

A Healthy Pima Production- Produced, directed, written, edited by and starring – Roller Derby Queens: The Furious Desert Fireballs!!!!



LA ACTIVISTA

Montserrat Caballero! Montserrat, 'La Activista,' is the Community Engagement Coordinator at the Pima County Health Department. Her interests and passions include community mobilization, health equity, and advocating for vulnerable populations. In her spare time, she does pretty much the same things, just doesn't get paid for it. Her true love in life is parenting her 5 ½ year old son, Julián.



LA PAYASA

Annemarie Medina! Annemarie, 'La Payasa' is the VP of Corporate & Community Partnerships for the YMCA of Southern Arizona. Her passion is bringing people together toward a common goal of community health. In her spare time she teaches Business courses at the University of Phoenix and runs half marathons. She is mom to 27 year old Aubrey, her mentor and idol.



LA SIMPATICA

Yamila El-Khayat! Yamila, 'La Simpatica,' is the Outreach Services Librarian for the Arizona Health Sciences Library. She is dedicated to increasing health literacy within our community. She is also known as 'super chingona mom' to three year old Samyra and 11 month old Fadel .If she had time she would spend more time alone.



LA LUCHADORA

Jennifer Peters! Jennifer, 'La Luchadora,' is the Coordinator for Community Health Promotion at the University Of Arizona College of Public Health. Her interests are in public health infrastructure, collaborative leadership, program planning and evaluation, and working with communities to examine their health and seek innovative solutions. In her spare time, she rules the domestic skill set – knitting, cooking, gardening, building, and parenting her way to sanity.

Picture This

The Location: Pima County, Arizona is located in the southern part of the state, with just fewer than 1 million residents. The county has a land mass larger than the state of Rhode Island. Located in the beautiful Sonoran Desert, the largest metropolitan area is the City of Tucson, the sixth poorest city in the country for a city of its size.

The Time: The Healthy Pima team has a combined 48 years of experience working on an array of health related issues. We come from the academic, government and non-profit sectors and are committed to collaboration, integration, and making a collective impact.

The Story: We want to take our Healthy Pima initiative to the next level by learning methods and approaches to collective leadership, planning and performance improvement. By the conclusion of this leadership academy Healthy Pima would have defined guiding principles, vision, mission and scope and clear benefits for both individual members and member organizations. This gives us efficacy and allows us to obtain and align resources.

The Healthy Pima team needs to commit to taking the leadership role and start tracking outcomes for the work being done. The team needs to find a way to collect data, analyze it and show a demonstrated impact in order to be able to continue to receive support from our organizations that allow for the time and efforts for the Healthy Pima Initiative.

The Healthy Pima team is currently on track to implement the Pasos Adelante curriculum in January 2015, a tested curriculum that focuses on chronic disease prevention that is culturally appropriate for Spanish speaking immigrant and non-immigrant populations. The curriculum will be delivered to promotoras, or community health workers. The team plans on creating additional training modules focused on health insurance literacy, housing, and food insecurity. In conjunction with these updates and in an attempt to address food deserts, the team will also support updates to urban agricultural zoning regulations in Pima County to allow for increased ability to produce, raise and sell local produce, eggs and dairy products.