

HEALTHY BORDER 2010/2020
STRATEGIC FRAMEWORK

REPORT



United States-México Border Health Commission

The mission of the United States-México Border Health Commission (BHC) is to provide international leadership to optimize health and quality of life along the United States-México border.

Providing Leadership on Border Health Issues to—

Facilitate Identification, Study, and Research

Be a Catalyst to Raise Awareness

Promote Sustainable Partnerships for Action

Serve as an Information Portal

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Preface

In recognition of the need for an international commission to address border health challenges as well as identify opportunities for addressing these issues, the U.S.-México Border Health Commission (BHC) was established in July of 2000 with the signing of an agreement by the Secretary of Health of the United States and the Secretary of Health of México.

The BHC's primary goals are to establish a domestic focus on border health that transcends political changes and to provide a venue for binational dialogue and discussion.

The Commission's strategic roles include facilitating the identification, study, and research of common health concerns; serving as a catalyst to raise visibility to border health issues and awareness; identifying and promoting sustainable partnerships; and serving as an information clearinghouse.

Purpose

The primary goal of this strategic framework is to support the BHC's mission to provide international leadership to optimize health and quality of life along the U.S.-México border. Specifically, this strategic framework describes the plan and timeline in completing steps toward the closeout of Healthy Border (HB) 2010 and the rollout of the proposed Healthy Border (HB) 2020.

Background

The HB 2010 initiative was established as the BHC's binational agenda for health promotion and disease prevention during the Commission's binational meeting in March of 2001. The publication of *Healthy Border 2010: An Agenda for Improving Health on the United States-Mexico Border* in 2003 was an initial step toward the development of a bilateral strategic plan focused on health promotion and disease prevention.

HB 2010 was based on the framework of the U.S. Department of Health and Human Services' (HHS) Healthy People 2010 and incorporated the United States' *Healthy Gente* initiative (as referred to by the U.S. states, which includes 25 objectives) and México's *Indicadores de Resultado* (National Health Indicators).

HB 2010 incorporated input from a broad cross-section of people from the U.S.-México border. For the first time in the border region, a set of leading health indicators was available to help individuals, organizations, and communities prioritize health issues and design community health programs. These health indicators were also intended to assist communities in tracking the success and progress of their actions.

The publication of the initial rollout report in 2003 marked an important milestone in the implementation of HB 2010. The report represented a binational effort to determine baseline data for priority health objectives and to establish year 2010 targets for each of the binational border regions. The HB 2010 objectives brought a new focus to health improvement activities on both sides of the border.

The two over-arching goals of the HB initiative are 1) to improve the quality of life and increase the number of years of healthy life and 2) to eliminate health disparities.

Healthy Border 2010 is composed of 21 health objectives (20 in México) grouped into 11 focus areas as follows:

Focus Area	United States	México
Access to Health Care	(1) Reduce by 25% the population lacking access to a primary care provider in an underserved area.	(1) Maintain at fewer than 5% of the population lacking access to basic health services.
Cancer	(2) Reduce female breast cancer death rate by 20%.	(2) Reduce female breast cancer death rate by 20%.
	(3) Reduce cervical cancer death rate by 30%.	(3) Reduce cervical cancer death rate by 20%.
Diabetes	(4) Reduce deaths due to diabetes by 10%.	(4) Reduce deaths due to diabetes by 10%.
	(5) Reduce hospitalizations for diabetes by 25%.	(5) Keep hospitalization rate stable.
Environmental Health	(6) Reduce to zero the proportion of households without complete bathroom facilities.	(6) Reduce the proportion of households not connected to compliant public sewage systems or septic tanks.
	(7) Reduce the number of hospital admissions for acute pesticide poisoning by 25%.	(7) Maintain hospital admission rate for acute pesticide poisoning.
HIV/AIDS	(8) Reduce the HIV ⁺ incidence rate by 50%.	(8) Keep HIV ⁺ incidence rate stable at current 3.1 per 100,000.
Immunization & Infectious Diseases	(9) Raise immunization coverage rate for children 19-35 months to 90%.	(9) Maintain current immunization coverage of 95% for children age less than 1 year and 1-4.
	(10) Reduce the incidence rate of Hepatitis A by 50%.	(10) Reduce incidence of all forms of hepatitis by 50%.
	(11) Reduce the incidence rate of Hepatitis B by 50%.	
	(12) Reduce incidence rate for tuberculosis by 50%.	(11) Reduce incidence rate for tuberculosis by 10%.
Injury Prevention	(13) Reduce motor vehicle crash death rate by 25%.	(12) Reduce motor vehicle crash death rate by 20%.
	(14) Reduce childhood death rate due to unintentional injuries by 30%.	(13) Reduce childhood death rate due to unintentional injuries by 50%.
Maternal, Infant & Child Health	(15) Reduce infant mortality by 15%.	(14) Reduce infant mortality rate by 50%.
	(16) Reduce infant mortality from congenital abnormalities by 30%.	(15) Reduce infant deaths from congenital abnormalities by 50%.
	(17) Increase proportion of mothers getting prenatal care in first trimester to 85%.	(16) Increase percent of mothers getting prenatal care in first and second trimesters to 70%.
	(18) Reduce pregnancy rate in adolescents (15-17 years old) by 33%.	(17) Reduce pregnancy rate in adolescence 10-19 years old by 20%.
Mental Health	(19) Reduce suicide mortality rate by 15%.	(18) Reduce suicide mortality rate by 25%.
Oral Health	(20) Increase proportion of population using oral health services to 75% per year.	(19) Ensure that 25% of the population uses oral health services annually.
Respiratory Diseases	(21) Reduce asthma hospitalization rate by 40%.	(20) Maintain asthma hospitalization rate.

