

MISSION

Founded in 1991 as a 501 (c)(3) Pueblo y Salud, Inc. (PyS) focuses on serving the Latino communities within the Northeast San Fernando and the Antelope Valley, with a focus on education, civic participation, health, culture, and drug/alcohol/ tobacco prevention services.

PyS's mission is to improve social conditions in Latino communities within Los Angeles County by creating opportunities for self-empowerment.

VISION

PyS's vision is to tear down economic, political, social and educational barriers for Latinos, and in doing so, works towards liberation from oppression of all world citizens.

In 1990, PYS received several commendations including the DAAAM Award from the County of Los Angeles and the Robert W. Wetzel Award from the California State Advisory Board on Alcohol-Related Problems.

PHILOSOPHY



The Mask of Tlatilco in Mexico City dates back to 1300BC during the pre-classic period. The left side represents a live person, the right a dead person. Duality, a concept brought forth through pre-Columbian time with the Olmecs as its originators, is expressed in the mask.

The Nahuas of the period, to whom the mask is attributed, believed life on earth was a transitional state, a bridge leading to another world. Like the papalotl (butterfly), humans matured on earth until transformed through death into a more wondrous and god-like creature.

The Mask of Tlatilco the official logo of PYS has special significance. It embodies man's desire to develop into the most perfect person one can become: spiritually, mentally, and physically. We believe that this is man's purpose in life and there exists many obstacles which keep us from achieving self-actualization: the dehumanizing effect of economic and political oppression, one of the most glaring examples.

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PUEBLO Y SALUD, INC.



Social and
Human Service
Agency

Education
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**CESAR E. CHAVEZ
CCOMMEMORATIVE COMMITTEE**

Cesar E. Chávez Commemorative Committee (CCCC) organizes and promotes an annual Cesar E. Chávez March for Justice held in the Northeast San Fernando Valley.



The mission and purpose of the CCCC is to teach youth about Cesar E. Chávez’s important non-violent work on behalf of farm workers and ensuring that his

legacy lives on. PyS, a founding member of the CCCC, has served as the main organizer for the past 24 years. The event is the first of its kind in the nation attracting over 5,000 students and parents annually.



CESAR E. CHAVEZ MEMORIAL

PyS served as a fiscal agent for the Cesar E. Chávez Monument Project that was inaugurated on October 24, 2004 at the corner of Wolfskill Street and Truman Street in the City of San Fernando. The memorial is the largest and most intricate monument in the nation that honors the great civil rights and labor leader, Cesar E. Chávez. The memorial consists of a fountain, a bronze statue of Cesar E. Chávez, a metal sculpture of ten farm workers, and a 100-foot mural.

CIVIC INVOLVEMENT

PyS began policy development work in 1988, three years prior to institutionalizing into the agency it is today. This organization was the first in the County of Los Angeles to implement an environmental alcohol prevention model which included policy enactment as a primary objective.



SCHOOL BASED PREVENTION PROGRAMS

Our Public Health programs seek to improve community health standards and help address alcohol, marijuana and other drug abuse related issues in San Fernando and Palmdale. Our Prevention efforts focus on ways to prevent youth access and reduce availability of these substances in our communities.



“Project Alert” an 11-week program for Middle School students to prevent adolescent non-users from experimenting with drugs and helps adolescent users from becoming addicts in the San Fernando Valley and in Palmdale. This model has been adopted by Antelope Valley School District after PyS implemented the model to over 5,000 students.

“Guiding Good Choices” is a 5-week program that teaches parents effective family management and communication with their children to talk and address the issue of alcohol, tobacco, marijuana, and other drug abuse.

OUR AREAS OF WORK



“Marijuana” is a presentation created by Rethinking Access to Marijuana (RAM) that teaches parents about the harms of marijuana and ways to prevent youth access and reduce availability.

“Rx Drugs & Opioids” is a presentation that increases public awareness of the risks of prescription drug abuse, the importance of proper storage, safe drug disposal programs and take back events.

**ARE YOU CONCERNED ABOUT
ALCOHOL AND OTHER DRUGS IN
OUR COMMUNITY?**

The Prevention Community Council (PCC) is a group of parents and community leaders advocating for policies to address these issues and to push for their implementation. Together we can make broad & lasting environmental changes in San Fernando & Palmdale.

“Beer Run Campaign” is a campaign that helps educate the public that a beer run can lead to a felony. PyS is working with LAPD to aid in reducing the number of beer runs in our communities.



“Responsible Beverage Service (RBS) & Retail Framework” to assist businesses in complying with local regulations, PyS and its partner agencies provide free training to owners and staff of alcohol outlets in both Spanish and English. Additionally, PyS provides free education of best-practices to mitigate harms or issues potentially created by alcohol outlets in our community.

COALITION ACTIVITIES

Pueblo y Salud is part of local, city, county and statewide coalition’s focuses on alcohol and other drug related issues: Rethinking Access to Marijuana (RAM), Safe Med LA, Los Angeles Drug and Policy Alliance (LADAPA), California Alcohol Policy Alliance (CAPA) and Lulac.

Voter Registration Project has helped residents to make their voices Heard through voting. PyS has educated and registered more than 53,000 voters in the San Fernando and Antelope Valley.

