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Hispanic News

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Dr. Celia Ayala has been appointed Assistant Superintendent for the Division of Children and Family Services for the Riverside County Office of Education.

Dr. David Long, Riverside County Superintendent of Schools announced the appointment of Dr. Celia C. Ayala to the position of Assistant Superintendent for the Division of Children and Family Services at the Riverside County Office of Education.

The Division of Children and Family Services incorporates responsibilities for Children Services Unit, Early Head Start, Headstart and State Preschool.

Ayala has 29 years of experience in the field of education, holding a myriad of teaching and administrative positions.

She held positions of Curriculum Specialist; Acting Principal; and Coordinator of Bilingual Education at El Rancho Unified School District in the City of Pico Rivera.

In the Los Angeles County Office of Education, Ayala also held the positions of Senior Project Director of Migrant Education; Director; Division of Instructional Communication; Director, Division of Project Funding and Management; and Director, Division of Curriculum, Instruction and Assessment.

At the Pasadena Unified School District, Ayala was appointed principal at James Madison Elementary School (where a portion of the library was named "Dr. Celia Ayala Reading Corner") and prior to her current appointment at RCOE, was Director, Curriculum, Instruction and Educational Technologies.

Ayala received a Doctor of Philosophy in Education and a BA in Spanish and Sociology with a Minor in Education from the University of Southern California, and MA in Educational Administration from California State University, Los Angeles. She also has educational life credentials in administrative services, standard supervision services, standard secondary, and adult education.

She is adjunct professor at California State University, Dominguez Hills and Whittier College, and summer instructor at UCLA.

Ayala was born in Fresnillo, Zacatecas, Mexico to Aurelio Morales and Carmen Dominguez de Morales, the youngest in a close-knit family of four boys and four girls. Her father instilled an environment of learning in the family, which made a lifelong impact on the youngest of the family. "My father inspired us to the value of education, to read and write, and I developed a love for school, and motivated to get as much of an education as possible," Ayala said.

The family immigrated to Los Angeles in 1964, when Ayala was 10 years old. In elementary school, she was able to master the English language in a relatively short period, and in junior high was voted the most likely to succeed. In high school, Ayala was in the top five achievers in high school.

Meanwhile, her mother became the matriarch of a single family home. "My mother was a strong person that held our family together with her love and affection for all of us and became our role model. Every one of us concentrated our efforts to please her, and I had the family supporting my efforts to get an education," she said.

As a GPA 3.9 student, Ayala's goal was to go to college. "Mihita, I don't think you have to go to college," her mother told her. "If I were to go to college, I wouldn't be able to help support the family," Ayala said. "But I had the family supporting my efforts to get an education." She continued on page 4

In an organized effort to stem the continued high health risks facing the Latino community, the California Latino 5 a Day Campaign in the Inland Empire held a public policy forum "Voices for Change" at the Radisson Hotel, with over 100 elected officials' representatives, public health professionals, school administrators and community activists attending the daylong event.

The Voices for Change forum's strategies was to emphasize the importance of healthy "5 a Day" living among Latinos in the Inland Empire, and methodologies to providing access to fresh, affordable fruits and vegetables and added promotion of daily exercise routine for adults and children.

The California Latino 5 a Day Campaign is an initiative of the California Department of Health Services, and a component of the National Cancer Society's National 5 a Day Program.

Scheduled speakers spoke on health statistics affecting the Latino population at the state and local levels, the causes of death among Latinos, preventable measures to improve the health for the targeted group, and successful health model programs in the region.

Frances Vasquez, representative for Senator Nell Soto, presented a Resolution from the California Chicano Legislative Caucus to Leticia Salazar, Coordinator for California 5 a Day for the Inland Empire, center, and Sonia Vega, Health Education Assistant at the Voices for Change Public Policy Forum at the Radisson Hotel, San Bernardino. Photos by lEHN.
CAREER PATHS

Professional Role Grows in Importance

As the way companies do business has changed over the years, the role of administrative professionals has expanded dramatically and is more important than ever. Office support is one of the largest segments—18 percent—of the U.S. labor force.

"Today's administrative professionals are of a higher caliber than the clerical secretaries of yesterday," said Catherine King, vice president for staffing provider Kelly Services. "Employers are requesting office professionals who can handle larger tasks, have a greater sense of company business and be facilitators of communication among members of an increasing mobile staff." Skills such as desktop publishing, spreadsheet reports, budgeting/customer service, meeting and travel planning and Internet research are basic to most administrative professionals. Many employers also desire great communication and problem-solving skills and the ability to work in a team environment.

