



2009  
ANNUAL  
REPORT



PASO DEL NORTE HEALTH  
FOUNDATION

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Our partners  
focus on her **HEALTH**,  
so she can  
focus on her  
**DREAMS.**



## It takes more than an individual or an organization to bring about change.

Achievements to improve health and quality of life come through the establishment of partners who are visionaries and work to effectively plan and implement programs that address disease prevention and health education.

The role of the Paso del Norte Foundation is to lead, fund, promote, and leverage opportunities to assure that all people in the region achieve good health. The Foundation is pleased to highlight just a few of the partnerships that are in place to impact health in the communities we serve.

We quickly took the lead in assisting to improve the health of the region with the outbreak of Influenza A (H1N1) by partnering with the City of El Paso Public Health Department to coordinate prevention interventions.

We fully invested in the spirit and strength of community partners by funding numerous nonprofit and public organizations with grants. This year, we were so inspired by the recipients of our Medical Student Loan Forgiveness fund at the Paul L. Foster School of Medicine that we wanted to share with you the dreams of future doctors in our community.

We are committed to promote health, prevent disease, and share valuable knowledge with individuals in the region. Consequently, we have partnered with a number of media outlets.

And finally, in 2009, the Foundation was successful in leveraging with partners in the community through key relationships. An example of that was partnering with the Pan American Health Organization (PAHO) and the City of El Paso to achieve an obesity grant from the Robert Wood Johnson Foundation for the El Paso Chamizal community.

## Letter from the Board Chair and President

“The Paso del Norte Health Foundation promotes health and prevents disease in the region through leadership in health education, research, and advocacy.”

This mission statement is at the heart of every decision made by the Board of Directors of the Foundation. With it, we are guided by a fundamental premise: All people deserve good health; the Foundation’s role is to lead, fund, promote, and leverage opportunities to ensure that all people achieve good health. This role and the partnerships that have been established are the highlight of our annual report.

There is nothing more important to quality of life than the health of our children and surely committing to physical activity and good nutrition are cornerstones of health. We want to express our appreciation to the many organizations and institutions that partner with the Foundation to promote health. Our partnership with more than 50 organizations is indicative of the level of commitment to a superior quality of life for the residents of the region. AND, the winners of this level of cooperation are the future leaders of this country, the children.

Thank you to the Board, Staff and Volunteers who served the Foundation in 2009! YOUR service made a difference in the health of thousands of children and youth in this region!



*Myrna J. Deckert*

Myrna J. Deckert  
President/CEO



*Bert Mijares*

Bert Mijares, Chair  
Board of Directors

## Mission

The Paso del Norte Health Foundation promotes health and prevents disease in the region through leadership in health education, research, and advocacy.

## History

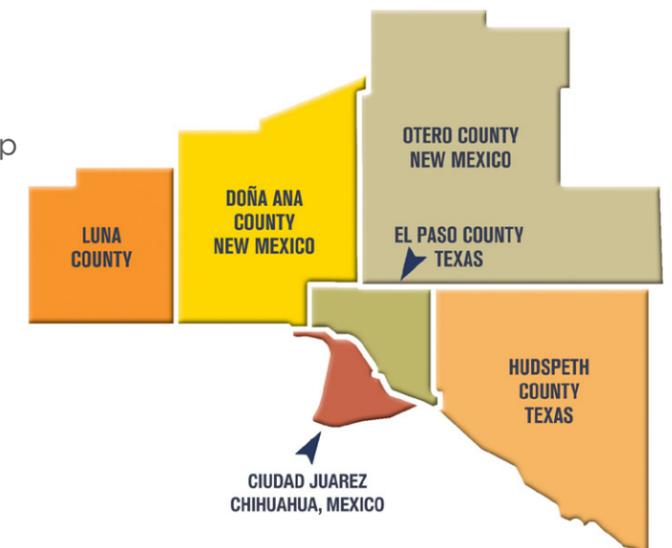
The Paso del Norte Health Foundation is one of the largest private foundations on the U.S./Mexico border. It was established in 1995 from the sale of Providence Memorial Hospital. The Foundation’s goal was to continue the work begun by Providence to improve the health and wellness of the people living in the Paso del Norte Region through education and prevention.



## Our Region

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 County in New Mexico; El Paso and Hudspeth County 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.



