



“JOURNEY FOR BETTER HEALTH”



PASO DEL NORTE HEALTH
FOUNDATION

2010 ANNUAL REPORT

*“Focus on the journey, not the destination.
Joy is found not in finishing an activity but in doing it.”*

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LETTER FROM THE BOARD CHAIR AND PRESIDENT/CEO

The Foundation is on a JOURNEY... to work closely with our partners to improve the health of residents in this region.

Our strategy has guided us on this journey, which for the foundation involves funding, but equally important, provides non-grantmaking activities such as advocacy, convening, leveraging, leadership, and communicating in new and effective ways, with a focus on children and youth.

On this journey, we have made stops that reinforce our work, but there were other stops that challenged our course for a bigger impact and to visualize the light at the end of the tunnel. That light is for this region to have the most healthy children and youth in the USA!

The advancement in medical technology and treatment has become very sophisticated, yet more than 50 percent of actual causes of death are attributed to our own behaviors. The Journal of the American Medical Association (JAMA) reported that one-third of all deaths in the United States are attributed to two major behaviors, smoking and lack of physical activity with poor diet.

In 2010, we focused our efforts on youth smoking prevention, sexuality education, region-wide obesity prevention, and several leadership initiatives. This report touches upon a few of the many paths that we followed to make a difference in this region and are happy to share them with you.

As part of our leadership efforts, we are pleased to announce that the Foundation's Health Leadership Program REALIZE, which was developed in 2010 has assembled it's first cohort with classes beginning in May 2011. A Health Information Exchange was incorporated; and, the gap analysis for a Regional Health Plan was funded by the Foundation and several partners.

We are proud to report that 2010 provided opportunity to create new paths in our journey for a healthy region. We thank all of our partners who continue the journey with us for better health, better lives and better communities.

**Cindy Lyons, Chair
Board of Directors**

**Myrna J. Deckert
President/CEO**

By planning our route, getting clear vision of where we are going and monitoring our progress, we are confident that we will reach our destination.





HEALTHY EATING
& ACTIVE LIVING

HEALTHY SEXUALITY

YOUTH SMOKING
PREVENTION



HEALTH LEADERSHIP

click on each section to view.



HEALTHY EATING & ACTIVE LIVING

Cities across the country are working to provide residents access to services and amenities that promote and create healthy communities. Adequate access to full service grocery stores, safe and convenient places for physical activity, and public transit options are a few examples of features that help residents maintain healthy lifestyles.

The Foundation brought together more than 50 individuals representing a wide range of agencies and organizations within the Paso del Norte region to encourage **Healthy Eating** and **Active Living (HEAL)**. The HEAL coalition was established to work with regional cities to pass resolutions that promote healthy eating and active living within their workforce and for the public. The resolution will assist to build an environment, which includes bike and pedestrian-friendly streets, adequate public transportation, access to healthy food retailers, and access to parks and trails. When it comes to zoning, planning, and policy creation, healthy lifestyles will become a priority. Currently, resolutions have been adopted by the cities of El Paso and Socorro in Texas. The Ysleta del Sur Pueblo Tribal Council in El Paso County also passed a similar resolution. The coalition will also work to identify assets and gaps in current programming and policy; develop and pursue a strategic program and policy agenda; and lead and foster collaboration and communication among partners for the promotion of physical activity and proper nutrition.

"It was exciting to see the El Paso City Council pass a resolution that will support policy for all inhabitant and create a culture that values health. When it comes to food and physical activity, we want the healthy choice to be an easy choice. The resolution puts us one step closer to this goal."

- Sue Beatty, Health Education & Training Manager,
City of El Paso Department of Public Health



**HEALTHY
EATING &
ACTIVE
LIVING**

HEALTHY SEXUALITY

In today's high tech social environment, youth are exposed to great new opportunities as well as increased vulnerability. New forms of communication have developed in the past decade catapulting youth into early exposure to peer pressure and cyber relationships. In the hands of children and youth these new tools are building the framework for relationships and sexuality the likes of which this world has never seen. These changes along with concerns about teen pregnancy and sexually transmitted infections challenge parents to stay in the loop. Health educators and researchers are working to address the impact that early exposure to sexual innuendos, video violence, cyber bullying and social media have on the social and emotional health of children and youth.

