

2008 Annual Report

# ***Building Momentum to Better Health***



PASO DEL NORTE HEALTH  
FOUNDATION

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



## **Develop**

Moving forward to develop strategic plans...



## **Support**

Providing the necessary tools to improve the health of the community...



## **Lead**

Setting the pace to inform policy and other decision makers of health issues...



## **Leverage**

Accepting responsibility to tell and sell our region's story...



## **Fund**

Supporting nonprofit and public organizations with grants...



## **Purpose**

Overcoming obstacles...



## ***Building Momentum to Better Health***



## **Develop**

The Foundation is building momentum through knowledge, research, sound strategies, and strong leadership to promote health and prevent disease in the Paso del Norte Region.

In May 2008, the Paso del Norte Health Foundation Board of Directors approved and introduced a new [Strategic Framework](#). Since that time, the board and staff have established strategic plans, created timelines, and implemented a course of action for each of the new strategic goals.

### **Health Goals:**

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

*Goal Two:* Tobacco, alcohol, and illicit drug use will be eliminated among adolescents.

*Goal Three:* Children, youth, and families will have access to health care, including access to mental health services.

*Goal Four:* Children and youth will grow up in healthy family and social environments.

### **Leadership Commitments:**

- Build a supply of highly trained, diverse health leaders and health care professionals
- Convene stakeholders, and informs policymakers and opinion leaders regarding important wellness and health issues.
- Hold itself accountable as a leader to improve the health of the region



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## ***Building Momentum to Better Health***



### **Lead**

Foundation board and staff are working to inform policy and other decision-makers of health issues that impact the physical and social environments of the region. The policy context in which the Foundation operates is complex, with numerous jurisdictions, multiple levels of government, and governing systems that influence health policy across state lines and the international border. The Foundation has provided research information on health topics that relate to the goals of the Foundation by:

- Meeting with and providing health information to elected officials
- Sharing leadership to develop a regional health plan
- Co-planning workshops and conferences for nonprofit leaders



## ***Building Momentum to Better Health***



## Fund

The Foundation has continued to support nonprofit and public organizations with grants to promote the [Foundation's mission](#). Investing in the spirit and strength of community partners, the Board of Directors has determined that it will fund larger and longer term grants when possible to achieve a greater impact. The following organizations were among the first to receive contributions under the new strategic framework.

- **AVANCE El Paso Inc.**  
Expand and enhance parenting education program
- **El Paso Independent School District**  
Create and implement "Get HIP (Health Initiative Program) Now" to over 43,000 children
- **Rio Grande Cancer Foundation**  
Special fund to be used for hospital care of patients suffering from cancer who are unable to pay for services
- **Texas Tech University Health Sciences Center/Paul L. Foster School of Medicine**  
Develop and manage a medical student loan program
- **The FEMAP Foundation**  
Distribution of over 2,000 fans to low income families in Ciudad Juárez, Mexico
- **University of Texas at El Paso/College of Nursing**  
Develop a simulation laboratory for training nurses and allied health students
- **YWCA El Paso del Norte Region**  
Expand and enhance after school and youth fitness programs

The Foundation granted over \$4.8 million to 40 nonprofit organizations and agencies in 2008.





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## ***Building Momentum to Better Health***



## **Support**

The Foundation is committed to providing grantees with the necessary tools to improve the health of their communities. It takes more than one individual or organization to bring about change. With support, training, and sound practices, nonprofit organizations are reaching larger audiences and sustaining programs for the benefit of all who use their services.

- Community partnerships
- Organizational assessment tools
- Outstanding business practices models



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## ***Building Momentum to Better Health***



PASO DEL NORTE HEALTH  
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## Leverage

The Foundation is committed to "tell the story of this region and its people" to funders far and wide to gain external support and share valuable knowledge about this unique population. Experts from many national and international foundations are influential and bring a vested interest in reaching the ultimate goal - to improve global health. The Foundation is working to:

- Recruit national and international funders to this region
- Develop strategic plans in collaboration with other stakeholders
- Become the "Go to Center" for information related to health in the region



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## ***Building Momentum to Better Health***



PASO DEL NORTE HEALTH  
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### **Purpose**

As the Foundation continues to lead, fund, support and leverage, regional stakeholders are building **MOMENTUM** which will improve the health of the residents in this region. The Foundation will continue to build bridges among generations, communities, cities, and nations so that all people have the knowledge, resources, and environment they need to make and sustain healthy lifestyle choices.



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## ***Building Momentum to Better Health***



## **About Us**

### **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 Memorial Hospital to improve the health and wellness of the 2.3 million people living in the Paso del Norte Region through education and prevention.

## **Board and Staff, 2008 - 09**

### **Board Members**

- Jack Chapman  
*Board Chair*
- Bert Mijares  
*Board Vice Chair*
- *Allocations Committee*  
Dr. Susana Navarro  
*Chair*
- *Investment Committee*  
Cindy Lyons  
*Chair*
- *Audit Committee*  
Alan Abbott  
*Chair*
- Sandra Sánchez Almanzán
- Jack Cardwell
- George Drake
- Steve Fox
- Rene Hurtado
- Eduardo Sanchez, M.D.



**Staff:** (Alphabetical order)

- 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*

**Contact**

Paso del Norte Health Foundation

1100 N. Stanton, Suite 510

El Paso, Texas 79902

915-544-7636

915-544-7713 (Fax)

[health@pdnhf.org](mailto:health@pdnhf.org)

Observe Mountain Time



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PASO DEL NORTE HEALTH  
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### **Administration Letter**

The theme of this year's annual report is "Momentum." We are pleased to report that the Foundation's momentum continues to grow. Strategic plans are under development for each of the goals in our new strategic framework. We are proud and excited to be working with our many partners to improve the health of the residents in our region.