HB 2010/2020 Strategic Framework

This Healthy Border 2010/2020 Strategic Framework is presented as a five-phase effort:

Phase I – 2009-2010	Conduct Initial Planning and Publish Reports
Phase II – 2010-2011	Establish the Technical Work Group and Update the Healthy Border 2010/2020 Strategic Framework
Phase III – 2011-2012	Draft Initial Joint Healthy Border 2010 Closeout Report and Update Healthy Border 2020 Rollout Plan
Phase IV – 2012-2013	Complete Healthy Border 2010/2020 Reports
Phase V – 2013-2014	Publish Healthy Border 2010/2020 Reports and Launch Healthy Border 2020 Initiative

Phase I: 2009-2010 – Conduct Initial Planning and Publish Reports

A U.S. component midterm report, *Healthy Border 2010 Midterm Review U.S. Border Area*, was initially drafted and presented in December 2006 and thereafter presented as an updated report during the BHC's Annual Meeting in March 2008. The final U.S. component midterm report was published in July 2009.

México's component midterm report, *Frontera Saludable 2010 - Reporte de Medio Plazo - Frontera Norte de México*, was published in July 2010.

Phase I requires the drafting of an initial U.S.-México Strategic Framework that outlines the timeline for completion of the closeout of HB 2010 and the rollout of HB 2020.

Phase	Completion Date	Action
Phase I	July 2009	Publish the U.S. HB 2010 Midterm Report.
	March 2010	Establish and convene the U.S.-México HB Core Work Group.
	July 2010	Publish the México HB 2010 Midterm Report.
	July 2010	Present final draft of the HB 2010/2020 Strategic Framework to the Border Health Research Work Group and Expert Panel.
	August 2010	Finalize the HB 2010/2020 Strategic Framework.
		<p>Target: Conduct Initial Planning and Publish Reports</p> <ul style="list-style-type: none"> • Publish the U.S. HB 2010 Midterm Report. • Establish the U.S.-México HB Core Work Group. • Publish the México HB 2010 Midterm Report. • Present final draft of the HB 2010/2020 Strategic Framework to the Border Health Research Work Group and Expert Panel. • Finalize the 2010/2020 Strategic Framework.

Phase II: 2010-2011 – Establish the Technical Work Group and Update the HB 2010/2020 Strategic Framework

Phase II includes updating the HB 2010/2020 Strategic Framework and establishing the Border Binational Technical Work Group. This phase also involves conducting an analysis of the published midterm reports for HB 2010, the development of a plan for completing the final joint report for HB 2010, and the initial plan for implementing HB 2020.

