

2003 Annual Report

Better Health, Better Lives,
A Better Community.



PASO DEL NORTE HEALTH
FOUNDATION

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The importance of promoting education and prevention programs is more significant now than ever in today's society. Continuous reports reveal the drastic decline in the health of the country's population. From young to old, individuals are choosing unhealthy behaviors, which are affecting the increase in healthcare costs and deaths.

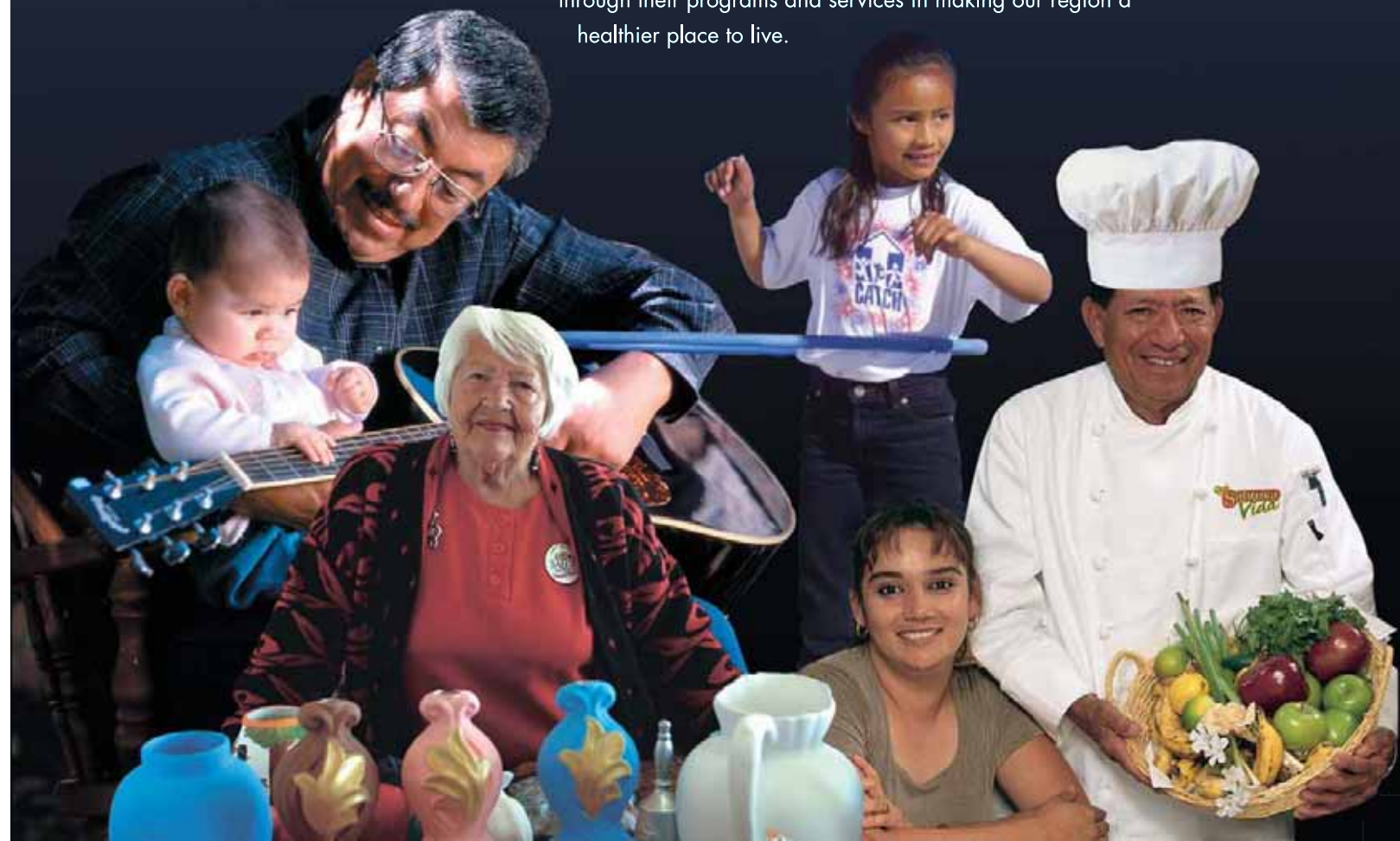
PREVENTING THE PREVENTABLE

It is estimated that the 2003 year expenditures on health care in the U.S. rose to over \$1.7 trillion. The diagnosis and treatment of chronic diseases and conditions such as diabetes, obesity, cardiovascular disease, and asthma, were the leading contributors to this enormous cost. To reduce these expenditures, efforts must be taken to encourage and to promote healthy behaviors and lifestyles.