In an effort to make substantial impact on improving health, the Foundation has:

- Provided several major grants;
- Continued its efforts to curb smoking (particularly among children and youth);
- Continued to focus on sexuality education;
- Continued to fund child abuse prevention programs; and,
- Funded entities to provide access to children for the State Children's Health Insurance Program.

In addition to funding, the Foundation has focused on its responsibility to become a regional health leader. During this past year, the Foundation Staff and Board have worked with area partners to establish a Regional Health Planning Committee and a Funders Group. Foundation representatives have met with numerous elected officials to explain our mission and to offer help as a resource on preventive health issues. We prepared a research brief on smoking for our State legislators, and we made several presentations to clubs and organizations in the region.

During this economic downturn, the Foundation Board confirmed that it will honor our commitments to current grantees, while maintaining efficient operations.

We look forward to another year of building momentum with strong partner relationships, a commitment to lead, and a strong determination to leverage other funds to this region. We appreciate your support. Thank you.

Jack Chapman  
Board Chairman

Myrna Deckert  
President/CEO



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## ***Building Momentum to Better Health***

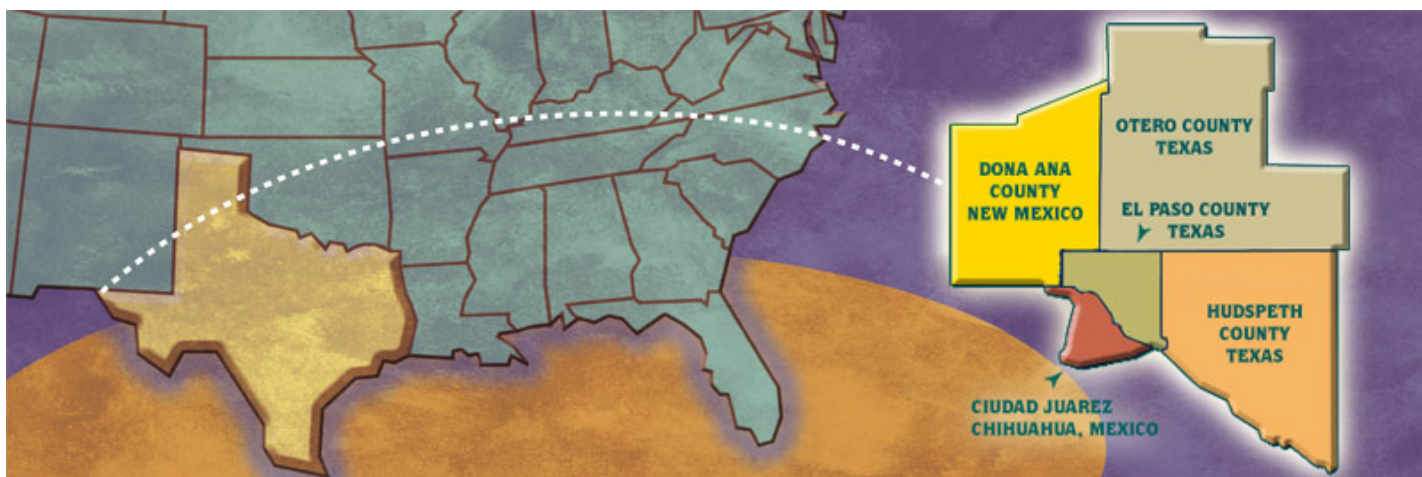


### **Paso del Norte Region**

The binational environment in which the Foundation operates is unique. The region is divided by an international boundary - Mexico and the United States. There are multiple political and legal jurisdictions in the two-country and three-state area known as the Paso del Norte Region. The Foundation works to achieve its mission among the nearly 2.3 million people living in Doña Ana and Otero County in New Mexico; El Paso and Hudspeth County in Texas; and Ciudad Juárez, Chihuahua, México. Within this population, an estimated 772,576 residents are under the age of eighteen.

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

The Foundation is committed not only to work with others to meet health challenges in the region, but to recognize opportunities through vision and proactive leadership.





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## **Funding Opportunities**

The Foundation does not normally accept unsolicited grant proposals. When launching a new request for proposals (RFP), the Foundation offers grant workshops to better understand and respond to the funding opportunity.

Program officers are available to discuss ideas for future programs and welcome suggestions from regional organizations. For more information about upcoming grant workshops, please call the Paso del Norte Health Foundation at (915) 544-7636 or email at [health@pdnhf.org](mailto:health@pdnhf.org).



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## ***Building Momentum to Better Health***



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## **Grants**

The Foundation has emphasized that it takes more than one individual or organization to bring about change. The achievements in improving health and quality of life have come through a unified focus and the dedication of hundreds of partnering regional nonprofit organizations and institutions. The following pages list all the grants issued in 2008.





