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music



La Alianza Hispana and *Celebra la Vida Con Salud*, a national health education campaign, along with our new partner, Berklee College of Music, and in collaboration with Mayor Thomas M. Menino and the City of Boston's Office of Arts, Tourism and Special Events, is proud to present its 2nd annual *Celebra la Vida con Salud y Música: Celebrate Life with Health and Music Festival* to be held at Boston City Hall Plaza on July 13, 2008

Last year, the event attracted over 9,000 people who received free health exams. Many were screened for cholesterol, Glucose, HIV, Vision, and Dental. Additionally, more than 100 community organizations distributed information about health and social services. Over 75% of families who were screened were linked to appropriate community resources. The fair also offered fun for Boston's Latino families with dancing and singing to traditional music performed by 41 Trova musicians who flew in from Puerto Rico. Children also tested their fitness levels at our interactive Youth Fun and Fitness Zone, and young people participated in interviews and expression painting at the mural in the *Salud Entre Nosotras* exhibit.

By incorporating public health outreach with cultural activities, *Celebra La Vida Con Salud y Música* seeks to improve access to health care for immigrants and Latinos by linking them to appropriate community resources. For the second time, **La Alianza Hispana, and *Celebra la Vida Con Salud*, along with its new partner Berklee College of Music**, are uniting their efforts by creating an educational and cultural event, which is certain to attract ample participation from numerous vendors and city residents alike. This year *Celebra la Vida Con Salud y Música* anticipates reaching over 15,000 families.

Celebra la Vida Con Salud y Música

La Alianza Hispana has a long history of providing public health outreach and support services in Boston's Latino community. *Celebra la Vida Con Salud y Musica* builds upon the successes of eight years of annual health fairs in the Dudley neighborhood of Roxbury. Growing attendance and interest from other health care providers inspired La Alianza to broaden our reach and enrich this year's event through the collaboration with the City of Boston, Berklee College of Music and our national partner, *Celebra la Vida Con Salud*. La Alianza has been actively engaged in a number of health related outreach and research projects: (1) partnering in a study of health disparities in older Puerto Ricans in conjunction with Tufts and Northeastern Universities, and (2) an outreach grant recipient to provide community education sessions and enrollment for the Network Health and Commonwealth Care's health plan.

Celebra la Vida Con Salud y Música Focus on Arts and Culture

Founded on jazz and popular music rooted in the African cultural diaspora, Berklee's College of Music comprehensive curriculum is distinctly contemporary in its content and approach, and embraces the principal musical movements of its time. More than a college, Berklee has become the world's singular learning lab for the music of today—and tomorrow. It is a microcosm of the music world, reflecting the interplay between music and culture; an environment where aspiring music professionals learn how to integrate new ideas, adapt to changing musical genres, and showcase their distinctive skills in an evolving community. True to its mission, Berklee will continue to amaze us by offering us the best of Salsa and combining it with our best local talent at this year's event titled: ***Celebra La Vida Con Salud y Música!***

Purpose and Vision of *Celebra la Vida Con Salud y Música*

- ◆ Improve access to health care
- ◆ Increase health awareness by providing health screenings, bilingual materials and exhibits
- ◆ Provide participants with access to health providers for free or low-cost check-ups
- ◆ Increase awareness of local, state, and national health services and resources like the Commonwealth Care Plan
- ◆ Motivate attendees to make positive lifestyle changes
- ◆ Demonstrate alternative food choices through cooking demonstrations and access to farmer's markets
- ◆ Survey participant's interest in different health topics for future public educational programs
- ◆ Lead participants in a dialogue about public health and link them to appropriate community resources
- ◆ Encourage participation of the health care industry, educational institutions and the business community to increase their presence in Boston's Latino community
- ◆ Teach self-care practices exposing attendees to new alternative and holistic health practitioners.

The Need to Bridge Health Disparities in the Latino Community

There are a number of health disparities impacting the Latino Community. Across their lifespan, Boston's Latinos have strikingly higher risk of illness and death and more limited access to resources and information.

