



## **Violence and Injury Prevention Project on the United States – Mexico border (VIP Project)**

### **Technical and Financial Report THIRD QUARTER (July-September 2010)**

USAID Technical Office: Education and Health, USAID Mexico

**Grant No. :** AID-523-G-10-000001 (002134)

**Grantee:** Pan American Health Organization, World Health Organization Regional Office (PAHO/WHO)

**Coordinator:** Dra. Maria Teresa Cerqueira, Chief, Office for the PAHO/WHO United States – Mexico border.

**QUARTERLY TECHNICAL REPORT**  
**Period corresponding to the report: July 1 to September 30, 2010**

**Summary:**

The project entitled ***Advancing Violence and Injuries Prevention in Selected Communities of the North of Mexico and Cities of the U.S.-Mexico border***, hereinafter called **Project VIP**, it is one joint project by the Pan American Health Organization Office U.S.-Mexico border, Regional Office of the World Health Organization (PAHO/WHO OFMEU), located in // El Paso, Texas, and the National Center for Accident Prevention (CENAPRA) of the Secretariat of Health of Mexico located in Mexico City.

During the first quarter of the project, the principal approach was the definition of functions, meeting of the administrative procedures, developing a budget and preparing contracts of consultancy. During the second work quarter it began formally to lead evaluations of needs, obtaining input from local and federal partners and preparing various drafts of key documents, required in the agreement with USAID as a study of feasibility and a conceptual scheme of the work plan to be carried out in the third quarter.

**Activities of project VIP during the period from July to September, 2010**

**I. Administrative activities:**

**a. Personnel:**

No new member or consultant was hired during this period; however, work descriptions for two key posts were prepared and, at the end of the period, the process of contracting of one of these started. Specifically, these positions are the following ones:

1. Consultant of Violence and Injuries Prevention
2. Coordinator of Mental Health and Substance Abuse

We thank the assistance in this process that there gives us the PAHO staff located in Washington in Human Resources and in Mental Health and Substance Abuse. We appreciate the assistance in this process provided to us by PAHO staff members based in Washington Human Resources and Mental Health and Substance Abuse based on Washington.

**b. Planning:**

During this quarter, the team of Project VIP began planning and execution of the activities as a part of the Work Plan for the Phase II, updating a table of Gantt and meeting with potential consultants in order to develop a Plan of Supervision of Performance. The prepared documents will serve as guide when the final selection of the objectives and project activities is made. Strategically, the Equipment VIP decided to develop a Mission, Vision, and strategic priorities not as only for the short period (2 years), which will carry out in this project, but also thinking in how to reduce violence in the border region for medium term (3-5 years) and long-term (5 to 10 years). The plan is to submit to USAID the Work

Plan of the Project with objectives and specific activities for 2011-2012 ( Phase II of the project), in addition to preparing a strategy to environment and long-term with the assistance of a Group of Technical Assistance (GAT), which we hope to establish during the first quarter of 2011.

During this period the members of this group were identified and he wondered them whether they would be willing to participate. The final composition of the group, its responsibilities, and the schedules of the meeting will be finalized at the beginning of the execution phase.

**c. Coordination and communication:**

**Meetings of the project:** During this period, there have continued frequently the meetings of the Equipment VIP (so much in person in El Paso and Juarez as well as telephone way or through Elluminate) to develop and review documents drafts, to assign tasks and plan activities. 22/7, PAHO staff members met with members of the Team VIP in the office of CENAPRA in the city of Mexico in order to examine what was being made and in order to define how communicate better and to work together.

There were made preliminary contacts and exchange of information with the possible consultants in order to initiate interventions in development which will be financed by the project (such as skills for life of the children and the negotiation and leadership with institutional and community leaders).

**Meetings with Partners of the community:** During this period, there were held meetings with the Health Department (Health Jurisdiction) in search of his opinion on a possible collaboration in order to strengthen mental health services, including training, evaluation of needs, and others; in addition to improve the documents with mortality data. They indicated a delay in the datum digitalization of the death certificates. They also indicated that approximately 30% of the cause of death has not been specified, due to the new personnel untrained in the definition of the international classification. Technical cooperation was provided both in order to have the death certificates installed on line and in order to keep them up-to-date, as well as the training with the definition of the international classification to improve the quality of the obtained information. Similar meetings were carried out with the Police Municipal Authorities and of Transit in order to evaluate their needs and capacities of systems information and equipment concerning the purchase of equipment of alcoholmeters and were achieved great progress in the access to databases, standardization of formats and the fusion of many databases in a single report.