With this in mind, the Foundation is working with local, regional, and state coalitions to promote positive sexuality and healthy relationships. Through leadership in advocacy and policy arenas, collection of meaningful data, identifying best practices, and establishing strong alliances, the Foundation is dedicated to helping parents talk with their kids and helping children and youth make positive choices to protect their future.

"With Paso del Norte Health Foundation's proactive support Ben Archer Health Center provided evidence based programming for high risk youth in Southern New Mexico. This effort produced significantly higher numbers of adolescents reporting they are now more comfortable talking with their parents about sexual matters."

- Serina Nevarez, Health Educator for Ben Archer Health Centers

"The Foundation's capacity to engage and partner with organizations in Ciudad Juárez, Chihuahua, Mexico opened doors to new possibilities. With the Foundation's leadership and technical support FEMAP Foundation is implementing comprehensive sexual health education in Juárez schools. The Foundation's investment in evaluation allowed us to gather, analyze and report important findings. We are confident that these ongoing efforts will bring lasting health improvement to school age children and youth in Ciudad Juárez."

- Anna Alemán, Executive Director, FEMAP Foundation





YOUTH SMOKING PREVENTION

Tobacco continues to be the leading preventable cause of death in the United States, making tobacco control a top public health priority. Research estimates that 20-25% of high school students experiment with smoking. Recognizing that most adult smokers started in their youth, preventing teens from smoking is an important emphasis to further reduce tobacco use in the Paso del Norte region.

In this teen prevention effort, the Foundation partnered with the University of Texas at El Paso, Psychology Department to develop a media campaign, including social networking tools, which complement the natural adolescent inclination to be independent. These messages also develop strong refusal skills and help youth to understand that being "smoke free" is normal. Along with the media campaign, support grants were awarded to regional nonprofit organizations focusing on smoking youth prevention.

"Through funding from and collaboration with the Paso del Norte Health Foundation, the development and implementation of the youth tobacco use prevention media campaign has enabled strong and sustained efforts to reduce youth smoking and its experimentation. These efforts are an essential component to regional comprehensive tobacco control, with the ultimate goal being a healthier community."

- Theodore V. Cooper, PhD., Associate Professor,
Department of Psychology University of Texas at El Paso





HEALTH LEADERSHIP

Some people believe that leadership is simply being the first, biggest or most powerful, yet leadership in an organization has a different and more meaningful definition. Mohandas Gandhi stated “I suppose leadership at one time meant muscles; but today it means getting along with people.”

With dramatic change taking shape in the field of population health and medicine, the Foundation is committed to partner with stakeholders to improve health in the region. In 2010, the Foundation:

- Created a state of the art leadership program, REALIZE, to inspire good leaders to become transformational leaders for the community and within their respective organizations. This unique leadership experience was designed to prepare participants to address regional health needs while engaging in world-class leadership development.
- Partnered with the City of El Paso and other public and private health related stakeholders to develop a Regional Health Plan.
- Convened the major healthcare providers to consider the implementation of a Health Information Exchange. A Board of Directors was established and the Paso del Norte HIE was incorporated in December.
- Funded EPISO (El Paso Inter-religious Sponsoring Organization) to train health advocates for this region and funded the New Mexico and Texas Teen Pregnancy Coalitions to advocate for teen parents.

“Our commitment goes beyond philanthropy. The Board of Directors is committed to being proactive in partnerships with regional stakeholders, as well as regional, state and national Foundations. The Foundation convenes, leads, advocates and promotes collaboration in all of its work. We believe that we can achieve our mission only through a collaborative and comprehensive approach to improve the health of the residents in our region.”





The Paso del Norte Health Foundation promotes health and prevents disease in the region through leadership in health education, research, and advocacy. It was established in 1995 from the sale of Providence Memorial Hospital and is one of the largest private foundations on the U.S./México border.

