

City of Philadelphia



Council of the City of Philadelphia
Office of the Chief Clerk
Room 402, City Hall
Philadelphia

(Resolution No. 070031)

RESOLUTION

Recognizing the month of March as Latino Health Month in Philadelphia.

WHEREAS, More than 160,000 people of Hispanic heritage reside in the City of Philadelphia, comprising more than 10% of the City's total population growth of more than 70% in the last decade; and

WHEREAS, Latinos fare far worse on many health outcomes than the general population; and

WHEREAS, 14.3% of Latinos are diagnosed with Diabetes in South Eastern PA (SEPA), as compared to 8.1% in the general population of PA and 8.9% in the National Population; and

WHEREAS, 54.8% of Latino Children in SEPA ages 2 -17 are at risk of becoming obese as compared to 41.4% of Children of the general population; and

WHEREAS 26.6% of Latino adults in SEPA are obese as compared to 22.8% of the general population; and

WHEREAS, Two prominent public health organizations have teamed up to launch an unprecedented bilingual multimedia health initiative focused on improving the health of Latinos, under the guidance and support of the Philadelphia Department of Public Health; and

WHEREAS, Congreso de Latinos Unidos, a leading non-profit community based Latino organization in Pennsylvania whose mission is to strengthen Latino communities through social, economic, education, and health services; leadership development; and advocacy; and

WHEREAS, The Pennsylvania Medical Society has been advocating for the patient-doctor relationship since 1848; and

City of Philadelphia

RESOLUTION NO. 070031 continued

WHEREAS, These two organizations have facilitated the collaboration and support in this initiative of all Philadelphia health promotion and health care providers having a dedicated interest in the unique needs of the Latino community, to launch a bilingual multimedia health initiative focused on improving the health of Latinos, *A Su Salud*; and

WHEREAS, This initiative brings critical preventive health information and education to Latinos across eight counties in Southeastern Pennsylvania, through a culturally appropriate televised educational media component with four Latino healthy cooking shows aired on Telemundo via Comcast Cable Network in March, 2007, with Latino health professionals appearing as guests to speak about health and fitness topics in a culturally appropriate and compelling manner; and

WHEREAS, A print media component will include the distribution of nearly half a million bilingual recipes and health information booklets throughout eight counties in Eastern Pennsylvania beginning in February, American Heart Health Month; and

WHEREAS, The campaign will also include free blood pressure and body mass index screenings offered at key venues throughout Philadelphia's Latino communities, at Congreso de Latinos Unidos and most Latino primary health care facilities, directing individuals to treatment; and

WHEREAS, The City of Philadelphia recognizes the valuable platform which this campaign offers from which to mobilize efforts to reverse these health disparities; now therefore

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby recognize the month of March as Latino Health Month in Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Nicholas Torres of Congreso de Latino Unidos and Barbara Layne of the Pennsylvania Medical Society as a symbol of the sincere admiration of this legislative body.

City of Philadelphia

RESOLUTION NO. 070031 continued

City of Philadelphia

RESOLUTION NO. 070031 continued

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the twenty-third of January, 2007.

Anna C. Verna
PRESIDENT OF THE COUNCIL

Patricia Rafferty
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmembers Ramos, Tasco and Savage

Sponsored by: Councilmembers Ramos, Tasco, Savage Greenlee, Goode, Council President Verna, Councilmembers Miller, DiCicco, Kelly, Krajewski and Reynolds Brown