From the beginning, the Paso del Norte Health Foundation envisioned the importance of working in the community and providing the necessary funding to support organizations in their disease prevention and health promotion programs.

Today, that support has grown to over 20 major initiatives and hundreds of partnerships. This report features only a few of our initiatives and grantees that are preventing the preventable through their programs and services in making our region a healthier place to live.

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MESSAGE FROM THE PRESIDENT



It's hard to put into perspective the health concerns that we face in the 21st century. The advancement in medical technology and treatment has become so sophisticated, yet approximately 50 percent of actual causes of death are contributed to our own behaviors.

Surprisingly, the leading causes of mortality in the United States today are due to behaviors that can be modified. The March issue of 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.

While tobacco use and a sedentary lifestyle are contributors to early death for individuals, they also affect families. Currently, tobacco use causes approximately 435,000 deaths per year with at least 35,000 of the deaths attributed to secondhand smoke, identifying infants as major victims.

Obesity rates have increased in children. These children are developing adult chronic diseases such as Type II diabetes. Overweight children are very likely to become overweight and obese adults.

Aside from affecting families, these behaviors are contributing to enormous health care cost. The U.S. Department of Health and Human Services reported that the cost of obesity was \$117 billion annually and tobacco related health losses were approximately \$157 billion.

So what is being done to overcome these risky behaviors? Through collaborative efforts, we are working on educational and preventative programs that focus on behavior changes to impact the physical and economic health of the region.

Our "A Smoke Free Paso del Norte" initiative is designed 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. New reports indicate that almost 18,000 adults in El Paso and Doña Ana Counties have either stopped or have not started smoking.

Despite the fact that obesity rates in the region are still high, (New Mexico – 18.8% in 2000, Texas – 22.7% in 2000, and Northern Mexico – 31.3% in 1999), a variety of programs are in place to address this concern. Our "Walk El Paso" program is inspiring and mobilizing individuals to begin a simple walking program. By walking 20 minutes a day, three times a week, residents are adopting this motto and the enthusiasm has spread to other parts of our region. In addition, to keep this enthusiasm going, our board recently approved a grant for \$3 million to promote additional physical activity programs that will continue inspiring people to stay active and healthy.

Through our continuous support and the development of new partnerships, we look to continue to change these unhealthy behaviors in an effort to make a significant difference in the health of the region.

Ann G. Pauli,
President and CEO of
the Paso del Norte
Health Foundation

MISSION

The mission of the Paso del Norte Health Foundation is to effect long-term improvements in the health status of the population in the greater El Paso region through education and prevention.

VISION

We envision a greater El Paso region where all people have the knowledge, resources, and environment they need to live healthy lives; where health problems are prevented, and there is access to primary care; where people on both sides of the border live in clean, safe environments with fresh air, potable water, and the proper disposal of waste.

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HISTORY

We were created on October 1, 1995 from the proceeds of the sale of Providence Memorial Hospital to Tenet Healthcare Corporation. With \$130 million in assets from the sale, we became one of the largest private foundations on the U.S. - Mexico border that serve the 2.2 million people living in the Paso del Norte region of El Paso and Hudspeth counties in far West Texas, Doña Ana and Otero counties in Southern New Mexico, and Ciudad Juárez, Chihuahua in Northern Mexico.

WEB SITE

The Paso del Norte Health Foundation's web site is one of the easiest, most accessible tools to find the latest information regarding the Foundation. The bilingual site features information on the funded initiatives, upcoming activities, and a variety of helpful tips regarding your health and wellness. Visit us at www.pdnhf.org.