# LEAD

*- to act as a guide; show the way: you lead and we'll follow*



Paso del Norte Health Foundation

The Foundation is committed to holding itself accountable as a leader to improve the health of the region. While there were a number of opportunities to assume this leadership role, the Influenza A (H1N1) outbreak enabled the Foundation to take a proactive approach in communication, collaboration, and coordination of prevention interventions by partnering with the City of El Paso Public Health Department.

This became one of the most pivotal projects as we gathered resources to provide basic support for the prevention of and spread of Influenza A (H1N1) to regional residents. When it quickly became apparent that this particular flu outbreak was imminent, the Foundation:

Activated an overflow phone line at the request of the City of El Paso Department of Public Health.

Assisted in the development of goals and tactical plans for education and dissemination of information.

Developed and released a Public Service Announcement (PSA) to provide immediate action and links to contact information.

Produced and aired an English and Spanish television and radio spot in coordination with Lopez Advertising and several local media entities.

Supported the development of posters for dissemination to nonprofit organizations and banners that were placed on all local mass transit buses.

Disseminated information and coordinating messages with community nonprofit organizations.

Provided educational presentations for lay health educators, child care workers, and volunteer coordinators from the region.



A young child with blonde hair, wearing a dark brown leather flight jacket, a white scarf, and a brown leather aviator hat with goggles, stands in a field of dry grass. The child is holding a small model airplane. The background is a soft, hazy sunset over a flat landscape. In the top left corner, there are decorative circular patterns.

# FUND

*- to allocate or  
provide funds for*

A decorative white swirl graphic in the top right corner of the page.

Investing in the spirit and strength of community partners, the Foundation has supported numerous nonprofit and public organizations with grants. We are pleased to highlight one of the many grants awarded in 2009. For a complete list of grants paid in 2009, [click on this link](#).

### **Medical Student Loan Forgiveness Fund**

**\$1.25 million**

With the opening of the Paul L. Foster School of Medicine, the first four-year medical school on a U.S. border, we have chosen this year to feature our role in partnering with this historical happening and the impact of our involvement.

The Foundation structured this fund to help improve the doctor/patient ratio in El Paso and its surrounding areas. The loan encourages capable, yet financially unable students to attend Texas Tech University Health Sciences Center - Paul L. Foster School of Medicine in El Paso. Upon completion of the program, students that remain and establish their practice or work in a health-related field in the region will have their loan forgiven over a five-year period.



The first candidates to be accepted into the Medical Student Loan Forgiveness Fund are: (left to right) Benjamin D. Ramos, Jennifer A. Lopez, Nelly M. Estrada, Thomas G. Tullius Jr., and Kristen Wellington (not shown).

Behind students are Paso del Norte Health Foundation representatives: Enrique Mata, Senior Program Officer, Myrna Deckert, President and CEO, and Michael Kelly, Senior Program Officer.

“The experiences of being raised in a city like Juarez have helped me find my purpose in life. I have a strong desire to enrich my community by becoming a physician.”

**Nelly M. Estrada, Loan Recipient**

“I clearly remember the moment when the metaphorical clouds parted and I realized -- I will be a doctor, no matter what it takes. Deep in my heart, I know medicine is my calling.”

**Jennifer A. Lopez, Loan Recipient**

“Though being a physician anywhere would be rewarding and entail patient care, working at a community hospital in El Paso seems the best fit for me.”

**Benjamin Daniel Ramos, Loan Recipient**

“I hope to be able to finish medical school and my residency and continue to serve this community. I really cannot see myself in another setting.”

**Thomas Tullius, Jr., Loan Recipient**

“It will be my humble pleasure to practice in such a wonderful community, a community that has given me a truly amazing opportunity to bring my long-nurtured dream of becoming a physician to life.”

**Kristen Wellington, Loan Recipient**

# PROMOTE

- to help or encourage to exist or flourish:  
to promote a healthy world



The Foundation is committed to tell the story of the region and its people and has a number of outreach venues to reach external audiences and share valuable knowledge. Using a variety of approaches, the Foundation has partnered with a number of media outlets to promote health and prevent disease.

#### *The El Paso Times*

Members of the Foundation staff write and submit a monthly health prevention article for publication in the "Healthy Living" section of *The El Paso Times*.

[Click to view the latest stories published.](#)

#### *National Media*

The local H1N1 Spanish language TV PSA was selected by the U.S. Department of Health and Human Services to be featured on YouTube (under flu prevention) and the [www.flu.gov](http://www.flu.gov) web site.

