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Phoenix Zones Initiative Advances a Just One Health Approach Phoenix Zones Initiative and Project ECHO Announce New Partnership

May 3, 2021 (Albuquerque, NM) – Phoenix Zones Initiative, an Albuquerque-based nonprofit committed to advancing the interconnected rights, health, and wellbeing of people, animals, and the planet through a Just One Health approach, is partnering with Project ECHO at the University of New Mexico Health Sciences Center. Project ECHO® (Extension for Community Healthcare Outcomes) uses a revolutionary guided-practice model that reduces health disparities in underserved and remote areas around the world.

“This is an incredibly exciting opportunity for Phoenix Zones Initiative as we continue to advance a Just One Health approach to address the links between people, animals, and the planet in the search for social and environmental justice,” says Dr. Hope Ferdowsian, president and CEO of Phoenix Zones Initiative. “Through this collaborative effort with Project ECHO, we will be able to broaden our reach and develop a grassroots network, not only here in New Mexico, but nationally and internationally as well. This opportunity will embolden our efforts to push forward legal, economic, and public policies that benefit the most vulnerable and marginalized populations. We are proud to join Project ECHO’s efforts to touch one billion lives by 2025.”

Project ECHO’s pioneering telementoring and distance learning project uses an approach that allows expert teams to lead and engage others, thus amplifying the capacity of professionals to deliver interventions where they are needed most.

The COVID-19 pandemic has brought to reality the importance of primary prevention and public health interventions that are focused on the interconnected health and wellbeing of vulnerable people, animals, and the environment. Despite growing interest in this area, knowledge and skills to address these issues are lacking, which places vulnerable communities at greater risk for social and environmental injustices and adverse health outcomes. Phoenix Zones Initiative’s partnership with Project ECHO addresses this gap.

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“ECHO’s all teach all, all learn approach allows clinicians, public health professionals, and other learners to gain expertise, knowledge, and receive ongoing mentoring to implement best practices in their communities. We are excited about our collaboration with Phoenix Zones Initiative to advance a Just One Health approach for greater social and environmental justice.” Says Dr. Sanjeev Arora, founder and director of Project ECHO.

Through this highly innovative approach, Phoenix Zones Initiative will serve as a hub for Project ECHO, and it will also develop and engage its own partners locally, nationally, and around the globe to better serve its constituents and those of Project ECHO. This strategy will afford Phoenix Zones Initiative the opportunity to provide a Just One Health foundation on which public policies, institutions, and practices can promote optimal health.

About Phoenix Zones Initiative

Phoenix Zones Initiative is a nonprofit organization on a mission to advance rights, health, and wellbeing. Led by physicians and a diverse cross-sectoral team, Phoenix Zones Initiative recognizes the inextricable links between the welfare of people, animals, and the planet in the search for social and environmental justice. Phoenix Zones Initiative focuses on widespread ethical and structural change to improve the lives of the most vulnerable and marginalized. Its programs center on the connections between human, animal, and planetary wellbeing. Follow Phoenix Zones Initiative on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [YouTube](#), and the [Phoenix Zones Initiative](#) website.

About Project ECHO

Project ECHO began in 2003, offering low-cost, scalable solutions that increased the capacity of health workers in underserved communities to provide best-practice care to their patients. Now, people and organizations from all over the world are leveraging the ECHO model™ to scale their own social initiatives in other fields, such as education and social justice; ECHO is changing the world. The ECHO model uses videoconferencing technology and enabling software to connect providers in underserved communities (“spokes”) with teams of specialists and experts at regional, national, and global centers (the “hub”) for long-term telementoring, collaboration, and case-based learning on urgent social topics and conditions.

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