Darlaine Gibson
Executive Director
American Cancer Society –
El Paso Metro

“THE AMERICAN CANCER SOCIETY IS EXCITED

ABOUT WHAT THIS INITIATIVE DOES IN

OUR COMMUNITY. THIS INITIATIVE FOCUSES ON 3 AREAS:

THOSE AT RISK FOR STARTING TOBACCO USE, THOSE ALL
READY USING TOBACCO, AND SUPPORTING CLEAN INDOOR

AIR TO PROTECT THOSE THAT DO NOT USE TOBACCO. THIS

INITIATIVE DEMONSTRATES WHAT CAN BE ACHIEVED

THROUGH COALITIONS AND PARTNERSHIPS IN EL PASO.”



A SMOKE-FREE PASO DEL NORTE

A SMOKE-FREE PASO DEL NORTE

Tobacco use is the leading cause of preventable deaths in the U.S., and also contributes to more than \$75 billion in direct medical costs. Studies show that over 46 million adults in this country are current smokers. Even more alarming is the high number of young people (ages 12-17) who are attempting their first cigarette each day.

While the use of tobacco is harmful, the exposure to secondhand smoke carries the same degree of problems, which translates to an increasing number of health complications in nonsmokers.

To address these concerns and reduce the rate of smoking in the Paso del Norte region from 22% to 15%, the Paso del Norte Health Foundation developed A Smoke-Free Paso del Norte initiative.

The intent of the initiative is to address the regional tobacco use problems, especially among teens and young adults, pregnant women, people with small children, employees, and those who lack economic resources to provide for themselves and their families' well-being. Some of the efforts include providing tobacco use prevention aimed at youth and others that are at risk, smoking cessation interventions, reducing the exposure to secondhand smoke, encouraging effective tobacco control laws, and coordinating tobacco control coalitions.

This prevention initiative brings together over 35 health related agencies working for tobacco control. In 2001, the city of El Paso adopted a smoke-free ordinance for all public establishments. Through this challenging effort, the adult smoking rate in El Paso has dropped to 18%.



Veronica Corella-Barud
Center for Environmental
Resource Management
University of Texas at El Paso

“OUR PARTNER ORGANIZATIONS HAVE ENJOYED

WORKING ON THESE PROJECTS BECAUSE THEY COMBINE
EDUCATION WITH APPROPRIATE TECHNOLOGIES TO PRODUCE
TANGIBLE RESULTS. OUR PROJECT ACTIVITIES TARGET REAL
PROBLEMS WITH SIMPLE AND AFFORDABLE SOLUTIONS
FOCUSING ON PREVENTION.”



HEALTHY HOMES AND HANDWASHING

Most people spend as much as 95% of their time indoors and encounter a variety of environmental hazards, such as pathogens from poor hygiene or inadequate food preparation and storage; toxic chemicals (pesticides or cleaning products); lead and other metals from paint or soil; chemical and biological allergens; and airborne carcinogens (such as second-hand smoke), all of which present serious health risks for individuals and their families.

To address health risks associated with the indoor environment, the Paso del Norte Health Foundation developed the Healthy Homes and Handwashing (HHH) initiative. Designed to educate people of the region how to recognize environmental risks in their immediate surroundings, the initiative promotes behavioral changes and environmental modifications to reduce exposure to these risk factors. In 2003, grants for prevention activities were made in the areas of pesticide exposure education and prevention, asthma triggers education and intervention, and handwashing promotion and training.

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- Farm workers and their families along the Rio Grande Valley in Doña Ana County are being educated on the dangers present in their homes from secondary exposure to agricultural pesticide applications. Community promotoras and health educators conduct workshops and home visits using culturally appropriate pamphlets, illustrated “comic books,” and other techniques to promote simple and effective protective behaviors.
- Other organizations are visiting homes throughout the region providing “healthy home” assessments and recommendations that likewise help families and homemakers minimize exposure to other environmental pollutants, such as asthma triggers and waterborne pathogens in communities where problems have been identified.
- The single most important means of preventing the spread of infection is handwashing. The foundation developed a preschool curriculum to provide handwashing training for children ages 3-4 years old at day care facilities. Children are taught proper handwashing techniques with early childhood development activities that include storytelling, puppets and creative play, singing, science, and language development, all focused on the importance of washing their hands. These children are taking this new knowledge home and sharing it with their families.