## STRATEGIC FRAMEWORK 2008

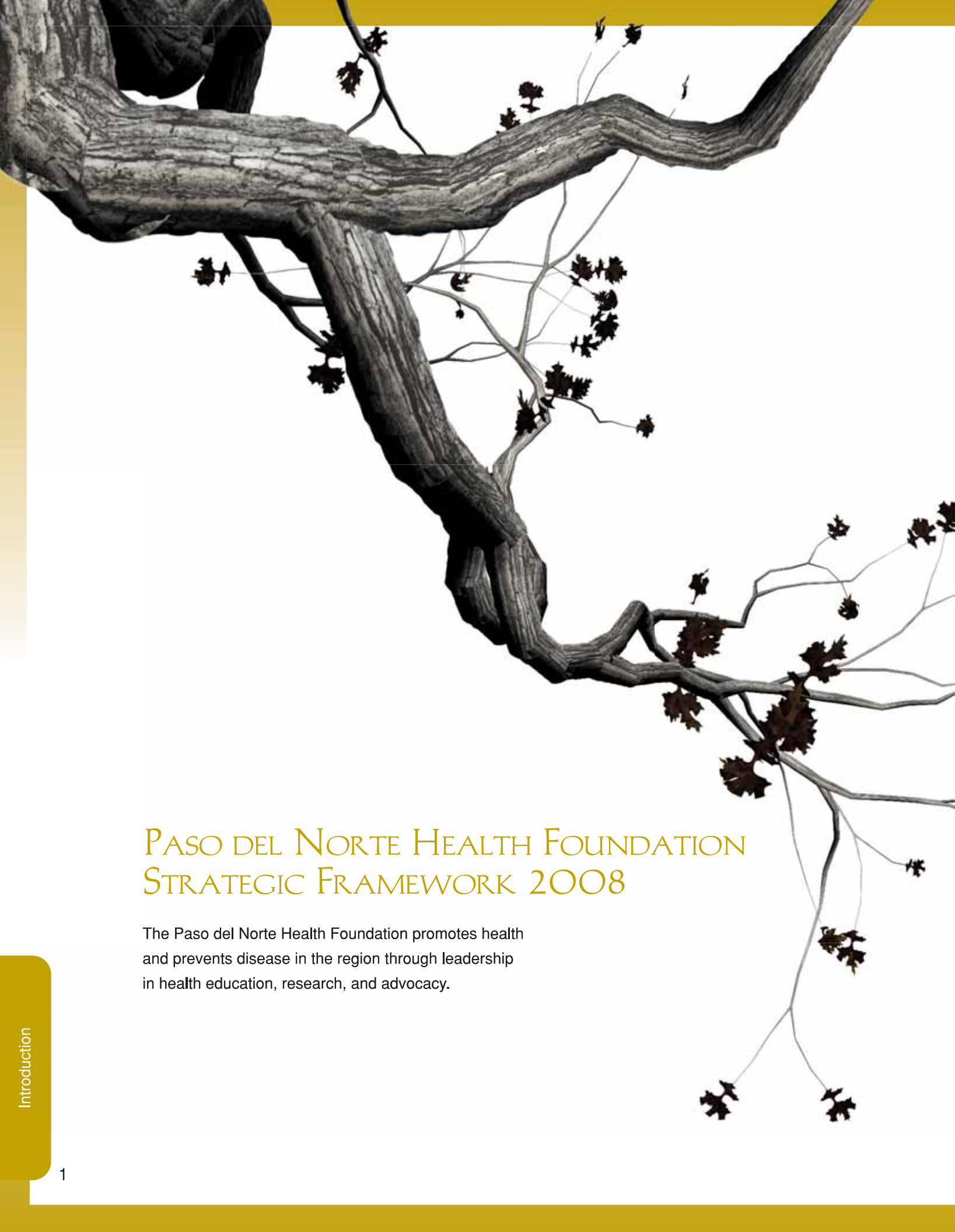
**Paso del Norte Health Foundation**



A large, stylized tree graphic in the background, with a light beige trunk and branches and white, leaf-like shapes. The tree is positioned on the right side of the page, with its trunk extending from the bottom right towards the top right.

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# PASO DEL NORTE HEALTH FOUNDATION STRATEGIC FRAMEWORK 2008

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



## DEVELOPING PdNHF'S STRATEGIC FRAMEWORK

Establishing strategic health priorities for the Paso del Norte Health Foundation (PdNHF) requires an understanding of the multiple, interacting, and dynamic factors that affect the health of the communities that the Foundation serves: Doña Ana County, New Mexico; El Paso County, Texas; Ft. Bliss, TX; Hudspeth County, Texas; Cd. Juárez, Chihuahua; and Otero County, New Mexico.



The strategic planning process, conducted in the Fall 2007 through the Spring 2008, included five components:

1. Survey of stakeholders throughout the region
2. Interviews with regional leaders
3. Assessment of health issues and concerns
4. Description of the health policy landscape
5. Benchmarking activities of other regional foundations in the U.S.

## FOCUSING ON A REVISED MISSION AND PREMISE

After comprehensive information gathering and analysis, the PdNHF Board established a revised mission and developed a fundamental premise.

### Mission

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

### 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 in the Paso del Norte Region achieve good health.

## GUIDING CONCEPTS USED BY PdNHF

*Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.  
(World Health Organization)*

*Wellness is a state of optimum health and well-being, achieved through the active pursuit of good health and the removal of barriers to healthy living, both personal and societal.  
(The California Wellness Foundation)*

Improving the health of the region's residents includes working to inform policy or other decisions that govern our physical and social environment. It also includes remaining aware of the changing policy landscape and taking advantage of opportunities as they present themselves to maximize benefits for those whom we serve. The policy context in which the Foundation operates is complex, with numerous jurisdictions, multiple levels of government, and governing systems that influence health policy across state lines and an international border. As the Foundation is committed to health promotion on both sides of the U.S-Mexico border, it values the level of awareness and diplomacy required to be successful in both the U.S. and the Mexican political systems.

**PdNHF will advance the mission by pursuing the following priorities:**

- Address the health needs of underserved children and youth in the region;
- Lead efforts to improve health and wellness of all people in the region; and
- Convene and to inform policymakers and opinion leaders regarding important wellness and health issues.

**PdNHF will pursue the following health goals:**

- Children and youth will be physically active and have proper nutrition for a healthy weight and a strong body;
- Tobacco, alcohol, and illicit drug use will be eliminated among adolescents;
- Children, youth, and families will have access to health care; and
- Children and youth will grow up in healthy family and social environments.

