



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

## **Technical and Financial Report**

**FOURTH QUARTER  
(October-December 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: October 1 to December 31, 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 (CONAPRA) of the Secretariat of Health of Mexico located in Mexico City.

As established in the second quarterly report, the beginning of the implementation phase (Phase II), originally programmed for 1 October, was delayed by result to the need for improving the coordination of our efforts with those of the Secretariat of Health in Mexico City. During the third quarter of the project, the principal approach was determining the roles and objectives of each collaborating institution. Key meetings were carried out for the alignment of such and to finalize the plan, which it was presented USAID in December 2011 for its review and approval. Both the Report of the Phase I, and the Work Plan were returned for their translation to the English.

Due to these delays, the costs for this quarter were less than what is expected, the savings were transferred to the fourth quarter and the budget of phase II was modified in order to reflect a period of 24 months in comparison with the original of 27 months. The Equipment VIP requested that the beginning of the Phase of Implementation was postponed until January 2011.

**Activities of project VIP during the period from October to December, 2010**

**I. Administrative activities:**

**a. Personnel:**

During this period, the contract of the consultants below was concluded (products they were received):

1. Esperanza Martinez (finalized 9/30/10)
2. Barragan Salvador (finalized 10/10/10)
3. Espinosa Felipe (finalized 10/31/10)
4. Mario Arroyo (finalized 10/31/10)
5. Nayeli Flores Rocks (finalizado 12/31/10)
6. Andrea Beltran Garcia (finalizado 12/31/10)

Starting in 1/1/11, only two staff members will remain (the administrative assistant in El Paso and the administrative assistant in Juarez). There were not again personal contracting or consultants, although during this period interviews were carried out in order to cover the following posts:

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

**b. Coordination and communication:**

**Meetings of the project:** During this period meetings of the equipment VIP frequently were kept (both in person and in El Paso and Juarez, as well as by telephone or Elluminate) in order to develop and review the documents of the project, assign tasks and plan meetings.

After the meeting of 09/27 between the staff of PAHO and of USAID and of the Secretariat of Health of Mexico, the team of Project VIP began to incorporate numerous changes into the proposed work plan of the project, especially in the sector of mental health and substance abuse.

The equipment also completed the report for the Phase I and sent it during the first week of October. Dr. Cerqueira, Coordinator of the Project, exchanged E-mail with David Castaneda requesting the postponement for the delivery of the Work Plan for the Phase of Implementation (Phase 2), up to 12/15/10.

**Meetings with Partners of the community:** 10/ 4, PAHO staff participated in the Inauguration of the Binational Week of Health, held in the city of Guanajuato. This event was organized by the Health Initiative of the Americas (of the University of California in Berkeley) with regard to the Secretariat of Health of Mexico and Foreign Affairs. This was an opportunity to speak on how we can work with several states of the border and the federal government on the subject of violence. The experiences were also presented related to aspects of the subject in mental health of the Project VIP.

11/ 9, PAHO staff participated in the annual meeting of the American Public Health Association in Denver, Colorado. This included a presentation titled "Violence on the border from a public health perspective, emphasizing the results of the Phase I of the Project VIP (diagnosis of the problem). Copy of this presentation was installed to the collaboration site and is available under petition.

**Meetings with personnel of USAID:** As mentioned earlier, PAHO submitted a preliminary report for the Phase I, 10/ 1 (way E-mail) according to the requirements of the original subsidy; changes were made in October and there was prepared a final version for which a contract was originated in order to translate (Spanish to English) before being delivered to USAID.

**Communication procedures:** Staff of PAHO Office of the Border worked with members of Juarez in order to optimize the Web page of the Observatory; published two bulletins and install numerous articles and documents in the site of collaboration of the project to be used by all those which they work in the development of the proposal for the Phase II.

**c. 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.

**d. 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 CONAPRA 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 sent to him directly to USAID.

**II. State of activity technical:**

**a. Activity planning:** The Plan of Operation and budget for the Phase II of the project was completed at the end of this period and was sent USAID.

**b. Community evaluation:** During the week from 18 to 22 October, the project organized a course with duration of a week on the teaching of the children for the necessary abilities for facing violence that occurs all around and in order to avoid unhealthy behavior, as the drugs and the activities of gang. The project brought Mr. Ivan Dario Cachin of the Group EDEX (of Bilbao, Spain) who carried out the training with 20 local educators of the child centers, schools, and nongovernmental organizations and government agencies. A report on the case is filed and available low petition.