The binational environment in which the Foundation operates is unique. The Paso del Norte Region includes two countries and three states with nearly 2.3 million people living in Doña Ana, Luna and Otero Counties in New Mexico; El Paso and Hudspeth Counties in Texas; and Ciudad Juárez, Chihuahua, México. Within this population, over 750,000 residents are under the age of eighteen.

The Foundation works effectively across these boundaries in partnership and collaboration with other organizations to plan and implement programs that address disease prevention and health education.

❧ FUNDING OPPORTUNITIES ❧

The Foundation normally does not accept unsolicited grant proposals. When launching a new request for proposals, the Foundation offers grant workshops for nonprofit organizations to better understand the purpose of the initiative or program and how to respond to the Request for Proposals. Program officers are available to discuss ideas for future programs and welcome suggestions from regional organizations. For more information, please call the Paso del Norte Health Foundation at 915-544-7636 or visit www.pdnhf.org.



PASO DEL NORTE HEALTH
FOUNDATION

2010 GRANTS

2010 Annual Report

GOAL 1 PHYSICAL ACTIVITY & BALANCED NUTRITION

Children and youth will be physically active and have proper nutrition for a healthy weight and strong body.

El Paso Independent School District

\$1,016,075.25

Get HIP Now

Get HIP (Health Initiative Program) Now reinforces key health topics throughout a school day. The program integrates a health curriculum into core subject areas (math, language arts, social studies, and science), and physical education.

Texas Tech University Health Science Center

\$7,333.00

Baby Cafe Breastfeeding Program

The program continues its joint venture with University Medical Center to improve breastfeeding success in their service population, through the implementation of the Baby Friendly Hospital Initiative, a WHO/UNICEF model program.

YWCA El Paso del Norte Region

\$266,603.00

YW Zones

The YW Zones project was designed to decrease sedentary lifestyles in children, reduce juvenile diabetes and other clinical impacts of obesity in youth.

CONTRACTS

Health Resources in Action (HRIA) - EPISD

\$78,491.00

Evaluation of Get HIP Now Program

Health Resources in Action (HRIA) - YWCA

\$37,715.00

Evaluation of the YW Zones After-School Care and Branch Fitness Programs

Lucia Hernandez

\$1,275.00

Data Analysis of School Health Survey

Kathrin Berg-Pettit

\$250.00

Healthy Eating Active Living (HEAL) Coalition Advocacy Training

Total of all grants and contracts paid in 2010.

GOAL 2 TOBACCO, ALCOHOL & ILLICIT DRUG USE ELIMINATED

Tobacco, alcohol, and illicit drug use will be eliminated among adolescents

American Cancer Society **\$49,250.00**

American Cancer Society Smoke-Free Families Program

American Cancer Society managed the telephone Quitline and Quitnet website.

American Lung Association of the Central States Inc **\$10,401.00**

Smoke Free Paso del Norte

Programs presented to approximately 900 youth smokers and 600 pregnant women and their partners in hopes of reducing the number of youth and pregnant women who smoke.

Ben Archer Health Center **\$26,966.50**

KISSS Tobacco Goodbye

Ben Archer Health Center will control tobacco use by providing the Botvin Life Skills Training for students in the Hatch Valley Public School system and the Deming Public School system.

Centro San Vicente **\$49,985.00**

Comprehensive Smoking Cessation Program

Centro San Vicente provided best practice smoking cessation programs within the organization's service area including Mission Valley in east El Paso and San Elizario area in El Paso County.

Children in Need of Services, Inc. (CHINS) **\$169,362.00**

CHINS Comprehensive Tobacco Program

Children in Need of Services will provide best practice programming such as the Botvin Lifeskills program for youth prevention, adult cessation programming and support, and smoke free advocacy efforts in Otero County.

City of El Paso **\$183,514.38**

Get Real About Tobacco

The Get Real About Tobacco (GRAT) Program is a CDC Best Practice model for prevention of initiation among children and youth.

