



2014 Family Health Fair: April 26, 2014, Sweetwater High School

Success Report



Initially started in early 1990's as a "Health Plática" (or "Health Talk"), and transitioning into a health fair in 1999, the MANA de San Diego Family Health Fair has grown into a far reaching annual event that provides free health screenings, education, and patient navigation for the medically underserved Latino community of San Diego County.



For many individuals with limited or no health insurance, this is their first experience with preventive care. As an organization, we are proud to take the lead and share these resources with the community.

Reach:

Facebook: 3,200+
YouTube Views: 1,600+
Flyers: 6,000
Event Programs: 750
E-blast Contacts: 2,300+

Media:

News Appearances: 2
Radio Segments: 2
Radio Advertisements: 25+
Listings: San Diego Magazine, UT San Diego, Enlace, El Latino



Health Screenings Provided:

- Free services for over 700 medically underserved Latinos and their families in San Diego County.
- 3,700+ Screenings
- 320 of which were breast or cervical cancer early detection exams.
- About 5% of the clinical breast exams resulted in abnormal findings for which subsequent diagnostic follow-ups were scheduled.
- Free health information and screenings: mammograms, cervical cancer screenings, cholesterol, glucose, bone density, vision, dental, blood pressure, HIV tests and many more were offered at the event.



Twitter: @MANAdeSanDiego



Facebook: MANA.D.SanDiego



Sponsors:



Thank you to our Partners!

Through the outstanding work of the Planning Committee and the engagement of our health care providers, sponsors, volunteers and exhibitors we provided high-quality preventive care to families in our community who deserve but lack such care.

Breast Health and Cervical Cancer Screenings Provided By:

- Cancer Detection Program: Everyone Woman Counts
- Family Health Centers of SD
- Family Medical Center International/We Support U Organization
- Inner Images Inc.
- La Maestra Community Health Centers

Exhibitors:

- American Diabetes Association
- Autism Tree Project Foundation
- BAME Renaissance CDC
- Banker's Hill Law Firm
- Community Housing Works
- County of San Diego: Vector Control Program
- Dignity Memorial
- Johnson & Johnson
- Kaiser Permanente
- La Vista Memorial
- San Diego Gas & Electric
- San Ysidro Health Center
- SAY San Diego
- Susan G. Komen for the Cure
- UCSD Pediatric Gastroenterology,
- Union of Pan Asian Communities (UPAC)

In-kind Contributors:

- Coast Citrus Distributors
- Food4Less/Ralphs
- Nicole Galicia
- Neighborhood Market Association
- Northgate Gonzalez Market
- Otay Water District
- Starbucks-Bonita
- Target- National City

Health Screenings Provided By:

- AMR Ambulance
- California Nursing Students' Association Chapters
- Family Health Centers of San Diego
- Hispanic Dental Association
- The Kidney Trust
- La Maestra Community Health Centers
- National Association of Hispanic Nurses-San Diego Chapter
- Operation Samahan Community Center
- The Philippine Nurses Association of San Diego County
- Planned Parenthood of the Pacific Southwest
- Prime Care-Mercy Physicians Medical Group
- San Diego Black Nurses Association
- San Ysidro Health Center
- Sharp HealthCare
- Sharp Hospice Care
- South Coast Dental
- UC San Diego AntiViral Research Center
- UC San Diego Health System Nursing Clinical Practice Council
- UC San Diego School of Medicine
- UC San Diego Shiley Eye Mobile
- University of the Pacific School of Pharmacy and Health Sciences