**PdNHF will pursue the following leadership commitments:**

- Build a supply of highly trained, diverse health leaders and health care professionals;
- Convene stakeholders and informing policymakers and opinion leaders regarding important wellness and health issues; and
- Hold itself accountable as a leader to improve the health of the region.





# HOW PdNHF WILL ACHIEVE THE HEALTH GOALS

**Goal 1:** Children and youth will be physically active and have proper nutrition for a healthy weight and a strong body.

**Strategies:**

- Convene a Border Summit on Child and Youth Health with a focus on promoting physical activity and proper nutrition to prevent obesity; coordinate implementation of agreements from the Summit.
- Develop, lead, and fund a coordinated approach to promote physical activity and proper nutrition, emphasizing the development of healthy children and youth to prevent obesity.
- Conduct ongoing research to identify, analyze, or develop health promotion and educational interventions that successfully encourage physical activity and proper nutrition for children and youth.

**Goal 2:** Tobacco, alcohol, and illicit drug use will be eliminated among adolescents.

**Strategies:**

- Continue A Smoke Free Paso del Norte emphasizing youth tobacco control.
- Develop, lead, and pilot test approaches for eliminating alcohol and illicit drug use.
- Analyze patterns of tobacco use and policies related to tobacco control.

**Goal 3:** Children, youth, and families will have access to health care, including access to mental health services.

**Strategies:**

- Develop, lead, and fund systems to promote enrollment in CHIP and other child medical insurance programs.
- Investigate, collaborate, and advocate for policies that create parity for medical reimbursement rates in the region.
- Investigate, analyze, and report on the current roles and potential opportunities that schools play in facilitating child and youth access to health information and health care.

**Goal 4:** Children and youth will grow up in healthy family and social environments.

**Strategies:**

- Provide considerable funding for expansion of programs that have demonstrated positive impact on the health of children and youth.
- Continue interventions that emphasize sexual health among adolescents, including the reduction of teenage pregnancy.
- Continue emphasizing the primary prevention of child abuse.
- Analyze the resources and the policies impacting child health.



# HOW PdNHF WILL FULFILL THE LEADERSHIP COMMITMENTS

**Commitment 1:** The Foundation is committed to building a supply of highly trained, diverse health leaders and health care professionals.

## *Strategies:*

- Plan, recruit participants for, and manage a health leadership program modeled after Leadership El Paso and other leadership development programs.
- Support and enhance efforts of other organizations working to increase the supply of health leaders and health care professionals.

**Commitment 2:** The Foundation is committed to convening stakeholders and to informing policymakers and opinion leaders regarding important wellness and health issues.

## *Strategies:*

- Provide the leadership and funding for a region-wide process to develop a plan for improving health.
- Integrate policy objectives into the Foundation's initiatives with the intention of identifying and pursuing key opportunities that could have systemic impact.
- Continue to function as the Census Information Center for the region and, as appropriate, collect and analyze data to provide information that documents the health status of the population.
- Convene and receive input from organizations, whose missions are primarily to improve the health of children and youth, prior to the development and announcement of any major Foundation funding initiative.

**Commitment 3:** The Foundation is committed to holding itself accountable as a leader to improve the health of the region.

## *Strategies:*

- Communicate and collaborate across stakeholder groups.
- Establish and adopt best practices for grantmaking and collaboration.
- Invest and administer funds to provide for growth of corpus.
- Maintain and develop a highly qualified and diversified Board and Staff.
- Administer and maintain Foundation facilities.
- Utilize evaluation to document outcomes and provide for continuous improvement.



The Paso del Norte Health Foundation was created from the 1995 sale of Providence Memorial Hospital. The not-for-profit hospital known as Providence Memorial Hospital and the Providence Memorial Foundation were dissolved into the newly established Foundation. The Foundation was established as an independent private foundation operating under the guidance of a nine to fifteen member board of directors.

As stated in the Articles of Incorporation, the Foundation was created to:

“Make grants, loans or other distributions to qualified organizations or individuals exclusively to address the health needs of the general population within the geographic area; operate exclusively for charitable, educational and scientific purposes; and administer assets and income.”

These three activities describe the basis for its existence, but the purposes of the Foundation are much more complex.

The binational environment in which the organization operates is unique. The region is divided by an international boundary between México and the United States. There are multiple political and legal jurisdictions in the two country and three state area known as the Paso del Norte Region. The Foundation specifically works to achieve its mission among the nearly 2.3 million people living in Doña Ana County, New Mexico; El Paso County, Texas; Ft. Bliss, Texas; Hudspeth County, Texas; Cd. Juarez, Chihuahua; and Otero County, New Mexico. Within these geographic areas, an estimated 772,576 residents are under the age of eighteen.

The challenge of the Foundation is to work across these boundaries in partnership and collaboration with other organizations to effectively plan and implement programs that address disease prevention and health education. The Foundation is committed not only to work with others to meet health challenges in the region, but to recognize opportunities through vision and proactive leadership.



