develop the self-assurance, vision, and resolve to continue improving their lives and the lives of their family and community members.

CHRONIC DISEASE PREVENTION

Through its **CLIMB** and **ALCANCE** programs, PCI offers a 10-week Community Health Worker (CHW) Leadership Academy to is working to improve awareness of chronic disease, risk reduction, and/or management among women and men in San Diego's communities with the highest rates of poverty and chronic disease burdens. CHWs learn core competencies and connect community members to clinic services through our referral pathway system. In addition, PCI is developing, promoting and assessing the use of culturally tailored strategies for heart disease, stroke, cancer, and diabetes among community health workers and community clinics in San Diego County. CHWs and partner agencies come together through the PCI facilitated Chronic Disease Consortium.

MOBILE HEALTH EDUCATION

PCI's van can be seen throughout San Diego at health and related community events. We provide hands on education about key health issues, and connect community members to our programs, partner agencies and other local resources. This program takes PCI's *Ventanilla de Salud* (Window of Health) program to the streets to bring health information and referrals to vulnerable populations to improve their access to preventive health care, including issues related to chronic disease, substance abuse, mental health and domestic violence.

From 2004-2016, PCI and the Mexican Consulate of San Diego served over 265,000 individuals through the *Ventanilla de Salud* (VDS) program. Because of health education and clinic referrals by VDS, nearly 8,000 VDS visitors went on to access a regular source of care (a medical home), representing a 70% referral completion rate among clients. VDS also secured access to health insurance enrollment for over 5,500 vulnerable children.

PROGRAM HIGHLIGHT: SUPPORTING CHILDREN WITH SPECIAL NEEDS & THEIR FAMILIES

Parents and siblings of children with special needs/disabilities experience high levels of stress (mental, financial, physical). PCI has designed a curriculum to support families with these challenges. We train Community Health Workers to identify families that may need additional support and provide home-based education and care coordination to for families who enroll. We aim to improve quality of life for families, empower them, and help them feel positive about their future.

PCI/US

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