PAHO staff and members of the team VIP participated in the monthly meetings of the Committee of Citizens of the Health as well as that of Mental Health subgroup headed by the local health department.

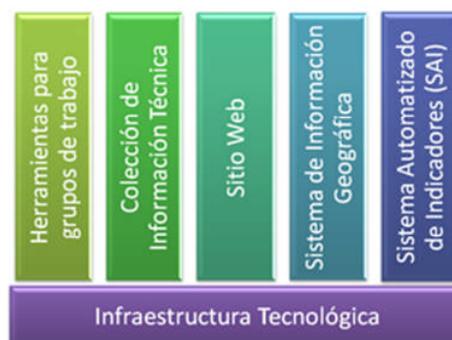
**c. Activity evaluation:** A meeting was convened between the leadership of the project VIP (Dr. Cerqueira and Dr. Cervantes) and an external consultant in order to request a proposal for the review of the documents from the project and the design of a Plan of Monitoring and Evaluation.

**d. Task execution:** In addition it has been deepened in order to refine the activities to carry out and their cost so that they could be included in the Phase II of the project VIP. Among which they were elected in order to be financed with funds of the project they were the following ones:

- Optimize the Violence Observatory in Juarez
- Establishment of a violence observatory network 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).
- Teaching of skills for life to the children of school level primary and secondary for the purpose of helping them to cope with 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 among the young people
- Traffic accident prevention among the adolescents and other vulnerable groups

**Comprehensive Information System of the Observatory of Safety and Social Harmony of the Municipality of Juarez (SIIO)**



**Illustration 1. - Principal components of the information system**

The information system proposed for the Observatory of Safety and Social Harmony of the Municipality of Juarez is formed by different modules (Illustration) and it makes it possible not only to concentrate information in the form of indicators, but also to facilitate the organization and classification of technical information contained in books, electronic journals, and Websites. In addition to generating statistical tables and spatial analysis. It integrates also technology tools that facilitate the collaboration and communication of the different working groups and committees of the Observatory. In addition to, systems of administration of content in order to disseminate the information generated to various audiences in Websites. To this end one has an inter-agency task force of professionals in technologies of information (Table 1), that participates actively in the analysis, design, configuration, programming, and implementation of the system. Furthermore, there also participated personnel of the group of information systems of the Observatory and of the General Directorate of Municipal Transit (DGTM).

<b>Name</b>	<b>Post</b>	<b>Institution</b>
Eng. Miguel David Rojas Dias of Leon	System director	Municipality of Juarez
Eng. Jose Martin Rodriguez	Systems	Municipality of Juarez
Eng. Arturo Rodriguez	Programmer (SAOT)	Municipality of Juarez
Eng. Alejandro	Systems	IMIP
Eng. Ernesto Salgado	Server administration chief	UACJ
Eng. Javier Ordaz	Chief of the network department	UACJ

Eng. Laura Stevens	Chief of the Center of health care and services in information technologies (CAST)	UACJ
Eng. Martha Urbina	Chief of the telephony administration department	UACJ
Eng. Victor Hugo Garcia	Systems - Observatory	UACJ
Eng. Raul Lechuga	System chief	Ministry of health. Health Jurisdiction 1
Eng. Rosa Maria Pina	Programmer (IEF)	CONSERTI
Manuel Valenzuela T.	Informatics coordinator	Secretariat Municipal Safety (SSPM) Pub
Javier Esparza Hernandez	Statistics	Secretariat Municipal Safety (SSPM) Pub
Eng. Paulino Prieto	Person in Charge of Systems	Secretariat Municipal Safety (SSPM) Pub
Eng. Luis Felipe Salazar	IT Consultant	PAHO
Eng. Luis A. Gutierrez	Information System Analyst	PAHO

**Table 1. Working group of Technologies of Information from the Observatory.**

#### **Automated indicator System (IEF)**

During October to December 2010 there was developed the first stage of the Automated System of indicators (IEF), which facilitates the concentration of information related to road incidents of different institutions. The system guarantees the availability and information security and generates tables and statistical figures and permits consultations to the database.

The system this implemented in a Web-based distributed architecture, the server of applications is located in a datum center of the Universidad Autonoma de Ciudad Juarez (UACJ). There is foreseen a site mirror in the Municipal Research Institute and Planning (IMIP).