## BOARD OF DIRECTORS

David Osborn

*Chair*

Jack Chapman

*Vice Chair \ Chair Elect*

### Members

Alan Abbott

Sandra Sánchez Almanzán

George Drake

Martini DeGroat

Rene Hurtado

Cindy Lyons

Bert Mijares

Susana Navarro

## STAFF

Myrna Deckert - *Interim President and CEO*

Suzie Focht - *Director of Technology*

Juanita Galaviz - *Director of Grants*

Marcela Garcia - *Chief Financial Officer*

Sandra Gonzalez - *Grants Support Specialist*

Michelle Greco - *Operations Support Assistant*

Eric Hutson - *Program Officer*

Michael Kelly - *Senior Program Officer*

Jon Law - *Program Officer*

Enrique Mata - *Senior Program Officer*

Ida Ortegon - *Director of Communications*

Cecilia Piña - *Grants Support Assistant*

Angela Plaza - *Director of Accounting*

Pat Rios - *Operations Support Assistant*

Veronica Rios - *Accounting Support Assistant*

Sylvia Soto - *Director of Operations*

PASO del NORTE HEALTH FOUNDATION  
ESTADO DE POSICION FINANCIERA  
AL 31 DE DICIEMBRE DE 2008

ACTIVOS	31 de Diciembre de 2008 (No Auditados)
Activo Circulante	
Efectivo y otros equivalentes de efectivo	\$ 166,613
Cuentas por cobrar	29,081
Otros activos circulante	30,296
Total de activos circulante	<u>225,990</u>
Bienes y equipo neto	215,310
Inversiones	149,748,113
Otros activos	265,581
Total de activos a largo plazo	<u>150,229,005</u>
Total de activos	\$ <u><u>150,454,994</u></u>

PASIVOS Y ACTIVOS NETOS

Pasivo Circulante	
Cuentas por pagar y gastos acumulados	\$ 246,610
Subsidios por pagar, parte circulante	3,565,961
Total de pasivo circulante	<u>3,812,571</u>
Pasivos a largo plazo	
Reserva de responsabilidad general y profesional	8,042,384
Subsidios por pagar a largo plazo	6,398,115
Pasivo por impuestos diferidos	-714,055
Total de pasivos a largo plazo	<u>13,726,444</u>
Activos netos	
Sin restriccion	
Designados por la mesa directiva	1,199,972
Sin designacion	131,548,198
Total sin restriccion	<u>132,748,170</u>
Temporalmente restringidos	167,809
Total de activos netos	<u>132,915,979</u>
Total de pasivos y activos netos	\$ <u><u>150,454,994</u></u>



## 2008 Grants

Amounts reflect cash payments made during 1/1/2008 to 12/31/2008

### A Smoke Free Paso del Norte

Top priorities include teaching children about the dangers of smoking, making cessation programs widely available, and promoting smoke-free environments. The initiative also strives to reduce the smoking rate among youth, pregnant women, people living with small children, and those who lack the resources to provide for their own wellness.

#### **American Cancer Society**

##### *A Smoke-Free Southside Empowerment Zone - Year II*

**\$102,149.18**

American Cancer Society focused support in the Empowerment Zone areas of El Paso County. Programming included comprehensive tobacco use prevention and cessation programming as well as advocacy for compliance with the Smoke Free ordinance.

#### **American Lung Association of the Central States Inc**

##### *Not on Tobacco, Breathe Smart from the Start and Freedom from Smoking*

**\$97,259.58**

American Lung Association provided the "NOT on Tobacco" and the "Breathe Smart From the Start" model programs 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. The programs were offered in the Greater El Paso County area of the region.

#### **Centro San Vicente**

##### *Smoke Free 2008-2009: Centro San Vicente Smoking Cessation Program*

**\$58,777.00**

Centro San Vicente worked to reduce cigarette smoking among adults aged 20 years of age and over by providing smoking cessation services in the Mission Valley area of El Paso, TX.

#### **Children in Need of Services, Inc. (CHINS)**

##### *Expansion of Tobacco Program Infrastructure in Otero County*

**\$67,456.00**

Children In Need of Services provided expanded adult tobacco cessation programming, advocacy for clean indoor air compliance, and enhanced policy in the greater Otero County area of the Paso del Norte region.

#### **International AIDS Empowerment**

##### *The Last Drag*

**\$68,746.00**

The "Last Drag" provided smoking cessation programming in El Paso County targeting HIV positive individuals and the El Paso lesbian, gay, bisexual and transgender communities.

#### **Texas A&M Foundation**

##### *Colonias Smoke-Free Initiative*

**\$70,000.00**

Texas A&M Colonias Program provided tobacco cessation programming, assisted in coalition coordination, and advocacy for passing of Smoke Free ordinances in Socorro and Clint. Compliance with ordinances once passed will be a priority as well.

#### **University of Texas at El Paso**

##### *Prescription for a Smoke-Free Community III*

**\$61,600.00**

The program targeted 11 El Paso pharmacies with the purpose of building capacity for smoking cessation services for pharmacy patients. Continuing education for pharmacy staff and complementary media was key interventions encourage the systems change.

#### **University of Texas at El Paso**

##### *StopLite 3: A Community Light Smoking Cessation Intervention*

**\$106,357.00**

The "Stop Lite" program provided smoking cessation services for University of Texas at El Paso students, staff, and faculty with an emphasis on helping infrequent smokers quit. The ultimate goal was to refine a systematic, replicable, and sustainable intervention to reduce light and intermittent smoking.

### Action for Youth

Action for Youth (AY) initiative. AY supported the strengthening and building of "developmental assets," essential building blocks that protect youth and foster healthier life outcomes.

#### **Doña Ana Action for Youth**

##### *Partnership Grant*

**\$35,000.00**

This partnership had more than 20 active partners including middle and high schools in Gadsden, Las Cruces, and Hatch, Hatch, New Mexico school districts. Priority areas included reducing increasing youth involvement in community service and civic engagement.

#### **Otero PATH, Inc.**

##### *Otero YEA*

**\$34,993.50**

The "Otero YEA" Partnership promoted activities that encourage positive youth development through literacy/reading and mentoring, healthy sexuality, and youth alcohol and substance abuser education.

#### **Skyline Optimist of El Paso**

##### *Northeast Teen Network*

**\$23,882.00**

Northeast Teen NETWORK, the Action for Youth Partnership served Northeast El Paso, built assets in the lives of youths through several activities including a youth and conferences. computer center with tutoring and SAT prep classes, community service activities, and youth leadership programs activities center, a basketball and books program, a computer center with tutoring and SAT prep classes, community service activities, and youth leadership programs and conferences.