With the increased range of responsibilities, career opportunities for administrative professionals have expanded. Their diverse skills can serve as a springboard into related areas of project management, events planning, marketing and public relations. "Administrative professionals are among the most adaptable and resourceful employees in any company, and the best employers nurture them by offering training and providing a career path," added King.


Secretaries and administrative professionals:
• Average annual administrative professional's salary: $30,000.
• Shorthand skills generally not required.
• 95 percent of all administrative professionals use personal computers.
• Today's administrative duties include project management, word processing, spreadsheet reports, desktop publishing, presentations accounting, training, purchasing, meeting and travel planning and Internet research.
• Administrative professionals work between 41 and 45 hours weekly.

RIVERSIDE NAMED "AMERICA'S MOST LIVABLE COMMUNITY"

RIVERSIDE, CA-The City of Riverside, California, has been named "America's Most Livable Community" by the D.C.-based Partners for Livable Communities.

The official announcement will be made at the National Press Club, Washington, D.C., with a keynote speech by U.S. Treasury Secretary John Snow. The event will also feature the unveiling of the America's Most Livable Community Web site, which shows cases each of the 30 "Most Livable Communities." A Riverside delegation, comprised of city officials and community members, will be on hand to celebrate and accept the award on behalf of the City.

"Riverside was chosen because of its civic verve—our commitment to utilizing local assets and amenities for economic and community development purposes, our dedication to smart growth, and our creative and effective leadership strategies," stated Mayor Ron Loveridge. "We are proud of this award, and proud of what we have done to achieve it." The "America's Most Livable Community" designation is awarded every year.

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To attend Crafton Hills College, you'll need to register online. www.craftonhills.edu (menu selection "Apply/Register") or at the Crafton Hills College Admissions Office 11711 Sand Canyon Road Yucaipa, CA 92399 (909) 794-2161
Childcare experts are helping the growing number of American children who are falling victim to the epidemic of childhood obesity. The solution is not as simple as it might seem.

There are many factors beyond overweight that contribute to child and adolescent obesity, including lack of regular exercise, television viewing, overexposure to advertisements that promote high-calorie foods, computer usage and other sedentary behaviors that take up time that can be used for physical activity.

There's another, often overlooked factor: emotional stress. For kids, who may have trouble verbalizing their feelings or emotional state, overeating may be a response to stress or depression.

"It's not always just what our kids are eating," says C.T. O'Donnell II, president & CEO of the national children's crisis charity KidsPeace. "Sometimes, it's what our kids are eating. We will never win this battle until we help kids eat right and also solve the emotional roots of overeating."

That's why KidsPeace which helps youngsters to overcome depression, eating disorders, personal traumas and other emotional crises has joined with nationally renowned experts in pediatrics and child psychology and the consumer concept group Mass Connections to launch "Join the Fight to Help Kids Eat Right." The first innovative, uniquely comprehensive approach to fighting childhood obesity that attacks both the physical and emotional causes of the problem.

"If America wants to make sure our kids are eating right and feeling right, what better way than for us to prepare the meal ourselves and use mealtime to talk more and help kids problemsolve the hot-topics issues in their lives?" Says, KidsPeace National Spokesperson, producer and television personality Leeza Gibbons. "It's a simple way to ensure good food and good food for thought."

Family dinnertime and particularly home cooking can be valuable tools not only for ensuring that your children are eating right from a nutritional standpoint but also for providing support, letting them know you're there for them, and finding out and helping solve the day-to-day challenges your children may be facing. These challenges can lead to depression or eating disorders, without family support in meeting them.

"Food itself is not always the problem," says Carolyn Nakken, president of Mass Connections. We all need to join the fight to help kids eat right by preparing healthy meals, eating as a family, and working through the stresses that can lead kids to overeat.


The problem-resolution Web site, TeenCentral.net, created by top national children's experts Dr. Alvin Poussaint of Harvard Medical School and Dr. Lewis Lipsitt of Brown University. This program allows older kids and teens to identify and work out the problems of growing up, and offers them anonymity and the support of clinical supervisors and peers across the country or across the globe.

"The campaign is important because it not only helps kids to eat healthily, but also gives them tools to overcome the underlying emotional reasons that can lead to overeating—a two-sided approach you don't normally read about in the newspaper," says renowned Harvard Medical School Professor Alvin Poussaint, M.D., who also serves as National Director of the KidsPeace L.A. Talk Center for Research.