Dr. José O. Rivera
Director of Cooperative
Pharmacy Program
University of Texas
at El Paso

**“IT IS IMPORTANT TO
EDUCATE** THE HEALTHCARE PROVIDERS AND
THE GENERAL PUBLIC ON THE FACTORS RELATED TO HERBAL
PRODUCTS. THE WEB SITE IS A GREAT RESOURCE FOR
EVERYONE TO USE REGARDING HERBAL SAFETY. PEOPLE FROM
ALL OVER THE COUNTRY ARE VISITING THE SITE AND ASKING
FOR ADDITIONAL INFORMATION ON THEIR HERBAL USAGE
CONCERNS.”



HERBAL SAFETY INITIATIVE

HERBAL SAFETY INITIATIVE

Throughout the past two decades, there has been a dramatic increase in the use of herbal products in the U.S. Sales have more than doubled, reaching an estimated cost of over \$5 billion and increasing every year. One-third of the country is now using medicinal herbs as some form of alternative therapy and also as a source of healthcare.

Based on local research, the use of herbal products is even more common in the Texas-Mexico border region than the rest of the country. Unfortunately, the current information that is available about medicinal herbs is either misleading or incomplete, especially regarding medicinal plants from China, India, and Mexico.

To better understand the medicinal herbs and their effects, the Herbal Safety Initiative was developed. This initiative was designed to provide an extensive educational program for both healthcare providers and the general public as well as to assist in the promotion of prudent herbal safety use in the Paso del Norte region.

The herbal safety web site - www.herbalsafety.utep.edu - was recently launched to provide quick facts regarding the more popular herbs, their side effects and use. Education classes and brochures are also available to get the information out to the general public. Some medicinal herbs can be dangerous if not used properly. Therefore, every effort is being made to inform individuals about the safety of herbal usage.



BOARD OF DIRECTORS AND STAFF

Victor A. Diaz, M.D.

Chairman of the Board

Jackson Curlin

Vice Chairman of the Board

Dwayne Aboud, M.D.

Chairman, Allocations Committee

David Osborn

Chairman, Investment Committee

Margarita Velez

Chairman, Board Selection and Conflicts Committee

Alan R. Abbott

Monsignor Arturo Bañuelas

Jack Chapman

Martini DeGroat

Jacob S. Heydemann, M.D.

Marianne Panzini-Rosenthal

Carlos Villa

Staff:**Ann G. Pauli**

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Chief Financial & Information Officer

Enrique Mata

Senior Program Officer

Michael Kelly

Program Officer

Eric Hutson

Program Officer

Juanita Galaviz

Project Manager

Virginia Meza

Grants Manager

Marisol Montoya

Program Assistant

Ida Ortegón

Communications Manager

Angela Plaza

Staff Accountant/Technical Assistant

Carolyn Miller

Office Manager/Executive Assistant

Angela Salas

Grant Monitor/Support Assistant

Sylvia Soto

Administrative Assistant

Consultant

Chef Paul Bellegarde

Projects

Center for Border Health Research**Suzie Focht**

Office and Project Coordinator

Katie Gleason

Grant Facilitator

Gina Martinez

Administrative Assistant

How We Make Grants

The Paso del Norte Health Foundation does not accept unsolicited grant proposals. However, when we launch a new initiative, we typically host grant workshops for nonprofit organizations to better understand the purpose of the initiative and how to respond to our request for proposals.

Our program officers are always available to discuss ideas for future initiatives 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 visit our web site at www.pdnhf.org.

INITIATIVES/GRANTEES

A Smoke Free Paso del Norte

\$3.3 million

Approved in July 1999

The American Cancer Society and other agencies in the Paso del Norte region work to reduce smoking. Top priorities include reaching kids, 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.