7/19-20, PAHO staff members, and consultants VIP he attended the meeting of the Commission of Mexico-the United States Border Health in El Paso. Among the attendees the Secretaries of Health of the U.S were. (Kathleen Sebelius) and of Mexico (Dr. Jose Angel Cordova), as well as the Assistant Director of PAHO Jorge Andrus. At private meetings with Dr. Cordova, Dr. Cervantes de CENAPRA suggested that violence should be taken as a priority for the Commission. PAHO/WHO OFMEU also helped facilitate a special session for members of the Commission and the leaders of the local community on the situation of violence in Juarez in Medicine School in the University of Texas Tech in El Paso.

8/12, The members of the team VIP attended the Border Safety Conference organized by the University of Texas in El Paso where was the opportunity to relate us with promoters of policies and decision-makers, political leaders and with investigators of the universities of both sides of the border currently working in issues of violence and related issues.

9/10, PAHO staff members met with the mayor Jose Reyes Ferriz and its personnel and delivered him a publication entitled "Diagnostic Spatial of Incidents of Traffic in Juarez 2009." This publication was a key product of the Observatory of Juarez and the result of many hours of excellent work of our partners in the University (UACJ), CENAPRA, the Authority of Municipal Transit and the IMIP.

9/17, PAHO staff members met with the committee health Group I Pass of the North, a group of the private sector that promotes the trade between El Paso and Juarez. There exists an interest in the promotion of a greater collaboration and assistance of the medical association of El Paso to attend the physicians and surgeons in Mexico that are overwhelmed by violence.

9/27 it happened a key meeting among PAHO staff members, USAID, the equipment VIP and the Federal Health Secretary represented by Dr. Octavio Avendaño. As a result of this meeting, it was agreed that PAHO could collaborate more closely with the Mexican Health Secretariat (not only with CENAPRA) especially in the area of strengthening of mental primary health care and in the prevention of the substance abuse, as well as try to coordinate better with the "Citizen Health Council" and the "Table of Mental Health. It was also agreed that a representative of the Secretariat would be identified as member of the Technical Advisory Group of the project.

Meetings with personnel of USAID: 7/22, three PAHO staff members (Dr. Cerqueira, Maria Teresa Rivera and Ricardo Jimenez) traveled to Mexico City in order to meet with personnel of USAID in the Embassy of the U.S. This meeting was an Orientation After the Granting to review the agreement requirements of grants, the procedures of reporting and safety measures.

8/23, PAHO staff members met with Roger Garner in PAHO/WHO-OFMEU in El Paso. We review the progress of our work and the suggested that USAID was open to the changes of the original proposal given the circumstances in the field and the needs expressed by the community and the federal health authorities.

8/11, at the request of Mr. Garner, we organize a meeting and a series of presentations of the Observatory and other local members on behalf of Carlos Pascual, ambassador of the U.S. in Mexico and the personnel of USAID, that were visiting Mexico City. The ambassador remained particularly impressed by the progress made in the improvement of datum collection and analysis, as well as the mapping of the violence incidents.

9/27, PAHO staff members, and members of the Team VIP he met with David Castañeda and Sebastian Solari of USAID in order to discuss the material that was a need for to be presented at the end of the month. As a result of the meeting it was decided that PAHO would submit a preliminary report for the Phase I 10/1 (by means of E-mail) according to the requirements of the original grant.

however we would be requesting in writing an extension of the activities of planning for continuing until 10/31, date in which will be sent the proposal for the Phase II (implementation of the program // and budget).

Communication procedures: Staff of PAHO/WHO OFMEU worked with members of Juarez in order to improve the Web page of the Observatory, published two bulletins and upload several articles and documents to the Site of Collaboration *SharePoint* of the project in order to be used by all those which work in the development of the proposal for the Phase II. We also established communication with the department of communications in the University of Chihuahua, Campus Juarez, in order to identify opportunities for collaboration and prepare workshops of communications media with the journalists in Juarez to improve the form of delivery of news.