For more information or to join, go to www.kidspeace.org or www.teencentral.net.
Continued from page 1

have the money for you to get an education, she would tell me, and I told her I would get the scholarships for an education," she said with a smile. Ayala was accepted at Stanford and Radcliffe, but chose the University of Southern California for a law career (and closer to the family).

Ayala was an excellent student at USC with full courses and summer studies. In her junior year, she became an emergency credential teacher for the Los Angeles School District due to the shortage of teachers. During her tenure as a young teacher, she experienced the impact she had on young students and their abilities to learn, and fully realized that education would be her career goal.

Ayala was the only member in her family to go to college. Her mother, Maria Carmen Dominguez de Morales and the family witnessed her graduation in 1976 from the prestigious University of Southern California. Her mother passed away in 2001. Ayala and her husband, Louis, are parents of Gabriel, 20 a student at UCI and Adrian, a student at Los Angeles County High School for the Arts.

"Education is the key to success and in my current assignment, I see an opportunity to give back to the community," she said.

DR. CELIA C. AYALA APPOINTED ASSISTANT SUPERINTENDENT AT RCOE

NOTICE OF AVAILABILITY OF DOCUMENTATION FOR THE LOWER COLORADO RIVER MULTI-SPECIES CONSERVATION PROGRAM

June 18, 2004

Prepared by
U.S. Department of the Interior
Bureau of Reclamation and Fish and Wildlife Service
The Metropolitan Water Agency of Southern California

This notices advises the availability of the Lower Colorado River Multi-Species Conservation Program (LCR MSCP) documents for public review and comment. The LCR MSCP documents include:

* Volume I, Draft Programmatic Environmental Impact Statement/Environmental Impact Report (OEI Control No. DEIS 04 32; California State Clearinghouse No. 1999061029)
* Volume II, Draft Habitat Conservation Plan
* Volume III, Biological Assessment
* Volume IV, Appendices to Volumes I-III

The Environmental Impact Statement/Environmental Impact Report (EIS/EIR) evaluates the impacts of implementing the Lower Colorado River Multi-Species Conservation Program (LCR MSCP) Conservation Plan (Conservation Plan) and issuing a section 10(a)(1)(i) (incidental) permit based on this plan. The planning area extends from the full pool elevation of Lake Mead to the Southernly International Boundary with Mexico. The Conservation Plan is habitat-based and is intended to both promote the recovery of species listed as threatened or endangered under the Endangered Species Act of 1973, as amended, and reduce the possibility that other selected species may become listed along the LCR.

The EIS/EIR has been prepared in accordance with the National Environmental Policy Act (NEPA) of 1969, as amended and the U.S. Bureau of Reclamation's Draft National Environmental Policy Handbook, Reclamation and the U.S. Fish and Wildlife Service are the lead agencies for compliance with NEPA. For the participating California agencies, the EIS/EIR has been prepared in accordance with the Council on Environmental Quality Regulations for Implementing the Procedural Provisions of NEPA and the California Environmental Quality Act (CEQA) of 1970. The Metropolitan Water District of Southern California (Metropolitan) is the lead agency for compliance with CEQA.

The joint EIS/EIR is a programmatic document intended to identify agency decision makers and the public the potential range of impacts associated with the implementation of the proposed action, including significant and beneficial environmental effects. Additionally, the EIS/EIR will serve as the basis for any required future project-specific NEPA and CEQA compliance documents that may be required once individual conservation projects under the LCR MSCP are more fully defined. The proposed action does not revisit the authorization of any ongoing covered activity. This EIS/EIR analyzes the impacts of the proposed action and three additional alternatives, including no action, development of a conservation plan that addresses Federally listed species only, and off-site conservation. It also evaluates the cumulative impacts of the proposed action in combination with other projects.

Comments on the LCR MSCP documents must be received by August 18, 2004 and should be sent either to Mr. Glen Gould, Mr. Steve Spangle, or Ms. Laura Simonke at the addresses listed below:

Mr. Glen Gould / U.S. Bureau of Reclamation
PO Box 61470 - LC - 2011 • Boulder City, NV 89006-1470
(702) 293-8702 (phone) • (702) 293-8023 (fax)

Mr. Steve Spangle / U.S. Fish and Wildlife Service
2321 W. Royal Palm Rd., Ste. 103 Phoenix, AZ 85021
(602) 242-0210 x244 (phone) • (602) 242-2513 (fax)

Ms. Laura Simonke / The Metropolitan Water District of Southern California
700 North Alameda Street • Los Angeles, CA 90012
(213) 217-6242 (phone) • (213) 217-7701 (fax)