Technical Advisors:

Texas A&M School of Rural Public Health • University of Houston Health Science Program • NMSU

Partners:

El Paso:
Planned Parenthood of El Paso • American Lung Association • Texas A&M Colonias Program • UTEP Community Partnerships • American Cancer Society • Rio Grande Cancer Foundation

Southern New Mexico:

La Clínica de Familia • Children in Need of Services • Families & Youth, Inc. • South Central Prevention Coalition

Action for Youth

\$12 million

Approved in September 1998

Action for Youth (AY) is a grassroots initiative building community capacity for neighborhood transformation, and for promotion of adolescent health. AY features the development of "Action for Youth Partnerships" in El Paso, Southern New Mexico and Ciudad Juárez. Partnerships are actively sought within the education, business, faith, non-profit, parent and youth sectors. AY supports the strengthening and building of "developmental assets" essential building blocks that protect youth and foster healthier life outcomes.

Technical Advisors:

UTEP Center for Civic Engagement • UTEP Paso del Norte Assets for Youth AmeriCorps Project

Partners:

YEA (Otero County) • LOVE (Southern Doña Ana County) • Hatch Valley/Las Cruces Partnership (Northern Doña Ana County) • LEAP (Anthony) • CASA (Canutillo) • SHARE (Sunset Heights) • Teen NETWORK (Northeast) • ESYC (Eastside) • Teens in Action (Ysleta) • Juarenses for Healthy Youth (Cd. Juárez)

Ageless Health

\$4.5 million

Approved in January 2000

The Ageless Health Initiative is designed to develop or expand volunteer-based projects to support the promotion of independent healthy living and the prevention of isolation for persons 60 years of age and older in the Paso del Norte region, and to effect attitudinal change about aging.

Technical Advisors:

Rio Grande Council of Governments Area Agency on Aging • UTEP Center for Aging

Partners:

Alamogordo Senior Center • El Paso Art Association • First Unity Church • Centro de Seguridad Social-Club de la Tercera Edad • Fundación del Empresariado Chihuahuense, A.C. • City of El Paso, R.S.V.P.

Begin at Birth!

\$6.9 million

Approved in September 1999

Begin at Birth aims to improve the long-term health status of children in the Paso del Norte region, focusing on two goals: 1) eliminating health disparities among children ages 0-3 years old by encouraging development, implementation, and evaluation of innovative programs and replication or expansion of model programs, and by 2) improving practices, policies, and environments within the early childhood community and their families.

Technical Advisors:

Child Crisis Center • NMSU • University of Houston

Partners:

AVANCE, Inc. • Ben Archer • Center for Border Health Research • Children's Miracle Network • DIF-Sistema Municipal • ECI-Region 19 • La Clínica de la Familia • OPI – Organización Popular Independiente • Prevent Blindness • Project Vida • Techo Comunitario • NMSU • Texas Tech Medical Center • Unite El Paso • Universidad Autónoma de Cd. Juárez-UACJ • YWCA Paso del Norte Region

Border Diabetes

\$3.5 million

Approved in May 1999

The Border Diabetes initiative is designed to increase the awareness of diabetes risk factors and provide prevention education to reduce the impact of diabetes in El Paso, Doña Ana and Otero Counties, and Ciudad Juárez, Mexico. The initiative has three components: implementation, design and analysis of diabetes prevalence and behavioral research; educational interventions; and public awareness.

Partners:

La Clínica de Familia • The Southern Area Health Education Center • FEMAP • Project VIDA • Centro San Vicente • U.S.- Mexico Border Health Association • Pan American Health Organization

Border Health Research Center

\$2.2 million

Approved in July 2002

The Border Health Promotion Center (BHPC) is a partnership between the Paso del Norte Health Foundation and the Centers for Disease Control and Prevention Foundation, with technical support from the Centers for Disease Control and Prevention. Community Based Participatory Research (CBPR) is paramount to the BHPC, which involves interested community members in all phases of the research process to achieve sustainable, meaningful health improvements in border communities.