## 2008 Grants

Amounts reflect cash payments made during 1/1/2008 to 12/31/2008

### Teens in Action for a Healthy Community, Inc.

#### *Teens in Action for a Healthy Community*

**\$35,000.00**

Teens in Action for a Healthy Community partnership promoted physical activity among youths in their community, promotion of healthy sexuality, and the reduction of substance abuse. Programming emphasized the 40 developmental assets, community service activities, and youth leadership development.

### Ageless Health

The Ageless Health Initiative developed or expanded volunteer-based projects to support the promotion of independent healthy living and the prevention of isolation for seniors 60 years of age and older in the Paso del Norte region.

### Cancer and Chronic Disease Consortium

#### *A Healthier Lifestyle for the Aging*

**\$33,034.75**

This program was a replication of a nutrition, exercise, and obesity curriculum for older residents in public housing using trained promotoras to provide culturally sensitive adaptation of the program.

### Caritas Diocesana de Cd. Juárez, A.C.

#### *Taller de piñatas "Una Mano a Nuestros Derechos"*

**\$16,600.00**

"A Hand to Our Rights" - Employment and education prevention for older Juárezenses to meet work requirements qualifying them for government pensions and health service benefits.

### City of Alamogordo

#### *Successful and Creative Aging*

**\$25,000.00**

This program provided physical activities such as strength training, walking groups, yoga, Tai Chi, individual instruction on exercise equipment, chair bound exercises, and setting, clinical monitoring, incentives, and active encouragement and support. nutrition education. It included individual goal-setting, clinical monitoring, incentives, and active encouragement and support.

### Club de la Tercera Edad Epoca de Oro, A.C.

#### *Centro de Día I & II: Un Espacio a la Promocion de la Salud*

**\$40,988.61**

This program provided nutrition and light cooking classes, clinical monitoring, arts and crafts, "Cachibol" (modified volleyball), therapeutic exercises, folkloric dance, ballroom dance, music, and choral singing, guitar, yoga, Tai Chi Chuan, and other physical, intellectual, social, and volunteer activities at a Juárez senior center.

### Rio Grande Council of Governments Area Agency on Aging

#### *Technical Support*

**\$99,716.02**

The Area Agency on Aging assisted grantee organizations under the "Ageless Health" Initiative by enhancing their capacity to document and report the successes and barriers faced while providing grant related services. Support included educational workshops, media support, documentation and fiscal reporting support, in addition to promoting the initiative's concept and principles and maintaining the unified focus of the grants provided for the improvement of health in the over 60 population.

### Rio Grande Council of Governments Area Agency on Aging

#### *Successful Aging Through Long-term Strategic Alliances (SALSA) Partnership*

**\$37,500.00**

The Robert Wood Johnson Community Partnerships for Older Adults Initiative entered the final year phase of the implementation grants provided to only 8 model communities in the country. The El Paso SALSA project was developed with this leveraging support of over one million dollars, a system of no wrong door access for seniors. The project sought to develop a strong resource referral and navigator system including universal intake processes.

### University of Texas at El Paso

#### *Physical Fitness in the Golden Age*

**\$50,000.00**

This program provided physical and educational activities among a target population of older University of Texas at El Paso alumni. Various participants were identified and trained as "Ambassador" mentors to recruit and support new participants from throughout the community.

### Ysleta Lutheran Mission

#### *Super Seniors Y Dance*

**\$32,500.00**

The program offered dance classes for low-income older adults primarily in El Paso's Ysleta area along with nutrition classes, intergenerational events, and self-empowerment.

### Begin at Birth

The goals of Begin at Birth are to improve the health of children birth to three years old, while eliminating health disparities; and improve practices, policies, and environments within the early childhood.

### Asociacion para la Proteccion y Defense del Menor, A.C.

#### *Por que lo(a)quiero....puedo*

**\$21,170.89**

Using a play and reading guide, the project emphasized communication within the family structure. The "Help Me Grow Up" curriculum was used to promote effective parenting practices.

