



Mid-City CAN  
4275 El Cajon Blvd., Suite 101  
San Diego, CA 92105

April 22<sup>nd</sup>, 2009

RE: The California Endowment “Building Healthy Communities” City Heights Planning Process  
Letter of Commitment

Dear Mid-City CAN,

Project Concern International (PCI) is pleased to have the opportunity to participate in the California Endowment’s “Building Healthy Communities” program for City Heights, San Diego, and is committed to the nine-month planning process. PCI is a San Diego-based 501©3 private voluntary organization with nearly 50 years of complex health and community development programming experience around the world that has been working in the US/Mexico Border region since 1961, and in City Heights for over 12 years. PCI hopes that its extensive experience working locally with the underserved, as well as conducting integrated community health and development work in more than 20 countries around the world over the past five decades, will allow it to make important technical and programmatic contributions to this process.

In response to the ten outcomes cited, we have prioritized six in which PCI can provide particular technical and programming expertise. Below is a list of those six outcomes and examples of relevant current or recent PCI programming experience. Please find appended a list of data sources applicable to these outcomes.

- 1. All children have health coverage.** Through its California Border Healthy Start (CBHS) program, PCI trains and employs women as “patient navigators” (PNs) to supplement the currently stressed system of case management for high-risk women and children in City Heights and help them to effectively “navigate” the patchwork of clinics and other agencies available to serve their needs in order to improve their health and the health of their babies. (CBHS *Relevant for Outcomes 1, 2, 3 and 7*)
- 2. Families have improved access to a health home that supports healthy behaviors.** In addition to its work through the CBHS program, PCI works through its *Ventanilla de Salud* (VDS) (Window of Health) program based at the Mexican Consulate in San Diego to provide health education, referrals, follow up and access to a health home to an average of 250 to 300 Hispanics of Mexican origin visiting the Consulate everyday. (VDS *relevant for Outcomes 1, 2, 3 and 7*)
- 3. Health and family-focused human services shift resources toward prevention.** In California, Latinos represent a population disproportionately affected by HIV/AIDS and continue to be most at-risk of contracting HIV. Through its *Latino HIV/AIDS Prevention Initiative* (LHAPI), using a combination of proven training and technical assistance, PCI has been able to increase the culturally targeted HIV prevention and care skills and knowledge of health and social service providers that serve Latinos throughout the state, including in San Diego County. Through the project PCI has also helped improve HIV prevention and care services for Latinos impacted by HIV, ultimately slowing down the spread of HIV and mitigating against the impact of AIDS on Latinos in California in general. (LHAPI *relevant for Outcomes 2, 3 and 9*)

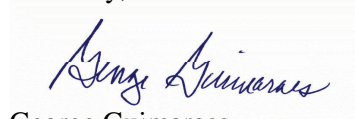
- 6. Communities support healthy youth development.** PCI's Summer Youth Institute (SYI), piloted in City Heights in 2008, promotes positive youth development by allowing youth to lead community awareness raising and work together and with local leaders to articulate their perceptions of community 'assets' and 'risks' towards a common goal of community improvement. (SYI *relevant for Outcomes 3, 6, 7 and 9*)
- 7. Neighborhood and school environments support improved health and healthy behaviors.** With support from the DHHS Office of Family Planning PCI's Project B.R.O. (2003-2008) worked to improve sexual and reproductive health behaviors among predominantly minority adolescent males in City Heights by increasing their access to preventive services. The program worked in close partnership with several high schools, specifically Crawford and Hoover High Schools, and alternative high schools in Mid City and City Heights. In addition, PCI worked closely with the Salvation Army Ray and Joan Kroc Corps Community Center in east San Diego, where youth participating in the project could utilize the center's facilities and various activities for free, as a way of reinforcing healthy activity. (B.R.O. *relevant for Outcomes 3, 6, 7 and 9*)
- 9. Health gaps for young men and boys of color are narrowed.** PCI has worked for over a decade with underserved, minority adolescent males in the City Heights area, through its New Americans Youth Health Advocacy (NAYHAP) Project (1998-2004) and Project B.R.O. (2003-2008). Resident Community Health Workers and Youth Health Advocates brought health education and critical life skills to thousands of minority male youth—the vast majority of them in the Mid-City and City Heights area. (B.R.O. and NAYHAP *relevant for Outcomes 3, 6, 7 and 9*)

PCI is able to commit staff time, conference facilities, and technical assistance to this process valued at \$9,910. The actual in-kind support provided will change subject to the scope of the planning process which has yet to be developed.

PCI also brings organizational technical and physical resources that could benefit participating groups. Specifically, at PCI's international headquarters in Kearny Mesa, PCI has a Monitoring & Evaluation (M&E) unit which is actively involved in the design and ongoing M&E activities of all of PCI's programs worldwide including our local programs, as well as proposal design and development. PCI has current and recent experience working on state projects and national programs, such as Healthy Start, and we are well positioned to assist in linking up the City Heights consortium with state and national partners. In addition, PCI has conference facilities in San Diego and an office and access to conference facilities in Washington, DC, located in the National Press Building.

Again, PCI would like to express its gratitude to The California Endowment for the opportunity to participate and to the Mid-City CAN for managing this important process.

Sincerely,



George Guimaraes  
President & CEO  
Project Concern International

Encl: Selected Data Sources

SELECTED DATA SOURCES:

PCI Monitoring & Evaluation Department  
San Diego County Health and Human Services Epidemiology Department- Sutida Jariangprasert  
Harder+Company- Jennifer Lambert-Palmer  
San Diego Adolescent Pregnancy and Parenting Program- Cindy Grossman  
East African Health Knowledge and Beliefs Survey, PCI 1998  
National Adolescent Health Information Center  
Resource Center for Adolescent Pregnancy Prevention  
Latino HIV/AIDS Prevention California Needs Assessment, PCI 2007  
California Department of Health Services  
American Journal of Public Health  
National Health Interview Survey, 2000  
Hispanic Journal of Behavioral Sciences  
Office of Policy Planning and Evaluation, U.S. Immigration and Naturalization Services  
The Health Status of San Diego County, 2000  
Agency for Healthcare Research and Quality  
US-Mexico Border Health Commission  
California Policy Research Center of the University of California  
Health Consumer Alliance

*Please notify PCI if you require additional information or detail on any of the above sources.*