CATCH

\$4.2 million

Approved in March 1997

The Coordinated Approach to Child Health (CATCH) is a school-based program that facilitates a coordinated approach to health education at the elementary school level, providing students with a comprehensive curriculum with consistent health messages about nutrition, physical activity and tobacco avoidance.

Partner:

Region 19 Educational Service Center

CATCH Schools:

Canutillo Independent School District

Bill Childress • Deanna Davenport • Jose Damian

Clint Independent School District

Carroll T. Welch • Desert Hills • Frank Macias • Montana Vista • W.D. Surratt

El Paso Independent School District

Barron • Beall • Bonham • Bradley • Burleson • Collins • Crockett • Crosby • Dowell • Edgar Park • Houston • Lamar • Logan • Mesita • Milam • Nixon • Paul Moreno • Polk • Robert E. Lee • Roosevelt • Schuster • Stanton • Vilas • Wainwright

Fabens Independent School District

Fabens Primary • Risinger Primary

Fort Hancock Independent School District

Benito Martinez

Gadsden Public Schools

Desert Trail

Hatch Public Schools

Garfield • Hatch Elementary • Rio Grande

Las Cruces Public Schools

Alameda • Desert Hills • Doña Ana • Hermosa Heights • Loma Heights • MacArthur • Mesilla • University Hills

Private/Parochial

Blessed Sacrament • Burnham Wood • El Paso Country Day • Faith Christian Academy • Father Yermo • Life Center Christian • Most Holy Trinity • Our Lady of Mt. Carmel • St. Patrick's Cathedral • St. Pius X • St. Raphael

San Elizario Independent School District

Alfonso Borrego • Josefa L. Sambrano • L.G. Alarcon

Socorro Independent School District

Bill Sybert • Elfrida P. Chavez • Ernesto Serna • Escontrias • Helen Ball • Horizon Heights • Hueco • Lujan-Chavez • Myrtle Cooper • Robert R. Rojas • Sierra Vista • Vista del Sol

Tornillo Independent School District

Tornillo Elementary

Ysleta Independent School District

Alicia Chacon • Capistrano • Cedar Grove • Constance Hulbert • Dolphin Terrace • East Point • Hacienda Heights • Lancaster • Loma Terrace • Marian Manor • Mesa Vista • North Loop • North Star • Parkland • R.E.L. Washington • Sageland • Tierra Del Sol • Ysleta Elementary

Center for Border Health Research (Center)

\$9 million

Approved in January 1998

The Center encourages regional health research efforts and strives for a sound, well-coordinated research agenda that leads to improvements in the health status of the border population. To achieve these goals, seed grants are awarded and administered on a variety of health related topics pertinent to the Paso del Norte region.

INITIATIVES/GRANTEES

Partners:

UTEP • TTU Health Sciences Center – El Paso • UT HSC at Houston School of Public Health – El Paso regional campus

Health Careers Opportunity Program (HCOP)

\$1.1 million

Approved in July 2000

HCOP established partnerships promoting health careers for regional students. The project coordinates Health Career Awareness Programs to increase the number of local students applying to, entering, and completing degrees in the helping professions. PdNHF funds are awarded only if matching funds are obtained by the grantee.

Partner:

Southern Area Health Education Center • KTEP/UTEP

Healthy Communities

\$4.9 million

Approved in July 1997

Healthy Communities is a grassroots initiative that addresses health through community-based groups and their stakeholders. Using a broad definition of health, the root causes of illness are identified and targeted, including social and economic factors that impact health. Community-based councils use a mix of approaches and techniques to achieve their goals, including coalition building, conflict resolution, consensus building, asset mapping and continued support for the development of community assets.

Technical Advisor:

UTEP Center for Civic Engagement

Partners:

Centro de Asesoría y Promoción Juvenil (Cd. Juárez) • Chaparral Community Health Council • Programa Compañeros (Cd. Juárez) • Organización Popular Independiente (Cd. Juárez) • Northeast Healthy Community Council • SPARKS Housing Development Corporation

Healthy Homes and Handwashing

\$682,000

Approved in May 2000

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 Handwashing program teaches pre-school children in day care settings how to properly wash their hands for protection from communicable diseases and environmental contamination, with the intent of establishing life-long hygiene habits. Day care providers are intensively trained to teach specific handwashing skills using the most effective methods identified in previous pilot projects.