2008 Grants

Amounts reflect cash payments made during 1/1/2008 to 12/31/2008

<b>AVANCE, Inc.</b> <i>Parent-Child Education Program</i> AVANCE expanded their nine-month Parent-Child Education program to serve families with children birth three-year of age in the Paso del Norte region.	<b>\$85,000.00</b>
<b>Ben Archer Health Center</b> <i>Begin at Birth 2007-2008: Nurturing Parenting/Crianza Con Cariño Program</i> 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.	<b>\$68,204.50</b>
<b>Center Against Family Violence</b> <i>It's a Family Thing</i> This grant funded "The Middle Way Parent Program," which was a 15 week program that combines ten-weeks of structured learning with five weeks of support group participation.	<b>\$44,432.00</b>
<b>Child Crisis Center</b> <i>AMOR de Niños Program</i> The AMOR de Niños program offered parents access to comprehensive parenting classes and home visitation services. The program focused on gestational development, immunizations, car seat safety, fatherhood, and other areas.	<b>\$58,755.00</b>
<b>Child Crisis Center</b> <i>Organizing Agency</i> Served as the Organizing Agency for the Foundation's Begin at Birth Activities, including media coordination and oversight, calendar distribution in El Paso and Cd. Juárez, logistical support for grantee sharing meetings and technical assistance, provision of quality assurance and coordination activities, and logistical support for community outreach and dialogue for planned initiative evolution.	<b>\$162,561.50</b>
<b>Gente a Favor de Gente</b> <i>Ayudalo a crecer sano II</i> "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 Ciudad Juárez.	<b>\$34,595.00</b>
<b>Jewish Family &amp; Children's Service, A Constituent Agency of the Jewish Federation of El Paso</b> <i>Play Therapy Parenting</i> This program taught communication skills to formal and informal caregivers of children birth to three-years of age to assist in the prevention of child abuse.	<b>\$11,000.00</b>
<b>Organización Popular Independiente, A.C.</b> <i>Transformando mitos y tradiciones del cuidado infantil</i> The program provided parenting classes that include child development, nutrition, and child health for 180 children and their families.	<b>\$17,930.00</b>
<b>Organización Popular Independiente, A.C.</b> <i>Los Niños y Las Niñas Son Primero: Transformando Creencias para el cuidado infantil</i> 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 Ciudad Juárez. Over 350 children birth to three-years of age in 100 families benefited from the program.	<b>\$33,990.00</b>
<b>Project Vida Health Center</b> <i>Project Vida Health Center</i> This program used both home visitation and classroom models to provide parent education in child abuse prevention, communication skills, injury prevention, childhood obesity, and other topics for families living in target zip codes of El Paso, TX.	<b>\$31,790.00</b>
<b>Promocion Social Kolping, A.C.</b> <i>"Ayudalo a estar sano"</i> The program provided training for 200 parents in a Cd. Juárez Colonia. The program also created an educational model for parents with small children.	<b>\$24,860.00</b>
<b>Texas Tech University Health Science Center</b> <i>Promoting Breastfeeding through Baby Friendly Steps</i> The program continues its joint venture with Thomason Hospital 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 US), expand and improve their Breastfeeding Advice Line, support 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.	<b>\$90,705.00</b>
<b>The Regents of New Mexico State University</b> <i>Begin at Birth Evaluation Grant</i> As short-term grant provided final evaluation on the 2007-2008 grantees in Begin at Birth.	<b>\$65,450.00</b>

2008 Grants

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Border Diabetes

The Border Diabetes Initiative increased the awareness of diabetes risk factors and provided prevention education to reduce the impact of diabetes in the region. The initiative had three components: implementation, design and analysis of diabetes prevalence and behavioral research; educational interventions; and public awareness.

The Regents of New Mexico State University

A Comprehensive Approach to Diabetes Primary Prevention

\$73,518.00

The Southern Area Health Education Center at New Mexico State University provided healthy lifestyle community outreach and diabetes prevention workshops in the counties of Doña Ana and Otero, NM.

Center for Border Health Research

The mission of Center for Border Health Research is to ensure a sound, well-defined research agenda and enhance efforts to improve the health status of the Paso del Norte region. The four-core functions include: coordinate development workshops to support public health and health research stakeholders; research the health of the region's population; develop resources for those interested in public health; and manage research seed grants funded by the Paso del Norte Health Foundation.

Texas Tech University Health Science Center

Healthcare Access and Chronic Disease Management

\$4,000.00

University of Texas at El Paso

Border Identities and the Accessing of Healthcare Services

\$11,476.08

This was a research grant to further analyze Border Identities and the Accessing of Healthcare Services. This investigation was designed to better understand why various healthcare services are utilized on either side of the U.S.-Mexico border and to determine if the choice was based on one's perception of self in relation to others.

University of Texas at El Paso

Multivariate Analysis of Factors Associated with Colorectal Cancer Screening in the Population of Paso del Norte Region

\$4,000.00

University of Texas at El Paso

Extent of Alcohol Consumption Among Diabetics in El Paso and Doña Ana Counties

\$4,000.00

University of Texas at El Paso

The Impact of General Health Self Perception and Engagement in Health Risk Behaviors

\$4,000.00

Health Literacy Initiative

Health literacy is defined as a degree that individuals can obtain, process, and understanding health information and services so as to make good health decisions. The purpose of this initiative is to identify, inventory, and replicate best practice models, communication tools, and effective programs for the advancement of health literacy relevant to the Paso del Norte region.

Canutillo Independent School District

Canutillo ISD Health Literacy Program

\$32,077.50

Canutillo Independent School (CISD) and El Paso Community College (EPCC) collaborated to provide a Health Literacy Middle School Curriculum to more than 800 CISD students in 7th and 8th grades. The exercise also trained middle school health teachers to provide the curriculum to future classes with EPCC as a technical advisor.

Ysleta Independent School District

The Health Literacy Initiative Middle School 2007-2008 Pilot Intervention

\$40,000.00

Ysleta Independent School District collaborated with El Paso Community College (EPCC) to provide Health Literacy education for 7th and 8th grade students using a curriculum developed by EPCC.

Healthy Homes and Handwashing

The Healthy Homes Initiative addresses household environmental health risks related to such problems as indoor asthma triggers; inadequate water, sanitation and hygiene; trash handling and management; use of pesticides; lead poisoning; and hazardous household chemicals. The Hand washing program teaches pre-school children in daycare settings how to properly wash their hands to protect them from communicable diseases and environmental contamination while establishing life-long hygiene habits.

Ciudadanos Organizados por el Desarrollo Integral de las Comunidades de Cd. Juarez A.C.

Hogares y Comunidades con Salud y Mejor Vida

\$11,034.00

This grant supported a second year of community-based educational outreach to reduce risks from pesticide exposure to residents, particularly children. These efforts used the Promotora de Salud model, conducting household visits and/or holding community workshops. It included three home visits to 100 families and educational presentations to 5th and 6th grade students at three area schools.

## 2008 Grants

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### Two Should Know

Two Should Know improves sexual health in the region through education and prevention. The initiative helps grantees develop effective and creative programs emphasizing safer sexual health practices to reduce sexually transmitted diseases (STDs), unintended pregnancies, and sexual violence/abuse as well as for the promotion of good emotional and social health outcomes.