[Click to view the H1N1 Spanish Video.](#)

#### *Regional Presentations*

Staff and Board members make presentations to local, regional, and national groups, clubs, and organizations annually to promote wellness and prevention as a way of life.



# LEVERAGE

*- the use of various financial instruments to increase the potential return of an investment*

In 2009, the Foundation was successful in leveraging with partners in the community through key relationships. A few of those are listed here:

The President and CEO serves on the Board for Grantmakers of Children, Youth and Families

Program officers serve on State Committees to bring state resources to the region.

Foundation partnered with Centro de Salud La Fe, Texas A&M Foundation - Colonias program, and the YWCA El Paso del Norte Region to assist in writing federal grants for stimulus funds for access to care.

Foundation partnered with the Pan American Health Organization (PAHO) and the City of El Paso to receive an obesity grant from the Robert Wood Johnson Foundation for the El Paso Chamizal community.

## Partner leveraged funds



AVANCE Inc. and State permanent funds  
and the W.K. Kellogg Foundation

Child Crisis Center and AARA funds



UTEP Sim Lab and State Tier One funding

YWCA, U.S. Army and Wolslager Foundation



Texas Tech Baby Café and State  
Department of Health Services

**Total contributions:**

**\$2,733,000**

## Staff 2009

Myrna J. Deckert  
President and CEO

Suzie Focht  
Director of Technology

Juanita Galaviz  
Director of Grants

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  
Grant Support Assistant

Angela Plaza  
Director of Accounting

Veronica Rios  
Accounting Support Assistant

Sylvia Soto  
Director of Operations

## Board of Directors 2009

Bert Mijares  
Chair

Cindy Lyons  
Vice Chair

Sandra Sánchez Almanzán

Robert Ash

Jack Cardwell

Jack Chapman

George Drake

Steve Fox

Rene Hurtado

Dr. Susana Navarro

Eduardo Sanchez, M.D.

## 2009 Grants

### **GOAL 1: Physical Activity and Balanced Nutrition**

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

#### **Arbol de Vida (Tree of Life)**

**\$10,000.00**

*Nutrition Program*

This program provided balanced nutritious meals to approximately 100 children and youth living at the Arbol de Vida Center. Nutrition classes were also provided to the center's food preparers and youth that were interested in cooking. The Center houses neglected, abused, and abandoned children including children repatriated to Mexico from the United States.

#### **El Paso Independent School District**

**\$760,479.75**

*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. Lessons and activities complement the classroom health instruction. Over 43,000 kindergarten through 8th grade students from 74 schools are projected to benefit from this program.

#### **YWCA El Paso del Norte Region**

**\$299,474.00**

*YW Zones*

The YW Zones project works to incorporate healthy activities and improve quality of afterschool and childcare programs at all YWCA sites. Activities include music, dance, and body conditioning exercise plus healthful theme-based afterschool site learning opportunities.



## GOAL 2: Tobacco, Alcohol, and Illicit Drug Use Eliminated

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

### **American Cancer Society** **\$49,250.00** *Smoke-Free Families Program*

American Cancer Society managed the telephone Quitline and Quitnet website. They also provided cessation education classes in the El Paso 79905 area and participated in health fairs and other similar gatherings to provide information on smoking cessation and prevention.

### **American Lung Association of the Central States Inc** **\$54,992.30** *NOT on Tobacco and Breathe Smart from the Start*

These programs were 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.

### **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. In addition, the organization explored implementation of prevention programs for youth.

### **Children in Need of Services, Inc. (CHINS)** **\$49,775.50** *CHINS Comprehensive Tobacco Program*

CHINS provided tobacco cessation support in Otero County, N.M., assisted in facilitating the Otero County Tobacco Coalition, prevention programming for New Mexico State University satellite campus and Botvin lifeskills tobacco initiation prevention presentations in area school districts in Alamogordo, N.M.

### **City of El Paso** **\$40,952.72** *Get Real About Tobacco*

This best practice program was designed for students kindergarten through 12th grade. The presentations provide tobacco prevention messages and support activities for more than 6,500 at risk children and youth in area school districts.

### **Texas A&M Foundation** **\$40,856.60** *Colonias Smoke-Free Project*

This project continues to provide smoking cessation and prevention efforts in the outlying areas of El Paso County and Hudspeth County.