- ◆ Latino Bostonians, as a group, have worse health than white residents on certain health indicators. Examples include: asthma, hospitalization, mortality, HIV, obesity, diabetes, and mental health issues;
- ◆ Latinos (with family income of less than \$15,000) have lower access to specialty care than poor whites; and
- ◆ Non-English-speaking Latinos may find the health care system difficult to navigate and may experience the challenges to finding health information that is accessible to them.

About La Alianza Hispana, Inc.

La Alianza Hispana (The Hispanic Alliance), founded in 1970, is a community based, non-profit organization dedicated to promoting Latino self-determination, advocating for equal access to basic services, and combating the effects of poverty, discrimination and the stress of migration. La Alianza Hispana provides linguistically and cultural appropriate services that range from education, public health, workforce development and youth and family services. Over 2,000 people are served each year at La Alianza Hispana's Dudley Street and Mission Hill sites. www.laalianza.org (617) 427-7175 ext. 230. La Alianza's program and services include:

- ◆ Latino Family Counseling Center & Public Health Programs serving 115 families
- ◆ Adult Day Health & Senior Center serving 200 Latino seniors and people with disabilities
- ◆ ESOL Adult Basic Education & Workforce Development Programs serving 150 adults
- ◆ Club Latino After School Program serving 40 youth

About Berklee College of Music

Founded in 1945, Berklee College of Music is the world's largest independent music college and the premier institution for the study of contemporary music. Its mission is to educate, train, and develop students to excel in music as a career. One of Berklee's primary goals has been to foster international understanding through the medium of contemporary music. Berklee's College of Music objectives are to:

- ◆ Encourage students to appreciate and apply music's enormous force for the enrichment of society and intercultural understanding;
- ◆ Cultivate a supportive learning environment by actively promoting a climate of respect for personal and cultural differences, and by offering a range of services and activities to support the needs of the student musicians who come to us from around the world; and
- ◆ Provide an environment in which all know that they are full and valued members of the community.

About Celebra La Vida Con Salud

Celebra is a national health education campaign dedicated to informing Hispanics about disease prevention and treatment of major illnesses affecting the U.S. Hispanic population. Through a four-tiered model, *Celebra* equips its target audience with the information and resources necessary to address the health disparities impacting their population and the guidance to adopt healthier lifestyles. Through its on-the-ground health festivals, *Celebra* works closely with community grassroots channels to provide participants with culturally appropriate and preventative health information, access to free medical screenings, and information about the availability of low cost or free health insurance. At the *Celebra* festivals, participants are able to make connections between health information and steps they can take to build healthier lifestyles. The *Celebra* health tour visits 12 U.S. cities with large Hispanic populations.

Celebra La Vida National Impact

- ◆ 54% of participants who received medical screenings followed-up with a visit to a doctor.*
- ◆ More than 90% of participants found the materials distributed at the festival helpful.*
- ◆ More than 90% of participants said they will share the information received at the festival
- ◆ 84% of participants said they will share the information they received with others.*
- ◆ 54% of participants said their overall impression of the health festival was excellent, and 43% said it was good.*
- ◆ The majority of participants felt the **Celebra** health festival was beneficial to themselves and their families.*
- ◆ More than 50% of festival participants received free medical screenings.*
- ◆ 100% of participants said they would recommend the **Celebra** festival to others.

Components of the Celebra Campaign

- ◆ ***On the Ground:*** The **Celebra** health tour visits 12 U.S. cities with large Hispanic populations. The all-day event features free health screenings and information on nutrition, health education and health issues.
- ◆ ***Online:*** The **Celebra** Web site, celebralavida.com, provides information about the **Celebra** campaign and links visitors to national and local health resources.
- ◆ ***Ongoing Outreach:*** Through a strong community network of local, national, private and public organizations, **Celebra** provides ongoing access to information and resources year round.
- ◆ ***On-Air:*** PSAs and talk shows featuring health experts and Hispanic celebrities discuss health issues and provide solutions and resources.