#### **Ben Archer Health Center**

##### *Plain Talk/Hablando Claro*

**\$107,482.65**

Plain Talk is a community-based program that aims to help adults develop the skills and tools they need reducing sexual risk-taking. The program was offered in Dona Aña county.

#### **Center Against Family Violence**

##### *Organizing Agency*

**\$82,906.00**

The Center Against Family Violence coordinated the Two Should Know media campaign, organized initiative related events, training, and assisted with public relations.

#### **Center Against Family Violence**

##### *The "S" Word/Healthy Relationships Outreach (HeRO)*

**\$70,838.50**

"Healthy Relationships Outreach" (HeRO) is a four-hour workshop for men and women working in high-risk professions, such as the police force and border patrol. "Unzipped," a pilot program provides a forum for comfortable, safe, and informed discussions about sexuality among college and college-aged adults.

#### **Center Against Family Violence**

##### *Media and Technical Assistance Grantee*

**\$300,000.00**

The grant to the Center Against Family Violence is for Media & Technical Assistance services in support of the Two Should Know objectives. The agency will be responsible for management and oversight of the Two Should Know media/public relations campaign, support and maintenance of the Two Should Know website, media quality assurance and evaluation coordination, support to the external evaluation team, inter-grantee communication facilitation, support and coordination of the grantee professional development workshop series, and general technical assistance services to the grantees an Foundation staff.

#### **Center Against Family Violence**

##### *No Means No*

**\$52,679.00**

The program aims 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. In addition the program addresses policies that schools must provide violence prevention education programming.

#### **Centro Mujeres de la Esperanza**

##### *No Means NO*

**\$6,105.00**

The No Means No! program targeted 10,000 youth in El Paso with messages about the prevention of sexual violence

#### **Child Crisis Center**

##### *No Kidding: Straight Talk from Teen Parents*

**\$124,413.50**

The Child Crisis Center provided the "No Kidding" program to middle school students in Socorro Independent School District.

#### **City of El Paso**

##### *Comprehensive Sexual Health Program/Choices Two Should Know*

**\$173,768.68**

The program was designed to reduce pregnancy, sexually transmitted diseases and sexual violence among teens in the Greater El Paso area.

#### **Las Hormigas Comunidad en Desarrollo A.C.**

##### *"Pongamos al Sexo en su Lugar"*

**\$4,952.50**

This pilot project tested interventions to reduce sexual violence among residents of Anapra, México.

#### **Planned Parenthood Center of El Paso**

##### *Two Together-Health Human Sexuality*

**\$120,466.50**

The program served 500 low-income and higher risk adults who are sexually active or considering a sexual relationship. The program helped participants become sexually responsible and, thus, reduce unintended pregnancy and avoid sexually transmitted diseases.

#### **The FEMAP Foundation**

##### *Jovenes, Cultura y Sexualidad*

**\$78,309.25**

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

#### **The Regents of New Mexico State University**

##### *The Two Should Know Professional Development Project*

**\$39,335.00**

The program provided professional development for regional sexuality educators with an emphasis on Two Should Know grantees. It also provided a series of training workshops dealing with sexual health.

#### **The Regents of New Mexico State University**

##### *Growing Up Healthy - Growing Up Smart*

**\$55,356.00**

New Mexico State University developed and field tested "Growing Up Health-Growing Up Smart," a parent-child take-home program for promotion of sexual health.



2008 Grants

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<b>The Regents of New Mexico State University</b> <i>Healthy Human Sexuality - Evaluation</i> A three-year grant to provide evaluation services for grants related to promoting healthy sexuality.	<i>\$148,928.34</i>
<b>Ysleta Del Sur Pueblo</b> <i>Circles of Health</i> "Circles of Health" is a healthy sexuality program 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.	<i>\$40,526.00</i>
<b><u>Special Project Grants</u></b>	
<b><u>Fan Program</u></b>	
<b>The FEMAP Foundation</b> <i>2008 Un Juarez Mas Fresco</i> This project provided fans to families in need in the Greater El Paso County area of the Paso del Norte region. The fans assisted in the prevention of injury and death related to extreme heat exposure.	<i>\$55,000.00</i>
<b><u>Conference Fund</u></b>	
<b>Nonprofit Enterprise Center</b> <i>2008 NpACT Awards Ceremony</i> The NPact Awards acknowledged the work of nonprofits in the Greater El Paso area. This grant provided opportunity for the Foundation to send a health message to nonprofits and the community by acting as the keynote for the year's awards benefit.	<i>\$5,000.00</i>
<b><u>Hill Memorial Fund</u></b>	
<b>Rio Grande Cancer Foundation</b> <i>The Frances Clarke Hill Memorial Cancer Fund</i> This grant of specialized funds entrusted to Paso del Norte Health Foundation to be used specifically for the "Hospital care of patients suffering from cancer who are otherwise unable to pay for these services." The Rio Grande Cancer Foundation administers the use of these funds in accordance with the criteria set forth to allow individuals in the Greater El Paso area to apply for support through the Frances Clark Hill Memorial Cancer Fund.	<i>\$54,318.00</i>
<b><u>Medical Student Loan Program</u></b>	
<b>Texas Tech University Health Science Center</b> <i>2008 Texas Tech El Paso Medical Student Loan Program</i> The Medical Student Loan Program aimed at encouraging capable, yet financially unable, students from the Paso del Norte region to attend the Texas legislative approved four-year medical school 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 loans forgiven over a five-year period. Additional funding was provided from other community funders emphasizing the strong level of support for the medical school.	<i>\$1,250,000.00</i>
<b>Total</b>	<b><u>\$4,801,039.03</u></b>