The process of development of the system has 90% of progress. In order to achieve this, more than 20 work meetings were held with different institutions (Transit, UACJ, IMIP, etc.) It was necessary to address what is related to the analysis of structure of data, dictionary of variables, protocol for exchange of information, design of functionality, configuration of the computer and definition of tables, figures and consultations to the database.

The exchange of information is carried out through environment an interface in the Web of controlled access, where personnel of transit send the datum file. After a series of validations carried out automatically, the system notifies personnel of the Observatory so that the incorporation of the information into the database is authorized.

The system makes it possible to visualize 9 predetermined among which mortality, injuries, and road incident causality are found. Dynamic tables can also be generated with the crossing of more 50 variables existing in the database.

Observatorio de Seguridad y Convivencia Ciudadanas del Municipio de Juárez

SAI Sistema Automatizado de Indicadores

CIUDAD DE JUÁREZ

Fecha: 1/10/2011

Resumen a: Resumen

Año: 2009

Tasas de Lesiones en Incidentes de Tránsito  
Periodo de Enero a Diciembre de 2009

Municipio	Incidencias Reportadas	Población	Total de Lesionados	Tasa de Lesionados por Cada 100,000 Habitantes	Tasa de Lesionados por Cada 100,000 Habitantes
Centro	507	1407549	294	41.5675	17.2319
Indiferencia	585	1407549	245	41.5675	17.4686
Progreso	676	1407549	285	44.8113	20.2426
Alcalá	585	1407549	304	51.8658	25.3952
Progreso	676	1407549	385	41.4151	18.8281
Progreso	676	1407549	388	57.7861	25.8773
Progreso	676	1407549	296	44.5652	17.4738
Progreso	676	1407549	252	38.2992	20.2321
Progreso	676	1407549	234	32.4482	14.4982
Progreso	676	1407549	223	46.4053	15.6396
Progreso	676	1407549	245	35.7599	18.8231
Progreso	676	1407549	228	41.2318	15.6287

Illustration 2. - Statistical tables SAI

**Geographic Information System (SAI)**

In collaboration with the IMIP and other institutions of the Observatory following spatial there are being analyzed:

**I.-Diagnosis spatial of unlawful incidence in Juarez of July to September of the year 2010.** It consists of generating a diagnosis and geostatistical analysis of unlawful incidence in Juarez, based on the statistical data that are prepared daily on the part of the secretariat of municipal public safety and which they will be analyzed by the IMIP.

During the period, the task was centered mainly in the geographical delimitation of the districts and public safety sectors, which are indispensable for the performance of the analysis. With such sectorization there can be handled the statistical and geographical information both sociodemographic and of unlawful incidence at the level of sectors and districts, and with this to be able to develop the indicators at that level.

**II. - Generation of the Hemerography Registry and georeferencing of violent deaths derived of incidents by negligence or external causes of July to September of the year 2010.**

Observatorio de Seguridad y Convivencia Ciudadanas del Municipio de Juárez

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It consists of collecting the information on the principal journalistic print media of Juarez, refers to the violent or accidental deaths derived from incidents by

negligence or external causes that are given in the Municipality of Juarez. With the information, there is provided a database that makes it possible to identify and characterize the territorial patterns based on the "Statistical Data."

During the period the following processes and tasks were carried out:

- The Hemerography material was acquired and it was filed physically for its conservation.
- There was taken the reading of the different newspapers, in order to detect notes that they contained facts of deaths for external cause, this process is per month of November and there were carried out the respective registries with the heading of every note that contained a death, this for the purpose of discharging the information, to scan it or to photocopy it for its later analysis tasks that are until the month of October
- There was carried out the discharge of files of journalistic notes related to external causes when these appear on line and otherwise one proceeded with the scanning or photocopied, this process is to the month of October 2010.
- There was carried out the collection and integration of journalistic notes related to a single fact that appear in different diaries and days for the purpose of monitoring the registry and to be able to analyze the every group of notes of every fact and be able to feed the electronic system, this is to the month of October.
- It is entered the information in the system from database per month of July 2010.

In addition to the newspapers that normally were being reviewed (Diary of Juarez and North) the following ones have been analyzed during the period: "PM", "El Mexicano" and "Juarez HOY", for the purpose of including the possibility of being included as complement and expansion of notes of those already registered.

### **III. - Carry out the updating from July to September of the year 2010 of the spatial diagnosis of road incidents in Juarez.**

The objective of this diagnosis is to know the location, typology and patterns of the traffic accidents that they show up at Juarez with the end to implement public policies that they involve improving life conditions, being part of this environment of the road infrastructure, since while the increase in the improvement road is greater, it is will influence directly the reduction of the facts // vials.

