



**PRESS RELEASE**  
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**SABEResPODER's New Educational Guide Promoting the  
Importance of Preventive Healthcare in Latino Communities is Launched Regionally**



(From Left to Right) Amir Hemmat, SABEResPODER; Consul Rogelio Flores Mejía, Mexican Consulate in Oxnard; Diana Bonta, Kaiser Permanente; Raúl Lomelí-Azoubel, SABEResPODER

Oxnard, CA – December 18, 2007 – The Mexican Consulate in Oxnard hosted a community health event to promote healthy living, and officially launch SABEResPODER's new Spanish-language educational guide entitled "*La Salud Preventiva*" (Preventive Health). The guide was produced with the support of Kaiser Permanente.

The preventive health guide promotes healthy living by helping consumers understand the five basic food groups, illustrating how to read nutrition labels and encouraging them to incorporate physical fitness in to their daily routine. In addition, consumers will find helpful cooking and grocery shopping tips for the entire family, as well as a step-by-step guide to regular medical check-ups. With this guide, the Latino community will be well informed about the importance of good nutrition, physical fitness and utilizing the resources and services that exist to improve their health.

The preventive health guide promotes healthy living by helping consumers understand the five basic food groups, illustrating how

Amir Hemmat of SABEResPODER noted that "Our goal is to empower the community with information that will help them realize that healthy living is within their reach and that there are preventative steps they can take to ensure that their families enjoy a greater quality of life."

"Preventive care through healthy eating and active living are core concepts for our community benefit efforts and our entire organization. We believe these health guides will help improve the health of our local communities," said Diana Bontá, RN, Dr PH, Vice-President Public Affairs, Kaiser Permanente, Southern California Region.

The new guide will be available as of Tuesday, December 18, 2007 in the Oxnard and Coachella community with distribution where it is most needed and most accessible—in the Mexican Consulate at Oxnard, through the Migrant Student Program (a U.S. Department of Education initiative), Promotoras health organizers that promote and work at a grassroots level in the community. SABEResPODER™ has published and distributed over five million educational guides to Spanish-dominant Latinos throughout the United States and is finishing work on educational video programming for the SABEResPODER™ video network—a series of flat screen TVs placed in key community locations that serve Spanish dominant communities.