- d. Accounting and disbursement of the project:  
8/30, the administrator of PAHO Office of the Border (Mrs. Rivera) worked with PAHO staff members in Washington, D.C. in order to prepare and send the first Financial Report (for the period of April to June 2010). There were established the procedures of payment for the consultants in Mexico City, in order to thus make it easier than the process of exchange of checks in Mexican currency in Mexico City.
- e. Purchases and procurements:  
During this period, most of the expenditures of the project were for members of staff and team. The greatest expenditure it was in alcoholmeters and related teams orderly by CENAPRA for the Authority of Transit of Juarez. An important agreement was also prepared and signed with the Municipal Research Institute and Planning (IMIP) of Juarez to provide services in the areas of datum collection, analysis, and mapping with regard to the injuries of traffic and fatalities.

The financial official reports and the requests of refund of costs are prepared by PAHO staff members located in Washington and periodically they are been sent to him directly to USAID.

## II. State of activity technical:

- a. Activity planning: The Plan of Operation that was completed almost at the end of this period had to be changed as a result of our meeting with USAID and Octavio Avendaño of the Secretariat of Health, Mexico. It was necessary to bring together additional information in order to develop new initiatives in the area of mental health and substance abuse and a greater emphasis was placed in the three levels of government.
- b. Community evaluation : At the end of this period of report, the following documents were finalized and presented to USAID together with the final report of the Phase I:
- Violence Diagnosis in Juarez
  - Study of Feasibility of the project
  - Conceptual framework
  - Evaluation of the capacity of Governmental agencies
  - Evaluation of the capacity of the NGOs

After the meetings between staff members of PAHO and health department of Juarez, it was agreed that the Coordinator of the project VIP of Mental Health (still to contract) would help the Group of Planning of Mental Health (headed by Brenda Ibarra) in the development of a Mental Strategic Health Plan for the Municipality of Juarez.

- c.** Activity evaluation: The last week of July, PAHO staff members, and partners of the health office of the Municipal Government attended a training titled *Evaluation of the programs of violence against women* organized by Alessandra Guedes, Consultant of Violence of PAHO carried out in Antigua, Guatemala. The content was excellent and will be very useful in the preparation of the Plan of Monitoring and Evaluation for the project. The experience of the Observatory was selected to be shared as a better practice at the first known as meeting "Commitment Central America", an initiative led by the United Nations Development Program and by the Central American Integration System. This event was held in Panama City on 25-28 September 2010. During the event other countries as El Salvador and Honduras showed an interest in learning more on the Observatory. Please visit the following liaison in order to obtain more information <http://www.compromisocentr oamerica.org>
- d.** Task execution: A series of proposals for specific activities have been developed and evaluated for its possible inclusion in the Phase II of the Project VIP. A summarized format of a page was developed with some 25 potential interventions, including:
- Implementation of the Teaching VIP, violence training on the part of the World Health Organization among the community leaders of Juarez.
  - Highlight of the Observatory of Violence in Juarez.
  - The establishment of a network of Observatories of Violence throughout the principal cities of the Mexican border.
  - Teaching of a course in defensive management for the key partners and the vulnerable groups (for example, physicians).
  - Teach abilities of life to the children of the primary schools and secondary for the purpose of helping them to bridle to the fear created by violence.
  - Adaptation of Guidelines for the Prevention of Violence Against Women (developed by PAHO) to be used in Juarez.
  - Leadership development between young people.
  - Prevent the traffic accidents between adolescents and other vulnerable groups.
  - A special number of the Pan American Journal of Public Health in human safety (mental health, violence prevention and injuries and related subjects).
  - The establishment of the Communities of Practice of the investigators and the professionals of the communications media in order to promote research and exchange/translation of knowledge for decision-making.