Written and oral comments will also be accepted at the following public hearings:

* July 20, 2004, 6:30 p.m., Henderson Convention Center, Vista Room; 200 South Water Street, Henderson, Nevada
* July 21, 2004, 6:30 p.m., Blythe City Council Chambers, 235 North Broadway, Blythe, California
* July 22, 2004, 6:30 p.m., Arizona Department of Water Resources, 500 North Third Street, Phoenix, Arizona

The LCSCP documents can be obtained at the LCR MSCP website at http://www.lcrmscp.org. Copies of the LCR MSCP documents are also available for public inspection and review at the following locations (by appointment at government offices):

* Department of the Interior, Natural Resources Library, 1849 C. St. NW, Washington, DC 20240.
* U.S. Fish and Wildlife Service, 500 Golden Avenue SW, Room 4012, Albuquerque, NM, 87102.
* U.S. Fish and Wildlife Service, 2321 W. Royal Palm Road, Suite 103, Phoenix, AZ, 85021.
* Bureau of Reclamation, Lower Colorado River, 500 Date Street, Boulder City, NV 89006-1470.
* Bureau of Reclamation, Upper Colorado River, 125 South State Street, Room 6107, Salt Lake City, UT 84136-1102.
* Bureau of Reclamation Library, Denver Federal Center, 8th Avenue and Kipling, Building 67, Room 167, Denver, CO, 80225.
* Bureau of Reclamation, Phoenix Area Office, 2222 W. Dunlap Ave., Suite 100, Phoenix, AZ, 85021.
* Metropolitan Water District of Southern California, 700 N. Alameda St., Los Angeles, CA, 90017.
* Government Document Service, Arizona State University, Tempe, AZ, 85287.
* Yuma County Library, 350 S. 15th Ave., Yuma, AZ, 85364.
* Palo Verde Valley Library, 125 W. Cherasol Way, Blythe, CA, 92225.
* Mojave County Library, 1170 Hancock Rd., Buhnahead City, AZ, 86442.
* Laughlin Library, 2840 South Needles Hwy., Laughlin, NV, 89029.
* Clark County Library, 1401 East Flamingo Road, Las Vegas, NV 89119.
* James I. Gibson Library, 280 Water Street, Henderson, NV 89015.

* Continued on next page
WASHINGTON, D.C. – The Children’s Defense Fund (CDF) today criticized the Bush Administration for issuing a budget memo that would lead to severe cuts in services for children and hard-working families while simultaneously pushing to make tax breaks that primarily benefit millionaires permanent at a ten-year cost of $1.1 trillion. The memo, titled “Planning Guidance for the FY 2006 Budget” sets in motion the process to cut education, Head Start, the Women, Infants and Children (WIC) nutrition program, housing, and most other supports for America’s children.

"The gulf between the rhetoric of compassion espoused by the Bush Administration and the devastating reality of its policies widens with each passing day," said Marian Wright Edelman, President and founder of CDF. As the administration begins preparing its 2006 budget proposal, the marching orders are crystal clear, virtually every domestic spending program must be sacrificed in the name of tax breaks for the rich and special interests.

If the memo’s guidelines are allowed, in 2006 education funding would be cut by $1.5 billion, Head Start would be cut by $177 million, and WIC would be cut by $122 million. By 2009 the cuts in domestic programs would swell to $49 billion, meaning more than 60,000 children could be dropped from Head Start, 600,000 fewer households could receive Section 8 housing assistance, and 450,000 low-income pregnant women and children could lose nutrition services.

“There is both a leadership and moral deficit in a nation when the government’s priority is to coddle millionaires while laying the groundwork to devastate the hopes, aspirations, and opportunities of millions of children,” said Edelman. “The Bush Administration needs to scrap their ill-advised budget plans for next year and beyond.”

For less than one-third the cost of the Bush Administration’s proposal to make tax cuts permanent, we could insure all nine million uninsured children in the U.S., make sure children enter school ready to learn by offering Head Start to every eligible child, and pay the salaries of an additional 100,000 school teachers to reduce class sizes.

EDUCATORS HONOR SAN BERNARDINO CITY UNIFIED FOR PROMOTING BILINGUALISM

has the distinction of being the first in the state to be recognized as a bilingual city with the adoption of a resolution by the mayor and city council in 2001. For the past two years, “A celebration of Languages and Cultures” has helped promote the concept of bilingualism citywide. In 2002, the District’s Board of Education unanimously approved a resolution in support of bilingualism for all students. The superintendent’s Blueprint for Success includes a committee charged with the goal of bilingualism and biliteracy for all students in kindergarten through grade 12.