### **University of Texas at El Paso** **\$638,815.66** *A Comprehensive & Collaborative Approach to Tobacco Control in the Border Region - Organizing Agency*

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

### **University of Texas at El Paso** **\$32,395.66** *StopLite 4: A Light Smoking Intervention for Youth, Adolescents, and Adults*

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



**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.

**Centro de Salud Familiar La Fe, Inc.** **\$106,095.00**  
*SCHIP OUTREACH: Our Children First Project*

The purpose of the project was to significantly increase the applications submitted for eligibility in the State Children’s Health Insurance Program (CHIP) by El Paso’s working class families. The project consisted of four distinct and target outreach strategies: (1) targeted media and information, (2) school/faith-based and workplace campaigns to establish “CHIP Mentors” in working class areas, (3) training and coordination of a network of organizations, (4) and development of GIS maps to assist in strategy and evaluation of outcomes.

**Texas A&M Foundation** **\$25,442.50**  
*SCHIP INREACH: Colonias SCHIP Project*

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

**YWCA El Paso del Norte Region** **\$24,215.00**  
*SCHIP INREACH: YWCA SCHIP/Medicaid Project*

The YWCA project sought to institutionalize Inreach for Medicaid and SCHIP in all of its program areas. Staff worked to encourage those households who are identified as eligible to apply for SCHIP and assist with the completion of applications.

**GOAL 4: Healthy Family and Social Environment**

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

**AVANCE, Inc.** **\$55,000.00**  
*Parent-Child Education Program*

AVANCE expanded their nine-month Parent-Child Education program to serve families with children birth to three-years of age in the Paso del Norte region.

**AVANCE, Inc.** **\$270,000.00**  
*Parent-Child Education Program*

The program provides health focused parent-child education to underserved families with children birth to four-years of age. The goal was to teach children to make positive lifestyle changes that can foster consistent and healthy diet and exercise choices. Parents also learn how to be positive role models and to provide healthy family and social environments for children.

**Ben Archer Health Center** **\$56,446.98**  
*Nurturing Parenting/Crianza con Cariño*

The program was designed to improve parents’ ability to raise healthy children and reduce the risk of child abuse by providing the Nurturing Parenting/Crianza con Cariño curriculum to the Hatch, NM community.

**Ben Archer Health Center** **\$96,347.35**  
*Plain Talk/Hablando Claro*

Plain Talk is a community-based program that aims to help

parents develop the skills and tools they need to reduce sexual risk-taking. The program was offered in Dona Aña county.

**Casa Amiga Centro de Crisis A.C. \$10,000.00**

*Healthy Family Social Environment Restoring the Social Fabric*

The project focused on youth and children, addressing sexual abuse and violence in Cd. Juárez. Activities included a puppet theater, reaching 5,000 children ages 5-11; interactive play to reaching 1,800 children ages 5-11; adolescent workshops for 12-17 year-olds (approx. 280); and small group discussion forums for adolescents (approx. 300).

**Casa Amiga Centro de Crisis A.C. \$15,000.00**

*All Against the Violence*

This project focused on youth and children, addressing sexual abuse and violence in Cd. Juárez. Activities included a puppet theater, reaching up to 8000 children ages 5-11; interactive play, reaching 3,000 children ages 5-11; a playing and learning workshop reaching 60 children ages 8-11; adolescent workshops for 60 youth ages 12-17; and small group dating violence discussion forums for 700 adolescents ages 12-17.

**Center Against Family Violence \$25,238.50**

*It's a Family Thing*

This grant funded "The Middle Way Parent Program," which is a 15-week program that combines ten-weeks of structured learning with five weeks of support group participation.

**Center Against Family Violence \$78,921.50**

*Healthy Relationships Outreach (HeRO)*

HeRO is a four-hour workshop for men and women working in high-risk professions, such as the police force and border patrol. The program has been successful at improving attitudes, promoting patience, and understanding in family relationships.

**Center Against Family Violence \$111,114.00**

*No Means No*

The program is producing substantial gains in knowledge for youth participants on laws related to sexual assault. The interventions contribute to improving sexual health among adolescents, by emphasizing primary prevention of child abuse.

**Child Crisis Center \$162,561.50**

*Organizing Agency*

The organizing agency assisted with the Foundation's Begin at Birth activities, including media coordination, calendar distribution in El Paso and Cd. Juárez, logistical support for grantees, sharing meetings and technical assistance, provision of quality assurance and coordination activities, and logistical support for community outreach and dialogue for planned initiative evolution.

