

2010 HEALTH CARE CHAMPIONS

Community Outreach

Nora Vargas

Planned Parenthood of San Diego & Riverside Counties

Nora Vargas is vice president of the community engagement department of Planned Parenthood of San Diego and Riverside Counties, which provides more than 250,000 reproductive health care visits annually. She launched the department in 2009 with three divisions: education and training; binational affairs; and community development. Vargas has forged strong relationships with several community partners, participating in a number of multicultural events in the past year.



Vargas is constantly focused on reaching high-risk and underserved populations through innovative outreach programs. Under her supervision, Planned Parenthood participated in several community events that provided free HIV testing, as well as the HPV vaccine. Her binational affairs division started a successful program in which peer educators go door-to-door to provide residents with information and resources to promote sexual health. The education and training division has many acclaimed programs, including those for parents, teen mothers, high school students and teachers.

Vargas introduced the "Listen Up!" project, which consisted of informal focus groups with African-American and Latino residents of Southeast San Diego. She also organized the first-ever Latino Health Forum in Riverside County, as well as a symposium on binational health in San Diego.

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