

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.

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), hu-mans 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.

PUEBLO Y SALUD,

SAN FERNANDO (MAIN OFFICE)

1024 N. Maclay Ave., Suite M-13
San Fernando, California 91340
Phone: (818) 837-2272
Fax: (818) 837-2271

PALMDALE OFFICE

39130 Third Street East
Palmdale, California 93550
Phone: (661) 208-4450
Fax: (661) 208-4457

BOARD OF DIRECTORS

Jose L. De Paz, M.A.
President

Adrian Estrada, Jr., M.A.
Vice President

Bruno Hernandez, M.S.
Secretary

Fco Javier Verdin, "Folkorista"
Treasurer

Jose Hernandez, Ph.D.
Member

Hector De Paz, M.A.
Member

Ruben Rodriguez
Executive Director

www.pys.org

PUEBLO Y SALUD, INC.



Social and
Human Service
Agency

Education
Prevention
Organizing
Mobilizing
Empowerment

CESAR E. CHAVEZ COMMEMORATIVE



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 25 years. The event is the first of its kind in the nation attracting over 5,000 students and parents annually.



CESAR E. CHAVEZ

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, tobacco, marijuana and other drug abuse related issues.



“Project Alert” an 11-week program for Middle and High School students to prevent adolescent non-users from experimenting with drugs and educating students about the harms. 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.



“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.

CONCERNED ABOUT ALCOHOL, TOBACCO AND OTHER DRUGS IN YOUR COMMUNITY?

Get Involved! The Prevention Community Council (PCC) is a group of parents and community leaders advocating for policies to address these issues and to push for lasting environmental changes.

“Beer Run Campaign” PyS is working with LAPD to aid in reducing the number of beer runs in our communities.



“Retail Best Practices Education” to assist alcohol, tobacco and marijuana businesses in complying with local and state regulation by promoting best practices to reduce public health and safety harms.

“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.

COALITION ACTIVITIES

Pueblo y Salud is part of local, city, county and statewide coalition's focuses on alcohol, tobacco 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), Coalition for a Tobacco Free LA County, Cesar Chavez Commemorative Committee of SFV, and LULAC.