**Child Crisis Center \$61,345.88**

*AMOR de Niños*

The program offered parents access to comprehensive parenting classes and home visitation services. The program focused on gestational development, immunizations, car seat safety, and fatherhood.



**Child Crisis Center** **\$192,947.06**

*No Kidding: Straight Talk from Teen Parents*

The program provided presentations to middle school students in El Paso County school districts on the realities and responsibilities of young parenting, including issues related to child support and paternity.

**Child Crisis Center** **\$28,407.37**

*“Starting Together Starting Right: Early Childhood Guide for Parents”*

Child Crisis Center of El Paso maintained quality communication with the network of organizations in El Paso, Texas and Cd. Juárez, Mexico providing the Begin at Birth ‘Starting Together Starting Right: Early Childhood guide for parents’ also known as the ‘Begin at Birth Calendar’. The Begin at Birth Calendar was distributed to new mothers through this network of providers up to December 31, 2009.

**City of El Paso** **\$172,497.04**

*CHOICES Sexual Health Program*

This program was 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 health sexuality.

**Gente a Favor de Gente** **\$59,226.00**

*Help Your Child Grow Up Healthy*

“Help Your Child Grow Up Healthy” program assisted 300 families with children birth to three-years of age in extremely impoverished neighborhoods of Aztecas and Oriente XXI in Cd. Juárez.

**Organización Popular Independiente, A.C.** **\$67,650.00**

*Los Niños y Las Niñas Son Primero:  
Transformando Creencias para el cuidado infantil*

The program was designed to improve child-rearing skills in parents, as well as the quality of parent education interventions in the impoverished neighborhoods on the mountain slopes of western Cd. Juárez. Over 350 children birth to three-years of age in 100 families benefited from the program.

**Texas Tech University Health Sciences Center** **\$88,704.96**

*Promoting Breastfeeding through Baby Friendly Steps*

The program continued 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. Elements include opening a Baby Café to the public (only the second one in the U.S.), expanding and improving their Breastfeeding Advice Line, supporting the work of the Baby Friendly Task Force for training and policy implementation, and promotion and planning for a future Human Milk Bank for the county and region. The Baby Café is now a Texas State model for obesity prevention with support to expand to three other areas in Texas and continue the program in El Paso County.

**The FEMAP Foundation** **\$61,162.75**

*Youth, Culture, and Sexuality*

The program served 4,000 youth of Cd. Juárez with educational workshops, including puppet shows and an art exhibit for the promotion of sexual health.

**The Regents of New Mexico State University** **\$148,928.33**

*Healthy Human Sexuality - Evaluation*

The three-year grant provided evaluation services for grants related to promoting healthy sexuality.

**Ysleta Del Sur Pueblo**

**\$40,526.00**

Circles of Health

The program was designed to educate tribal youth and tribal youth-descendent children ages 11 to 18 (residing in El Paso and Hudspeth Counties) about healthy human sexuality.

**Leadership Commitments**

**Instituto Municipal de Investigacion y Planeacion**

**\$5,000.00**

*Non-profits in Cd. Juarez Serving Youth*

The agency provided a list of approximately 50 nonprofit and governmental organizations in Cd. Juarez that served children or youth. The list included the organization’s mission, services provided, geographic service area, number of staff and year founded.

**University of Texas at El Paso**

**\$1,500,000.00**

*UTEP Simulation Center for Health Research and Education*

The purpose of this grant is to develop a state of the art clinical practice simulation laboratory for training of nursing and allied health students and to provide opportunities for continuing professional education for licensed health professionals in the Paso del Norte region.