### **III.** Opportunities:

- a. The project VIP has an impetus and credibility with the mayor Murguía and the new municipal administration (inaugurated 01/10/10), and with the new university administration. This results in a transition without problems and provides an excellent opportunity to continue to strengthen the information system and promote the use of the evidence generated by the policies and programs.
- b. With the support and the assistance of the federal and local health authorities, the Project VIP has the opportunity to strengthen the training to personnel of mental primary health care and substance abuse and improve the services to the violence victims.
- c. The Project of VIP contributes to the improvement of the capacity of the municipal transit authority for the traffic injury prevention, especially in the identification and arrest of the conductors under the influence of alcohol, providing public education and the preventive measures that can provide a little order to the streets of the city.
- d. Although the Observatory, the Project VIP is strengthening the quality of the flow and access of the information, the lesson learned is that the Steering Committee has to be more involved in the review of the bulletins and other publications.

**IV.** Possible barriers and areas of concern:

- a. The Project VIP has an extraordinary opportunity to strengthen the intersectoral collaboration and the key partnerships. Violence situation and injuries has tested the resources of the city and the mechanisms to face the quantity of incidents, there is not sufficient professionals in the critical areas: the health, transit, safety, and others to face the crisis situation and emergency, and although external consultants, as well as the federal, and state authorities who are coming provide leadership and support, the sustainability of the policies and programs that should be implemented, require the acceptance of the state and local governments, and the empowerment of the community, juvenile groups, institutions, community organizations, and organizations based on the faith. There are many important interventions that are being implemented, as a result communication and the coordination is fundamental. Within this context, the project VIP can provide a structure for the collaboration and support, supervise and to evaluate the advances and to document the lessons learned, since this can be one of the most valuable results that can report to the future projects, in the selection of the most effective interventions and the ones that have the best opportunity to have an impact. The experience with the necessary adaptation in the application of interventions that they were effective in other contexts, without a doubt it will be valuable in order to understand the process and the necessary time in order to adapt/implement strategies and activities within the limitations of time and financing of any project.
- b. The Project VIP is strengthening the quality, the flow, and the access of the information a lesson learned is the need for maintaining the level of activities of the institutions and attracting other institutions that are not still participating.
- c. The Project VIP has an extraordinary opportunity to strengthen the generation and the dissemination of knowledge and experiences, as well as improve the work of communication with means.

Key dates of the Project VIP (third quarter):

JULY:

- 7/6 Meeting with Dr. Cervantes (CENAPRA)
- 7/12-16 Workshop on project planning in Juarez
- 7/22 Orientation After the Granting (offices of USAID in Mexico City)
- 7/23 Meeting of the personnel in the offices of CENAPRA (Mexico City)
- 7/26-7/30 Training in evaluation of programs to prevent violence against women (Guatemala). Participants: Ricardo Jimenez and Gustavo Iturralde of the Office of the Border PAHO, Oralia Soria and Veronica Lozano of the Municipality of Juarez

AUGUST:

- 8/6 Session of the Executive Committee of the Observatory of Juarez
- 8/11 Meeting with Carlos Pascual, ambassador of the U.S. in Mexico
- 8/12 Border Safety Conference (UTEP)
- 8/13 Meeting of the Equipment VIP (El Paso)
- 8/19-8/22 Course SAFE in the Installations in Fort Bliss El Paso, Texas (Ricardo Jimenez and Luis Gutierrez)
- 8/23 Meeting with Rodger Accumulates (office of PAHO, El Paso)
- 8/26 Meeting with Dr. Puertas and Brenda Ibarra of the Jurisdiccion de Salud
- 8/30 Working meeting for the review of the budget VIP and pending documents

SEPTEMBER:

- 9/2 Working meeting for the review of the VIP budget and pending documents
- 9/7 Meeting on new procedures of USAID and requirements
- 9/9 Meeting of the equipment VIP (new offices in Juarez)
- 9/10 Meeting with the Mayor Reyes Ferriz and the Director of Transit
- 9/13-14 Strategic planning session (a day in El Paso, one in Juarez)
- 9/15-18 Course SAFE (Dr. Cerqueira, Lorely Ambriz, Brenda Ibarra)
- 9/25-28 Lorely Ambriz shared the experience of the Observatory of Juarez in Panama City, during the event "Commitment Central American"
- 9/27-10/1 Preparation of the Report on the Phase I (envoy to USAID 10/1)