Total of all grants and contracts paid in 2010.

continued on next page...

GOAL 2 TOBACCO, ALCOHOL & ILLICIT DRUG USE ELIMINATED

Tobacco, alcohol, and illicit drug use will be eliminated among adolescents

Texas A&M Foundation

\$119,797.50

Colonias Smoke-Free Project

The Texas A&M Foundation CHUD Colonias Program will provide Mi Familia No Fuma programming, Not On Tobacco programming, cessation resource and referral support, and advocacy for smoke free environments in the outskirt areas of El Paso and parts of Hudspeth County.

University of Texas at El Paso

\$638,815.66

A Comprehensive & Collaborative Approach to Tobacco Control in the Border Region

The Psychology Department at UTEP served as Organizing Agency for A Smoke Free Paso del Norte. They provided technical assistance to all Foundation grantees, coordinated the Smoke Free media campaign, promote clean indoor air policies, and supported the initiative across the region.

University of Texas at El Paso

\$114,934.34

A Light Smoking Intervention for Youth, Adolescents, and Adults

The UTEP Psychology Department continued the implementation of their StopLite program, targeting sometimes smokers in the University and within the Centro San Vicente service area of Mission Valley.

Ysleta Del Sur Pueblo

\$70,950.00

Tigua Smoke Out

Ysleta del Sur Pueblo provided tobacco cessation and youth tobacco prevention education to the Pueblo tribe members in El Paso County.

CONTRACT

Nell Gottlieb

\$3,000.00

Dr. Gottlieb completed a process evaluation of 2011 Smoke Free Cessation Media.

Total of all grants and contracts paid in 2010.

GOAL 3 ACCESS TO HEALTH CARE AND MENTAL HEALTH SERVICES

Children, youth and families will have access to health care, including access to mental health services.

El Paso Child Guidance Center

\$37,602.00

Eye Movement Desensitization and Responsiveness (EMDR) Training and Reference Library

El Paso Child Guidance Center will assist in addressing the shortage of trained mental health professionals by providing access to a resource library for therapists in the Greater El Paso Community and providing advanced training for mental health professionals.

El Paso Inter-Religious Sponsoring Organization (EPISO)

\$10,000.00

Project Specific Grant EPISO

The El Paso Inter-religious Sponsoring Organization will be used to train more than 50 community volunteers on Federal and State policy related to health coverage and healthcare access.

Texas A&M Foundation

\$25,442.50

Colonias SCHIP Inreach Project

The Colonias project worked to increase the access and enrollment to SCHIP applications through an educational approach, reach staff, the clientele base, and partner entities in order to develop systemic change in how health insurance is presented to families in need.

Keecha Harris and Associates

CONTRACT

\$26,463.00

Evaluation and technical support for SCHIP In-Reach project grantees and partners.

Total of all grants and contracts paid in 2010.

GOAL 4 HEALTHY FAMILY AND SOCIAL ENVIRONMENTS

Children and youth will grow up in healthy family and social environments.

AVANCE, Inc.

\$398,000.00

AVANCE Parent-Child Education Program

AVANCE would expand its nine-month Parent-Child Education Program to serve more families in school sites in El Paso, TX and Doña Ana County, New Mexico.

Ben Archer Health Center

\$185,749.86

Plain Talk

Plain Talk is a community-based program that aims to help adults develop the skills and tools they need reducing sexual risk-taking.

Center Against Family Violence

\$88,421.00

Healthy Relationships Outreach (HeRO) Program

HeRO is a four-hour workshop for men and women working in high-risk professions, such as the police force and border patrol.

Center Against Family Violence

\$127,108.00

No Means No

The program aimed to demonstrate a positive impact on the health of children and youth, emphasizing interventions that improve sexual health among adolescents, and emphasizing primary prevention of child abuse.

Child Crisis Center

\$186,401.87

No Kidding: Straight Talk from Teen Parents

The program provided presentations to middle school students in Socorro Independent School District on the realities and responsibilities of young parenting, including issues related to child support and paternity.