**Grand total:**

**\$5,489,754.91**

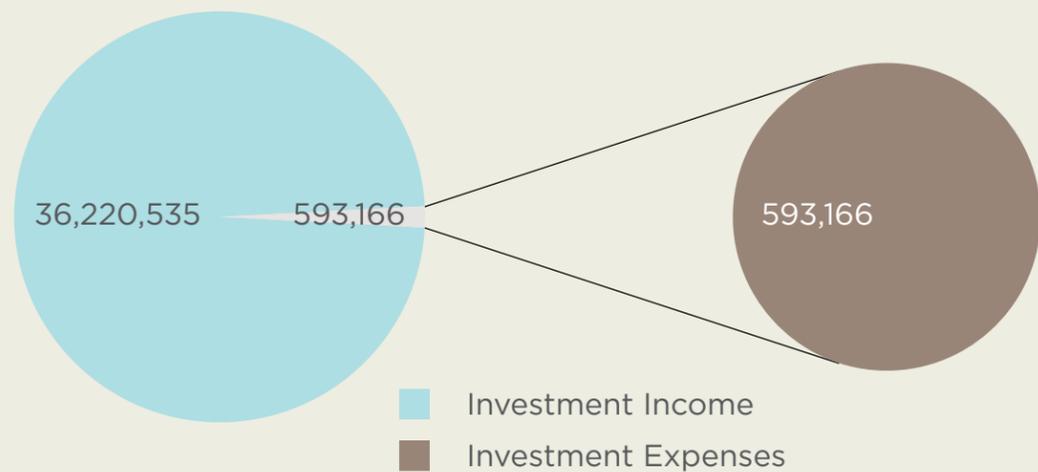
**Funding Opportunities**

The Foundation normally does not accept unsolicited grant proposals. However, 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 Programs. Program officers are always 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](http://www.pdnhf.org).

