

**International Women's Day**  
*Culture and Gender Matter! Health for All*  
**Pan American Health Organization, Room A**  
11 March 2009

- 11:00- 11:10**                    **Greetings**  
Dr. Marijke Velzeboer-Salcedo  
Gender, Ethnicity and Health Office Coordinator, PAHO/WHO
- Mrs. Laura Albornoz Pollmann  
President of the Inter-American Commission of Women
- 11:10- 11:20**                    **Keynote Remarks**  
*Culture and Gender Matter! Health for All*  
Dr. Mirta Roses Periago  
Director PAHO /WHO
- 11:20- 11:30**                    **Guest Speaker**  
Dr. Wanda Jones  
Deputy Assistant Secretary for Health  
Director of the Office on Women's Health  
U.S. Department of Health and Human Services  
US Delegate to the CIM and member of the Executive Committee
- 11:30- 12:00**                    **Presentations of Best Practice Winners**  
- **Bolivia:** Francy Marcela Venegas Arzabe  
- **Brasil:** Lucia Cavalcanti de Albuquerque Williams
- 12:00- 12:10**                    **Awarding of Prizes**  
Dr. Mirta Roses Periago
- 12:10- 12:25**                    **Performance**  
Black Bear Singers and Dancers
- 12:25- 12:30**                    Closing

\*Remarks followed by a light lunch in the lobby

PAHO wishes to acknowledge the support of the Pan American Health and Education Foundation.



# COMPETITION BEST PRACTICES THAT INCORPORATE THE GENDER/ETHNIC EQUALITY PERSPECTIVE IN HEALTH

## WINNERS 2009

### **BOLIVIA**

***"Primary health care with a gender approach" (Star Health Services), Departmental Health Services, La Paz - Ministry of Health and Sports and the PAHO/WHO Representative Office***

This program benefits migrant women and Aymara indigenous women living in poverty in urban sections of the La Paz municipality. The initiative emerged in light of the low coverage and participation of women in disease prevention and care, due to discrimination, bad treatment, and their felt needs. Through coordination with health care service providers, groups of women managed to transform the services so that they better respond to the specific needs of the users by using an intercultural approach, thereby increasing care coverage, especially for labor (giving birth).

### **BRASIL**

***"Empowering families in order to combat domestic violence", Federal University of Sao Carlos, Brazil, School Health Unit (USES), Analytical Laboratory of Violence Prevention (LAPREV)***

This experience was developed in the city of Sao Carlos and began in the police stations. Subsequently, the project became part of health system in order to address the violence prevention and treatment needed because of the high occurrence rates. The program, a university and municipality partnership, worked with mothers and fathers, giving follow up to 800 beneficiaries to change their violent behavior and relationships with their children. The results include a reduction in violent relationships and improvements in the providers' ability to detect and address cases of violence.

## WINNERS 2008

### **BOLIVIA**

***Building bridges between the community and health services with a focus on gender and interculturalism, Program for Comprehensive Health Coordination (PROCOSI).***

Through its focus on women's empowerment, community participation, and a cultural and gender perspective, this best practice has helped reduce maternal and infant mortality in Calamarca and Morochata. Community health workers, with the active participation of local women, increased these women's knowledge about their reproductive health and human rights; and, as a result, they demanded and gained access to better health care. The women involved men, health officials, and health care providers so as to garner more support for their rights and demands.

### **MEXICO**

***Incorporation of the gender perspective into the national program for prevention and control of diabetes mellitus, National Center for Gender Equity and Reproductive Health, Secretariat of Health of Mexico.***

This best practice, implemented throughout the country, focused on effective information dissemination and improved methods to manage the differences in the way men and women with diabetes behave and the way they are affected by the disease. The initiative was part of the national campaign "Men and women are taking measures", which included the dissemination of gender-specific information for men and women users as well as for health personnel, in order to improve the health care coverage of this disease.

To learn more about the publications of the best practices, visit: [http://new.paho.org/hq/index.php?option=com\\_content&task=view&id=457&Itemid=207&lang=en](http://new.paho.org/hq/index.php?option=com_content&task=view&id=457&Itemid=207&lang=en)



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