During the period the tasks of the project focused on the process of cleaning of the database for the homogenization and standardization of names of streets of each registry and with this to be able to georeferencing every point where there is located a fact.

**IV. - Spatial diagnosis of unlawful incidence in Juarez 2005-2009.** It consists of analyzing geostatistical and calculation of unlawful incidence rates per 100,000 population at the district level and sectors of public safety in which is divided the city.

### **Strengthening of the Information Systems of the Observatory**

During this period there was given training and it acquired equipment and computer programs that contribute to the local capacity in the collection and data analysis on violence prevention and injuries.

From 6 to 8 October 2010 3 workshops of training were given for the good filling of death certificates of the accidental and violent deaths. There was given personnel training of the Service Medical Examiner (Medical experts and support personnel), to physicians of private clinics and to physicians of public hospitals. The training was given by Mr. Apolo Zarate Trujillo and Elvira Borja Rascon of the department of statistics of the health services of Chihuahua.

The capture of the death certificates of the Health Jurisdiction was also supported through contracting of two capturers. This for the purpose of finishing the lag of over 3,700 death certificates of 2010 slopes to capture.

As it was identified in the analysis of infrastructure technological, it was necessary to acquire equipment and computer programs in order to support the processes of generation and data analysis of the institutions participating in the Observatory. For this reason, there was acquired the following equipment and computer programs:

- **Equipment and computer programs for information system Secretaria de Seguridad Publica Municipal (SSPM)**
  - 1 Computation Equipment Server for statistical and spatial analysis
  - 1 Program computer SQL for database administration
  - 2 Computers for statistical and spatial analysis
  - 2 computer Programs ArcView desktop for spatial analysis
  - 2 Computer for datum collection (Oficialia Juridica)
- **Equipment and programs computer for information system Direccion General de Transito Municipal (DGTM)**
  - 2 Computers for statistical and spatial analysis
  - 2 computer Programs ArcView desktop for spatial analysis
  - 1 Notebook Computer for spatial analysis
- **Equipment and programs computer for information system Desarrollo Integral de la Familia (DIF)**
  - 1 Computation Equipment Server
  - 5 Computers
  - 1 Program computer SQL for database administration
- **Site mirror of the information system and analysis spatial Instituto Municipal de Investigacion y Planeacion (IMIP)**

- 1 Computation Equipment Server
- 1 Program computer SQL for database administration
- 1 Studio Visual Program 2010 for application development
- **Equipment and computer programs for consultants prevention of violence**
  - 4 Computers
  - 2 Notebook Computers
  - 1 Printer
- **Consultancy in Information Technologies**
  - Configuration of computer
  - Design and development of collaboration site
  - Design and automated development of systems of indicators (IEF)

State of the exchange of information up to institution

In the following table achievements and challenges of the exchange of information with the Observatory are listed:

<b>Institution</b>	<b>Achievements</b>	<b>Challenges</b>
Secretaria de Salud Jurisdiccion Sanitaria II	Finish lag in capture of deaths 2010 Training in the filling of death certificates Obtain information on Health Centers Health Jurisdiction II (22 centers including valley of Juarez)	The information on SS of the death certificates resides in a PC and is carried out in a file of Microsoft Access. It is necessary to have an equipment server, database software, and information backup. Due to the increase of the number of death certificates, it is necessary to continue with the support for the capture of the same in the system.
Municipio de Juarez	The presentation of the Observatory to the president municipal was made, Director-General of Transit, Safety Secretary Public Municipal, Director of the Integrated Development of the Family and other staff members of the new administration Municipal. Was renewed the agreement of participation between the	Continue the exchange of information with Oficialia Juridica. Involve other municipal sections in the data analysis of violence prevention and injuries.