Technical Advisor:

Texas Department of Protective and Regulatory Services

Partners:

Agua XXI • Border Environmental Health Coalition • Migrant Clinicians Network • UTEP Center for Environmental Resource Management (CERM) • YWCA Paso del Norte Region

Herbal Safety

\$245,000

Approved in July 2001

The Herbal Safety initiative is designed to develop an extensive educational program for both healthcare providers and the general public to assist in the promotion of prudent herbal product use in the Paso del Norte region.

Partners:

UTEP/UT Austin Cooperative Pharmacy Program

HOT (Health Oriented Themes) Projects

\$2.3 million

Approved in November 1999

HOT Projects provides financial assistance to regional universities for the purpose of helping students complete projects that focus on themes promoting good health. Grants for HOT Projects encourage innovative activities within the various academic programs to stimulate health promotion on the border.

Partners:

UTEP • NMSU • El Paso Community College • UT HSC at Houston School of Public Health – El Paso regional campus • Universidad Autónoma de Cd. Juárez

Medical Student Fund

\$1.25 million

Approved in October 2002

The Medical Student Funding initiative is a grant/loan program that aims at improving the doctor/patient ratio in El Paso and its surrounding area. The loan encourages 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 will be required from the community to emphasize the strong level of support for the medical school.

Partner:

TTU Health Science Center – El Paso • The Cimarron Foundation • The Wolslager Foundation

Qué Sabrosa Vida

\$3 million

Approved January 1999

Qué Sabrosa Vida is designed to affect the short and long-term health status of the general population of the Paso del Norte region through the promotion of healthier eating habits and the development of tools and skills to sustain permanent behavioral changes. The goal of the program is to increase awareness of a lifestyle that includes healthy nutrition and physical activity, while keeping within the rich tradition and cultural aspects of the Mexican-American border diet.

Technical Advisors:

University of Texas School of Public Health Human Nutrition Center

Partners:

American Cancer Society • AYUDA • Centro de Asesoría y Promoción Juvenil • Centro de Seguridad Social – Club de la Tercera Edad • Centro San Vicente • El Paso ISD • Families & Youth Inc. • San Elizario ISD • TX A&M Colonias • YISD – Pre-K Center • Texas Agricultural Extension Service – Expanded Nutrition Program (ENP) • NMSU – SoAHEC • FEMAP Foundation

Walk El Paso

\$2.5 million

Approved in November 1997

Walk Doña Ana

\$758,240

Approved in July 1999

Walk Otero

\$626,240

Approved in July 1999

The walking initiative is a broad-based effort to inspire and mobilize the sedentary population to begin a simple walking program. Walking 20 minutes a day, three times a week is the principle message. Non-profit organizations help by coordinating walking groups and special events throughout their communities.

Walk El Paso Partner:

YMCA of Greater El Paso

Walk Doña Ana Partner:

City of Las Cruces Parks and Recreations

Walk Otero Partner:

Otero Path

NEW GRANTS

KidFit

\$110,470

Approved April 2003

The KidFit program is designed to encourage kids and their families to make healthier eating choices as well as to encourage increased physical activity. The program is implemented in 65 after-school sites run by the YWCA. The program consists of one nutrition class and three physical activity classes per week. The nutrition classes are designed to give kids an active approach to learning subjects such as the food guide pyramid, vitamins and food safety. All physical activity classes stress the individual benefits of each activity, which include coordination, stamina and improved health.

Partner:

YWCA Paso del Norte Region

Paso del Norte Physical Activity Initiative

\$3 million

Approved July 2003

The Paso del Norte Physical Activity initiative is designed to support physical activity programs that aim to decrease the sedentary lifestyle of adult individuals who are considering or actively making plans to exercise or start a physical activity program. As a multi-year initiative, it will provide capacity building for community-based programs and offer on-going professional technical assistance through communication, community outreach and mobilization, special events and evaluation components.