City of El Paso

\$224,397.26

Comprehensive Sexual Health Program

The Choices Two Should Know Program is a multi-session curriculum with six components and options for parents and teens to learn about sexual violence, abstinence, sexually transmitted diseases and engaging in family talks on healthy sexuality.

Total of all grants and contracts paid in 2010.

continued on next page...

GOAL 4 HEALTHY FAMILY AND SOCIAL ENVIRONMENTS

Children and youth will grow up in healthy family and social environments.

New Mexico Teen Pregnancy Coalition

\$10,000.00

General Purpose Grant - New Mexico Teen Pregnancy Coalition

The organization seeks to increase effective interventions and solutions to help reduce teenage and unintended pregnancy in New Mexico communities including counties in the Paso del Norte region (Doña Ana, Luna and Otero).

Texas Campaign to Prevent Teen Pregnancy

\$10,000.00

General Purpose Grant-Texas Campaign to Prevent Teen Pregnancy

The organization seeks to increase effective interventions and solutions to help reduce teenage and unintended pregnancy in Texas communities including counties in the Paso del Norte region (El Paso and Hudspeth).

The FEMAP Foundation

\$15,000.00

Kids Excel: ValorArte

FEMAP/SADEC in Juárez will develop a modified form of the KIDS EXCEL program to be called "Valor Arte". The program will target approximately 210 fourth grade children from Moises Soteno and Amado Nervo schools in Ciudad Juárez.

The FEMAP Foundation

\$108,577.70

Jovenes, Cultura y Sexualidad

The Youth Culture and Sexuality program provided 11,000 Ciudad Juárez youth with educational workshops, including puppet shows, an art exhibit for the promotion of sexual health and teen group discussions.

The Regents of New Mexico State University

\$148,928.33

Healthy Human Sexuality - Evaluation

Evaluation and technical support for healthy sexuality grantees and partners.

Total of all grants and contracts paid in 2010.

GOAL 5 LEADERSHIP COMMITMENTS

University Medical Center Foundation

\$157,809.45

Harry A. Tell Memorial Fund - UMC - Children's Hospital Pediatric Playroom

The University Medical Center Foundation (UMC) will furnish a Pediatric Playroom to benefit hospitalized children and their families.

CONTRACTS

Gagen Mac Donald

\$148,262.00

Development of a Health Leadership Program... REALIZE.

Hammes Company

\$79,500.00

Blue Ribbon Committee consultant for Regional Strategic Framework.

John C. Joe and Associates

\$27,500.00

Development of a business plan for a regional Health Information Exchange.

La Piana Consulting

\$33,251.00

Facilitate affiliation discussions between two health-related nonprofits.

Lynn Shelton

\$2,500.00

Write a proposal for a Regional Health Framework.

Total of all grants and contracts paid in 2010.

BOARD OF DIRECTORS

Cindy Lyons
Chair

Susana Navarro, PhD.
Vice Chair

Sandra Sánchez Almanzán

Robert Ash

Jack Cardwell

George Drake

Steve Fox

Allan Goldfarb

Rene Hurtado

Bert Mijares

Carolyn Mora

Eduardo Sanchez, M.D.

STAFF

Myrna J. Deckert
President and CEO

Juanita Galaviz
Program Administrator

Marcela Garcia
Chief Financial Officer

Michael Kelly
Senior Program Officer

Jon Law
Program Officer

Enrique Mata
Senior Program Officer

Ida Ortegon
Director of Communications

Cecilia Piña
Operations Support Assistance

Angela Plaza
Director of Accounting

Veronica Rios
Accounting Support Assistant

Sylvia Soto
Director of Operations

STATEMENT OF FINANCIAL POSITION

Unaudited financial statement as of December 31, 2010

ASSETS

Current Assets:

Cash	97,844
Accounts Receivable, Net of Allowances	34,689
Other Current Assets	96,154

Total Current Assets	228,687
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Non Current Assets:

Property, Plant & Equipment (net)	530,787
Investments	193,269,184
Other Assets	286,823

Total Non Current Assets	194,086,794
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Total Assets	194,315,481
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LIABILITIES AND NET ASSETS

Current Liabilities:

Accounts Payable and Accrued Liabilities	190,179
Grants Payable	2,962,522

Total Current Liabilities	3,152,701
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Non Current Liabilities:

Accrued General and Prof. Liabilities	1,000,000
Deferred Tax Liability	206,579

Total Non Current Liabilities	1,206,579
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Net Assets:

Unrestricted	
Board Designated	521,314
Undesignated	189,372,767

Total Unrestricted	189,894,081
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Temporarily Restricted	57,150
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Permanently Restricted	4,970
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Total Net Assets	189,956,201
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Total Liabilities and Net Assets	194,315,481
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Independent audited financial statements will be available as of July 31, 2011.

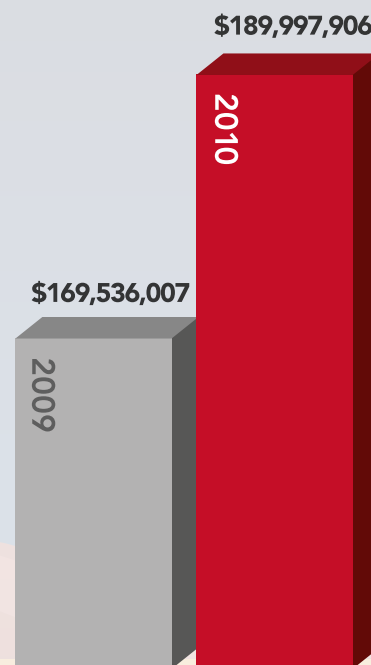
STATEMENT OF ACTIVITIES IN NET ASSETS

Unaudited financial statements as of December 31, 2010

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Contributions:				
Temporarily Restricted	0	128,500	0	128,500
Permanently Restricted	0	0	400	400
	0	128,500	400	128,900
Investment Income:				
Interest and Dividend Income	2,879,473	0	0	2,879,473
Income from Partnerships/CTF	(6,216,973)	0	0	(6,216,973)
Net Realized Gain (Loss) on Investments	989,911	0	0	989,911
Net Unrealized Gain (Loss) on Investments	26,513,407	0	0	26,513,407
	24,165,818	0	0	24,165,818
Less: Investment Expense	880,129	0	0	880,129
Net Investment Income	23,285,689	0	0	23,285,689
Exempt Purpose Revenue:				
Unrealized Grants	91,043	0	0	91,043
Other Income:				
Misc. Income	13,079	0	0	13,079
Total Exempt Purpose Revenue	104,122	0	0	104,122
Exempt Purpose Expenses:				
Program Related				
Administrative Expenses	1,050,411	0	0	1,050,411
Goal Related Expenses	57,513	0	0	57,513
Board Commitments	1,351,849	0	0	1,351,849
Long Term Grant Discount	90,344	0	0	90,344
Total Program Related Expenses	2,550,117	0	0	2,550,117
Administrative Expenses	389,296	0	0	389,296
Current Federal Excise Taxes	72,332	0	0	72,332
Provision for Excise Tax Deferred	206,579	0	0	206,579
Unassessed Penalties - Prior Years	(119,809)	0	0	(119,809)
Total Administrative Expenses	548,398	0	0	548,398
Total Exempt Purpose Expenses	3,098,515	0	0	3,098,515
Net Assets Released from Restrictions:	239,159	(239,159)	0	0
Changes in Net Assets	20,530,455	(110,659)	400	20,420,196
Net Assets at Beginning of Year	169,363,626	167,809	4,570	169,536,005
Net Assets at December 31, 2010	189,894,081	57,150	4,970	189,956,201

Independent audited financial statements will be available as of July 31, 2011.

2010 NET ASSETS



Change in Net Assets

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THE JOURNEY WILL CONTINUE...

CONTINUE JOURNEY