Phase	Completion Date	Action
Phase II	TBD 2010	Present the HB 2010/2020 Strategic Framework to México's Undersecretary of Health.
	December 2010	Establish and convene the Border Binational Technical Work Group.
	January 2011	Present the HB 2010/2020 Strategic Framework to the HHS Border Health Roundtable.
	March 2011	Convene the Border Binational Technical Work Group.
	May 2011	Convene the Border Binational Technical Work Group.
		Update the HB 2010/2020 Strategic Framework.
	June 2011	Present the draft strategic plan for the closeout of HB 2010 to the Border Health Research Work Group and Expert Panel.
Present the draft strategic plan for the rollout of HB 2020 to the Border Health Research Work Group and Expert Panel.		
	<p>Target: Establish the Technical Work Group and Update HB 2010/2020 Strategic Framework</p> <ul style="list-style-type: none"> • Present the HB 2010/2020 Strategic Framework to México's Undersecretary of Health and HHS Border Health Roundtable. • Establish the Border Binational Technical Work Group. • Draft the initial strategic plan for the closeout of HB 2010. • Draft the initial strategic plan for the rollout of HB 2020. 	

Phase III: 2011-2012 – Draft Initial Joint Healthy Border 2010 Closeout Report and Update Healthy Border 2020 Rollout Plan

Phase III includes completion of the initial draft of a joint U.S.-México HB 2010 Closeout Report and the next draft of the HB 2020 Rollout Plan. The rollout of HB 2020 will detail the elements of planning, coordination, community, and stakeholder input (including plans for community meetings) with overall guidance from the Border Binational Technical Work Group.

Phase	Completion Date	Action
Phase III	December 2011	Draft the initial joint HB 2010 Closeout Report.
	March 2012	Convene the Border Binational Technical Work Group and finalize the HB 2020 Rollout Plan.
		Begin the public/stakeholder input process.
May 2012	Convene the Border Binational Technical Work Group.	
	June 2012	Present the HB 2020 Rollout Plan and the initial HB 2010 Report to the Border Health Research Work Group and Expert Panel.
		<p>Target: Draft Initial Joint Healthy Border 2010 Closeout Report and Update Healthy Border 2020 Rollout Plan</p> <ul style="list-style-type: none"> • Draft the initial joint HB 2010 Closeout Report. • Finalize the HB 2020 Rollout Plan. • Convene the Border Binational Technical Work Group. • Present the HB 2020 Rollout Plan and the initial joint HB 2010 Closeout Report. • Report to the Border Health Research Work Group and Expert Panel.

Phase IV: 2012-2013 – Complete Healthy Border 2010/2020 Reports

Phase IV involves completion of the HB 2010 Report and the HB 2020 Report.






Phase	Completion Date	Action
Phase IV	September 2012	Present the HB Rollout Plan to the Border Governors Conference.
	March 2013	Draft the initial HB 2020 Report.
	June 2013	Present the next draft of the HB 2020 Report and the HB 2020 Rollout Plan to the Border Health Research Work Group and Expert Panel.
	July 2013	Complete the next draft of the joint HB 2010 Closeout Report.
		Target: Complete Healthy Border 2010/2020 Reports <ul style="list-style-type: none"> • Present the HB 2020 Rollout Plan to the Border Governors Conference. • Complete the next draft of the HB 2020 Report. • Complete the next draft of the joint HB 2010 Closeout Report.

Phase V: 2013-2014 – Publish Healthy Border 2010/2020 Reports and Launch Healthy Border 2020 Initiative

Phase V includes the dissemination and promotion of the HB 2020 Initiative and completion of the HB 2010 and 2020 Reports.

Phase	Completion Date	Action
Phase V	October 2013	Publish the HB 2020 Report.
		Launch the HB 2020 Initiative.
	December 2013	Convene the Border Binational Technical Work Group.
	February 2014	Publish the HB 2010 Report.
	March 2014	Convene the Border Binational Technical Work Group.
	June 2014	Provide update on HB 2020 to the Border Health Research Work Group and Expert Panel.
		Target: Publish Healthy Border 2010/2020 Reports and Launch Healthy Border 2020 Initiative <ul style="list-style-type: none"> ○ Publish the HB 2020 Report. ○ Launch the HB 2020 Initiative. ○ Publish the HB 2010 Report. ○ Disseminate and promote the HB 2020 Initiative.

HB 2010/2020 Strategic Framework Timeline

Phases	2009	2010	2011	2012	2013	2014
Phase I: Conduct Initial Planning and Publish Reports						
Phase II: Establish the Technical Work Group and Update the HB 2010/2020 Strategic Framework						
Phase III: Draft Initial Joint Healthy Border 2010 Closeout Report and Update Healthy Border 2020 Rollout Plan						
Phase IV: Complete Healthy Border 2010/2020 Reports						
Phase V: Publish Healthy Border 2010/2020 Reports and Launch Healthy Border 2020 Initiative						



For additional information please visit our website at www.borderhealth.org.

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