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(The San Bernardino Community College District consists of San Bernardino Valley College and Crafton Hills College in Temecula.)
WASHINGTON, DC - There are more than 100 medical schools in this country today, but very few of them devote enough attention to research on Hispanics, said Dr. Elena Rios, president of the National Hispanic Medical Association (NHMA).

"If we are going to look at the future of health care in this country, we can no longer afford to take a wide, mainstream approach," she said. "As the Hispanic population surges, we have to develop research on Hispanics and include more minorities in patient studies if we are to eliminate racial and ethnic disparities in health and improve our nation's health."

Rios spoke at the NHMA's Hispanic Health Third Congressional Briefing. This series "Racial/Ethnic Disparities and Community-Based Research" was at the Rayburn House Office Building in Washington. The briefing was sponsored by NHMA, which represents Hispanic doctors in the U.S., and the California Endowment, a private health foundation established in 1996 to expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians.

The briefing aimed to underscore the crisis in our communities across the nation and highlight the potential research strategies that can eliminate health disparities. Health disparities exist in the diagnosis and treatment of cancer, AIDS, heart disease, diabetes, mental disorders, obesity, among others.

"For example, we know that Mexican-American and Puerto Rican women suffer from cervical cancer two to three times more than non-Hispanic white women, but we don't know why those disparities exist," Rios said. "NHMA is calling on Congress to support bills by Sen. Bill Frist (R-TN), Sen. Tom Daschle (D-SD) and Rep. Elijah Cummings (D-MD). The bills, which seek to eliminate Hispanic health disparities, call for providing community-based Hispanic health research.

At the briefing, NHMA recommended that partnerships with community organizations be a requirement for funding of research projects on the Hispanic community and that Congress enlist NHMA, its foundation and research networks to develop training and culturally appropriate research methods, and to incorporate Hispanic populations in clinical trials.

Rios also called for health literacy so health professionals can better communicate with patients and understand the differences among Cuban Americans, Mexican-Americans and other Hispanic populations. "Phrases that mean something to a person from South America do not mean the same to a person from Puerto Rico," she said.

Understanding those communities and their concerns begins with research that includes Hispanics, who make up the largest minority group in the United States. NHMA is calling on the government and researchers to conduct studies that pay more attention to cultural, language, immigrant and generational statuses.

Most health officials agree that research data should include individuals' race, ethnicity and primary language spoken. NHMA says that such information collected and reported at the federal and state levels is critical to achieving more equitable access to health care and improved care and to countering racial discrimination.

Dr. Amelia Ramirez, deputy director of the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine, stated "Hispanic researchers are more sensitive to and understand the problems that face Hispanics." Dr. Ramirez spoke on "Future Research Strategies That Can Eliminate Health Disparities."

Dr. Jo Ivey Boufford, chair of the Institute of Medicine's report on "The Future of the Public's Health" and a professor at the Robert F. Wagner Graduate School of Public Service at New York University, also spoke at the briefing. "Community-based research is critical to eliminate health disparities, because until we know the underlying causes of this problem we can't remedy them and move forward," said Dr. Boufford.

"With funding for research, we can help more Hispanics become researchers to better understand a growing segment of the American fabric. That's a good investment for all Americans."
Southern California and irrigated by the Colorado River.
Among California Latinos, heart disease, cancer, stroke and diabetes account for nearly 60 percent of all deaths, according to the California Department of Health Services.
Cardiovascular disease is the leading cause of death, accounting for more than 30 percent of all deaths.
Latinos, nationally and statewide, utilize cancer screening, such as mammograms and colorectal examinations significantly less than Caucasian and African American counterparts.
Deaths accounts for 5 percent of all deaths for Latinos in California. From 1990 through 2001, there was an increase of diabetes among California Latinos from 5.4 percent to 10.7 percent.
In the Inland Empire, an estimated 68 percent of adult Latinos are overweight and a significant portion are obese. Excess weight contributes toward the high incidence of prevalent illnesses affecting the Latino population.
The Latino 5 a Day Campaign, regionally implemented in 1998, targeted elementary schools through the media of television advertisements, community-based strategies, Latino festivities, etc., in English and Spanish, to communicate 5 a Day, a program designed to motivate Latino families, especially the children, to eat at least 5 servings of fruits and vegetables to prevent serious illnesses in the Latino community, but we must also create an environment that allows them to do so,
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