	new President of Juarez, Mr. Hector Murguia Lardizabal and the Observatory	
Desarrollo Integral de la Familia	There was acquired the computer (server and computers of desk) and program for administration of databases.	Due to the change of municipal administration there was delayed the activity of installation and configuration of computers. In addition to the design of the information system
Direccion General de Transito Municipal	It was continued with the exchange of information without interruptions despite administrative change. Development of the Automatic Indicator System (IEF)	Continue the analysis meetings for decision-makers. Incorporate information from the agencies of insurance of autos that complement information on road incidents Initiate collaboration and exchange of information between transit authorities from Juarez and El Paso, Texas. Give training on prevention of injuries and course SAFE to transit agents.
Secretaria de Seguridad Publica	Make the presentation of the Observatory and IEF to the Technical coordinator. Hold two analysis meetings on processes of data collection.	Continue the exchange of information. Improve the processes of data collection and analysis Develop this II IEF with information Public Safety.
State Authorities		Involve the authorities of the state level in the exchange of information <ul style="list-style-type: none"> <li>Income collection. Information on driver's licenses, vehicle park, and implementation of systems to confirm plates in transit</li> </ul>
UACJ	Implementation of IEF in team server of the UACJ	Migrate Website of the Observatory to equipment server of the UACJ. Finish development of the collaboration site for the database storage and statistics lodged in the UACJ.

### III. Opportunities:

- a. The project VIP now has a great opportunity since the interviews for the consultant VIP were completed and the consultant will be part of the equipment in January later in February. The consultant VIP will strengthen the work of the Observatory in the development of policies and programs with the corresponding committee, to the same will contribute to the development of the Work Plan for the Phase II, and to strengthen even more the coordination, communication, and collaboration with the local, state, federal authorities, since it is of an institution where maintained very good relations with the principal decision-makers.
- b. The project VIP will be capable of contributing to mental primary health care including care to the victims of violence the WHO guide for the prevention of violence against women also is an opportunity to strengthen the institutional capability and the local community.

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

**Key dates of the Project VIP (fourth quarter):**

**OCTOBER:**

- /4-5 Binational Week of Health (Guanajuato): Foreword on matters related to mental health of violence
- 10 / Workshop in the subject of safe hospitals in Juarez (Dr. Iturralde)
- 10 / 15 Meeting of the Team of Project VIP
- 10 / 10 Finalizes contract Barragan Salvador
- /18-22 Workshop on life skills (Ivan Dario, EDEX) in Juarez
- 10 / 21 Meeting with the Commission (in alignment with PAHO)
- / 10 Training on the use of Elluminate and site of collaboration for the equipment VIP in Mexico City
- 10 / Finalize the contracts of Felipe and Mario
- /24-29 Lorely Ambriz participated in the Fair of the Knowledge-Commitment Did was Central America in Panama present on the experience of the Observatory and Knowledge Management and participation in the workshop of How can they contribute the communications media to the insecurity?

**NOVEMBER:**

- 11 / Meeting with Dr. Cervantes
- 11 / Meeting with the Table of Mental Health
- /7-9 APHA Annual Meeting: Presentation on violence in CJ and the project VIP
- 11 / 15 Meeting with Capinte/ Aura consultants in order to identify the needs of mental health
- / 11 Telephone conference with MovieFest to examine the issues proposed by Legal PAHO
- /18-21 Course SAFE (Dr. Iturralde, Adrian Mancilla and Luis Corral attend)
- 11 / Meetings in Juarez--mental health, groups of young people and the project VIP (Dr. Cervantes, Cerqueira, Rivera, Mancilla)
- /19-24 Meetings Safe Communities (Dr. Cervantes attends Conference in

London)

The meetings of the group of life skills

The meetings of the health Council of the citizens (ERM)

The meetings of the Mental Health Table (ERM and RJ)

The interviews for post of consultant VIP

**DECEMBER:**

- / 12 Presentation of the Observatory to Diana Villiers Negroponte, Brookings
- / 12 Meeting with David Castaneda of USAID (through the telephone)
- /6-8 Visit on the part of CeaseFire
- 12 / Meeting with the Mexican federal agencies
- 12/6 Attend ADDICT TO LIFE (100 children in the theater in order to watch the video interactive on how to prevent the addictions)
- / 12 Meeting of the Mental Health Working Group
- 12 / Meeting with Dr. Cervantes and the equipment of PAHO to review the Plan of Work of the Phase II
- 12/9-12 Course SAFE (Dr. Cervantes attends)
- / 12 Meeting with the new mayor (Hector Murguía) and the new President of the UACJ (Javier Sanchez Carlos), the signature of an institutional agreement
- 13/12 Ceremony of donation of equipment alcoholometry to Transit
- 14 / 12 Meeting of the Group of Skills for the Life in Juarez (Dr. Iturralde)
- Interviews for the consultant in Mental Health and substance abuse
- 15 / 12 Technical and financial reports for the quarters 1 and 2 were sent to USAID
- 12 / Plan of work and budget of the Phase II of the project was sent a USAID
- 12 / Finalizes contracting of Andrea and Nayeli