

## **RESOLUTION**

**WHEREAS**, studies in the United States have shown that women make up to 90% of the health care decisions for themselves and their families;

**WHEREAS**, there are close to fourteen million Hispanic-American and Hispanic women in the United States;

**WHEREAS**, Hablando de la Salud de la Mujer (The Cleveland Clinic) was established in 2003 to empower the growing number of Hispanic women across the country to make informed decisions about health, well-being and personal safety for themselves and their families;

**WHEREAS**, The Texas Tech Laura W. Bush Institute for Women's Health has partnered with Hablando de la Salud de la Mujer (The Cleveland Clinic) to bring El Paso the second Hablando de la Salud de la Mujer Conference to be held on October 16<sup>th</sup> 2010 at the El Paso Convention Center;

**WHEREAS**, the first Hablando de la Salud de la Mujer Conference held in El Paso in 2008 was a sold out event that that attracted over 650 women from El Paso, Las Cruces and Cd. Juarez and national sponsors that included Walmart, Lifetime, Tylenol and Kleenex; and

**WHEREAS**, The Texas Tech Laura W. Bush Institute for Women's Health and Hablando de la Salud de la Mujer (The Cleveland Clinic) have requested the assistance of the City of El Paso in promoting the conference.

**NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO AS FOLLOWS:**

1. That the Mayor and Council fully support The Texas Tech Laura W. Bush Institute for Women's Health and Hablando de la Salud de la Mujer (The Cleveland Clinic) in their efforts to conduct:

### **Hablando de la Salud de la Mujer Conference October 16, 2010**

2. That the Mayor and Council authorize the use of the City of El Paso Seal and the listing of the City of El Paso as a sponsor of the conference; and
3. That the Mayor and Council authorize the City Manager to assist in the promotion of the Conference by links from the City's website.

**ADOPTED THE \_\_\_\_\_ DAY OF NOVEMBER 2009.**

**THE CITY OF EL PASO**

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John F. Cook  
Mayor

**ATTEST:**

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Richarda Duffy Momsen  
City Clerk

**APPROVED AS TO FORM:**

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Sylvia Borunda Firth  
Senior Assistant City Attorney



## Who does Hablando de la Salud de la Mujer/Speaking of Women's Health reach?

Females as Decision Makers:

National Demographics

AGE:

- Less than 25 3%
- 25-35 11.9%
- 36-45 18.9%
- 46-55 27.4%
- 55-66 24.5%
- Over 66 14.3%

## 2008 Results and Demographics for El Paso Texas

Following are the results from the 2008 Hablando Event:

Overall Rating of Quality: = 9.23 (10 point scale with 10 being the highest)

The best part of the Day:

1. The speakers
2. Spending time with family
3. Everything
4. The Gifts

As a result of attending this conference, do you plan to schedule an appointment with a physician?

**99% of women said "Yes"**

How would you describe yourself?

- Full Time Employees 83%
- House Wife 14%
- Part Time 2%
- Other 1%

## Attendees Comments:

"It was great! You made us feel very special!"

"Very interesting conference! I learned a lot! "Thanks to all of those that put it together".

"I felt like a true hero! See you next year." "The conference was very interesting. I learned a lot".

"I learned how to value myself and how I should start taking care of myself".



## Background

**Speaking of Women's Health or Hablando de la Salud de la Mujer helps educate women about the power of their health, well-being and personal safety.**

What makes Speaking of Women's Health so special is our heritage and our understanding of the unique psychology of women. We know that women who are interested in improving their health seek fair-balanced, credible information from health experts. We also know that women like to be pampered and they like to be together in an environment of learning and camaraderie.

**In all of our educational programs, Speaking of Women's Health stays true to this heritage by offering:**

**Fair-balance information from nationally and locally credentialed experts.**

We don't promote a specific doctor, or a specific treatment – we offer information about the many options available to women today. We encourage women to gain the knowledge, talk to their doctor or health care practitioner and make these important decisions on their own.

**An environment of beauty and pampering.** We know that women like to be surrounded by uplifting décor, showered with gifts and pampered with screenings and extras.

**A place of warmth, friendship and unparalleled camaraderie.** Women who learn together, grow together. Our conferences and educational pieces give women the opportunity to share their lives and experiences so that they can learn

from each other. Our outreach efforts touch women in their everyday activities.

### The Hispanic Version

Speaking of Women's Health launched its first Minority Health Program for Hispanic in the fall of 2001, *Hablando de la Salud de la Mujer*, Spanish for "Speaking of Women's Health." This program addresses the specific health concerns of Hispanic women and their families, reaching them in a warm, inspiring setting. In the same spirit of Speaking of Women's Health events, Latinas enjoy learning about their health, well-being and personal safety through pampering and "edu-tainment" from Hispanic speakers and health care professionals.

All *Hablando de la Salud de la Mujer* events are presented in both Spanish and English, and include a lineup of keynotes, breakout sessions and health screenings. The first *Hablando de la Salud de la Mujer* event held in Los Angeles reached a crowd of more than 450 women. In 2008, the program expanded to five cities and is expected to grow in the upcoming years.

2008 marked the first year of the *Hablando de la Salud de la Mujer* Health Conference in El Paso. Regional women from El Paso, Las Cruces and Cd. Juarez were pampered and energized with health information promoting well being not only for them but for their families as well. The event was held at the El Paso Convention Center with the sell-out crowd of over 650 women. National sponsorships included Wal Mart, Lifetime, Tylenol and Kleenex among others.

Hard work over the last 14 years has educated millions of women across the country and we are honored to have been entrusted with the program's future. We invite you to join us on the next leg of this journey by becoming a member to one of our committees.

Our El Paso Conference is scheduled for **October 16, 2010** at the El Paso Convention Center.

*Laura W. Bush*  
INSTITUTE for WOMEN'S HEALTH