



LA MAESTRA
COMMUNITY HEALTH CENTERS
City Heights · El Cajon · National City · Lemon Grove

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Health Center Launches Fiesta Health Fair to Celebrate Mexican Independence Day

La Maestra Community Health Center to host Fiesta Health Fair to provide low-income, underserved residents with health services

CITY HEIGHTS, CA –La Maestra Community Health Centers (LMCHC), a nonprofit 501(c)(3) federally qualified health center, will be having a Fiesta Health Fair. In celebration of Mexican Independence Day, La Maestra Family Clinic will be having a health fair on Friday, Sep. 16 from 9:00 a.m. to 1:00 p.m. at the organization's main clinic site in City Heights located at 4060 Fairmount Ave, San Diego, CA 92105.

Fiesta Health Fair will be providing free blood pressure and glucose screenings as well as public program assistance in Medi-Cal, Covered CA, CalFresh and SDG&E applications. New patients attending the health fair will receive fifteen minute consultations in family wellness and dental care. All participants will also receive a primary medical care placement and be linked to a medical home, ensuring the successful transition to usual sources of care. Along with these services, community members can attend nutrition classes, healthy cooking demonstrations and learn about the benefits of aromatherapy. The Fiesta Health Fair will have family friendly activities, including a Zumba performance, folkloric dance, and giveaways.

For the cooking demonstration, Chef Daniel Ortiz will be cooking a healthy easy-to-make salad. Chef Ortiz attended the San Diego Culinary Institute, led by renowned Chef Larry Lewis. He previously worked and managed booths at big events such as Coachella, Stagecoach and the Los Angeles Food and Wine Festival. Chef Ortiz is excited for the opportunity to be working with the community.

Through Fiesta Health Fair, free on-site screenings and informational resources will be available to low-income, underserved families in the community. Many of the most underserved individuals and families

in San Diego face significant barriers to care including transportation, lack of child care and language barriers. The mobile unit improves access by reaching individuals and families where they live, work, shop, worship and play.

According to data from the 2014 California Health Interview Survey, LMCHC's service area has higher rates of hypertension, prediabetes, diabetes, and obesity when compared to the San Diego county average. These health disparities are contributed to high poverty rates as well as language and transportation barriers. In the United States, the Hispanic/Latino population has the highest uninsured rate, with nearly one in three Hispanics uninsured (KCMU/Urban Institute analysis of 2012). LMCHC'S Fiesta Health Fair is an effort to provide innovative solutions to this problem. This outreach event will foster a welcoming and safe environment; enabling LMCHC the capacity to educate and provide care to families that otherwise would not have access.

Alma Robles-Duran, La Maestra's Program Director, said, "We also collaborate with many other organizations in San Diego by inviting them to join the effort to expand the access of care for our underserved communities. I'm from the community and I understand the struggle. We are trying very hard through this health fair to prevent many of the health issues in our communities, with the overall goal to have happier families." LMCHC will continue to work collaboratively with local resources to ensure follow-up care and the extension of services to ensure underserved residents have access to ongoing and regular health care services.

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The mission of La Maestra Family, Inc. is to provide quality health care and education; to improve the overall well-being of the family; bringing the underserved, ethnically diverse communities into the mainstream of society through a caring, effective, culturally and linguistically competent manner, respecting the dignity of all patients.

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