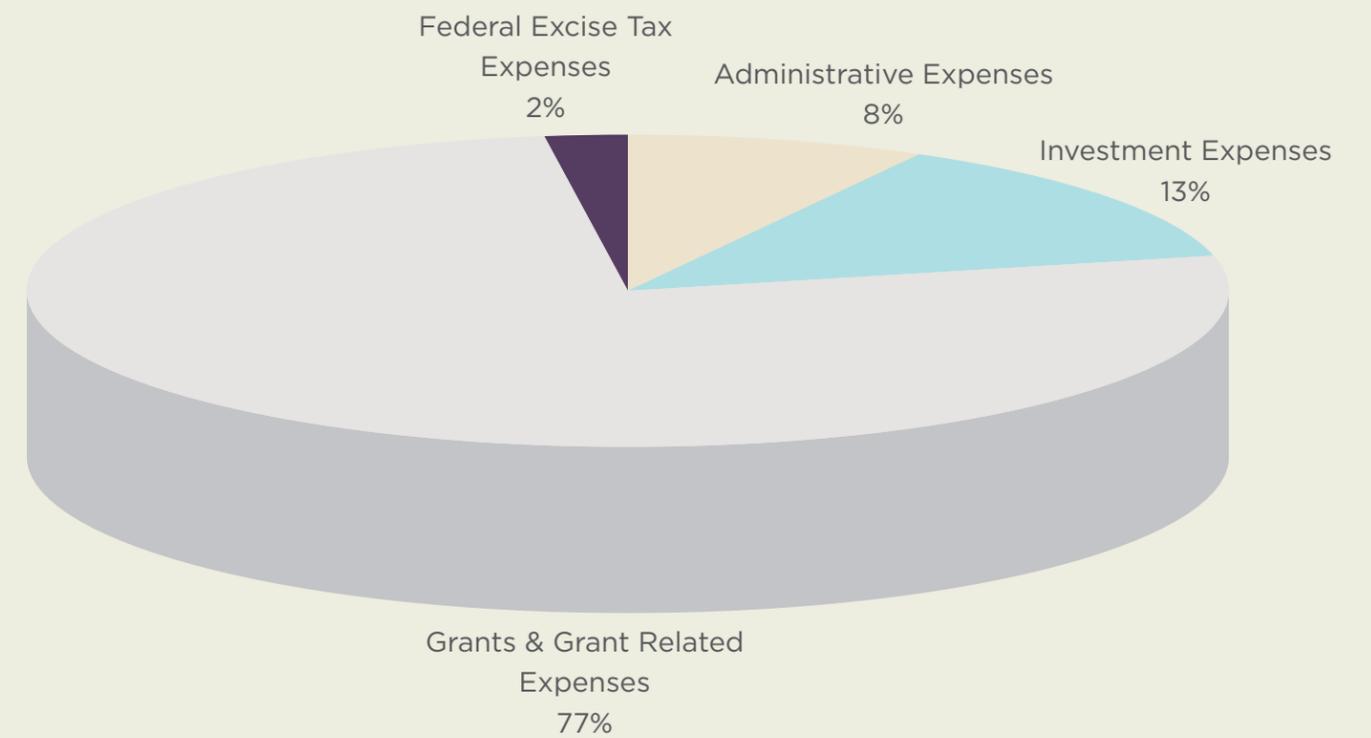


## Financials

### Investment Expenses in comparison to Investment Income

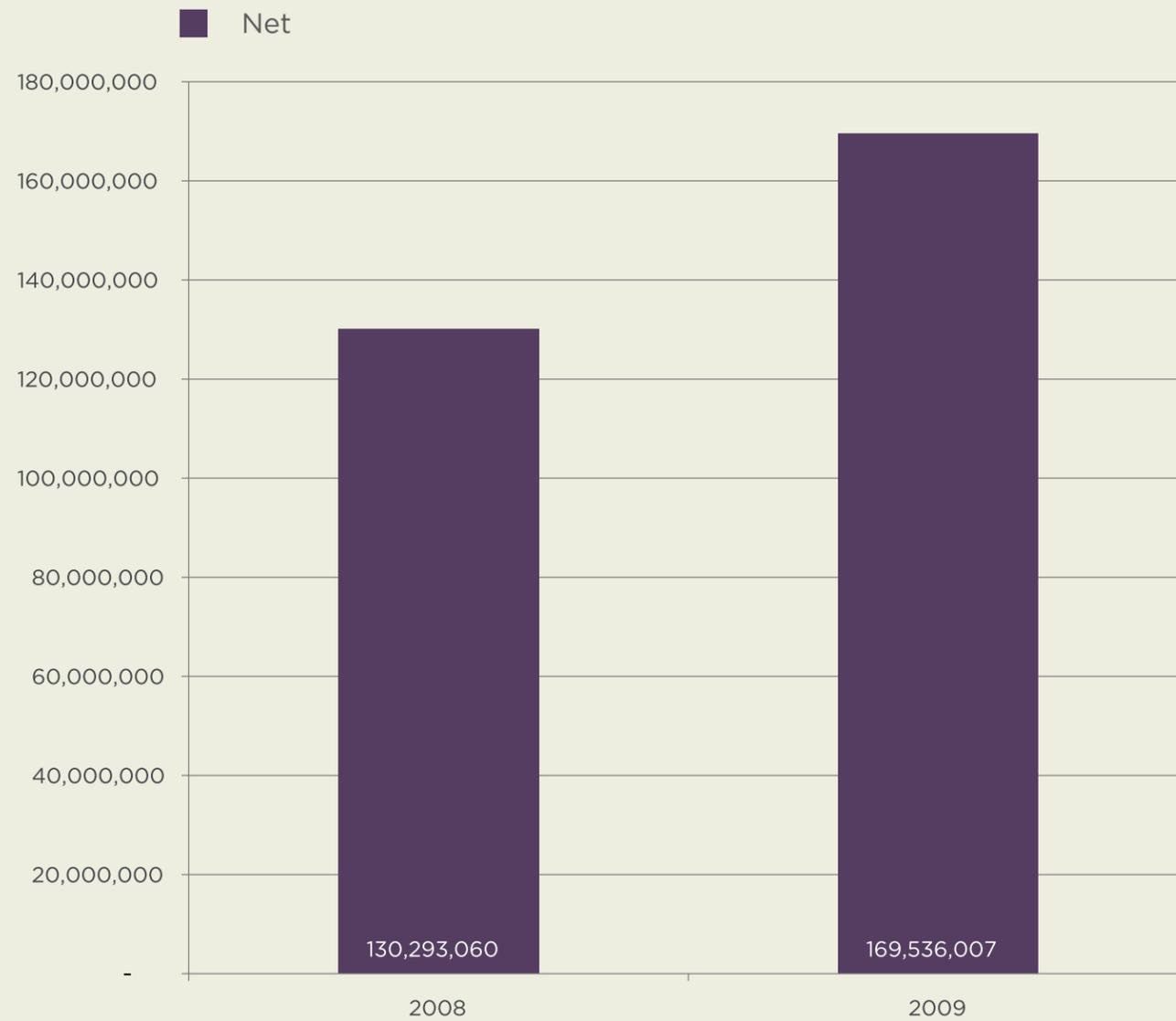


## Representation of 2009 Expenses



Audited financial statements for 2009 are available upon request.

## Net Assets



Audited financial statements for 2009 are available upon request.



**Contact**

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