



STRATEGIC PLAN 2021

Promoting health and preventing disease in the Paso del Norte region

HISTORY

The Paso del Norte Health Foundation is one of the largest foundations on the U.S.-Mexico border, and now a supporting organization to the Paso del Norte Community Foundation. It was established in 1995 from the sale of Providence Memorial Hospital to Tenet Healthcare Corporation for \$130 million.

In its 23-year history, the PdNHF has invested more than \$187 million in grants and charitable expenditures to improve health in the region and has grown the corpus to over \$225 million.

The founding Health Foundation Board of Directors determined two important courses of action two decades ago: 1) focus on health promotion and disease prevention in the Paso del Norte region, and 2) protect and grow the corpus to ensure that resources would be available to improve population health over the long-term.

1995–2005

For the first 10 years, after careful planning, the Health Foundation focused on initiatives such as *Walk El Paso Walk*, *CATCH*, *Que Sabrosa Vida*, *Begin at Birth*, *Ageless Health*, and *A Smoke Free Paso del Norte*.

2006–2016

In its second decade, the Health Foundation

further focused on priority areas to include Healthy Eating and Active Living, Tobacco and Alcohol Prevention, Mental Health and Emotional Well-being, Healthy Relationships, and Health Leadership.

TODAY

As the Health Foundation enters its third decade as a leader in health promotion and disease prevention, it acknowledges that health needs and opportunities are complex; input from community leaders and stakeholders is essential; and improving health in the region involves leadership, collaboration and financial resources.

The Health Foundation's Strategic Plan 2021 was developed with feedback from community leaders and stakeholders through an on-line survey, research and evidence around population health, information and data from the Coalition for a Healthy Paso del Norte's 2016 report, and input and direction from the Health Foundation's Board of Directors.

Ultimately, the Strategic Plan 2021 seeks to ensure that the residents of the Paso del Norte region have the knowledge, resources, support and environment needed to live happy, healthy and productive lives. ✨



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VISION

To ensure that the people in our binational, tri-state region have the knowledge, resources, support and environment to live happy, healthy and productive lives.

MISSION

The mission of the Paso del Norte Health Foundation is to lead, leverage and invest in initiatives, programs and policies that promote health and prevent disease in the Paso del Norte region.

VALUES

LEADERSHIP | We will serve, guide, convene, empower, and support people, projects and organizations.

COLLABORATION | We will partner with community stakeholders in the spirit (recognition) that we accomplish more together.

INTEGRITY | We will be honest and ethical always setting a positive example.

INCLUSION | We will recognize, value and engage different viewpoints, backgrounds and life experiences.

STEWARDSHIP | We will strategically, efficiently, effectively and transparently manage the financial resources entrusted to our care.

PRIORITIES

The Health Foundation focuses its leadership and grantmaking in the following areas:

Healthy Eating and Active Living (HEAL)

GOAL: To make healthy eating and active living the easy choice for all people in the Paso del Norte region.

INITIATIVES: Nutrition, Physical Activity, and Institute for Healthy Living

STRATEGIES:

- Make the Institute for Healthy Living (IHL) the resource for improved nutrition and physical activity in the region and develop plans for the IHL's long-term sustainability.
- Make grants for increased fruit and vegetable consumption, physical activity, and decreased sedentary lifestyles.
- Build and lead an active and engaged HEAL coalition to promote programs and policies to improve health.
- Work with community leaders to develop an El Paso county-wide linear trail.
- Advocate for policies that empower residents to be more active and have access to nutritious food.
- Lead efforts to understand the strengths, weaknesses, and gaps in Type 2 diabetes prevention and management and make plans to address them.

Tobacco and Alcohol Prevention

GOAL: To eliminate smoking in the region and create environments that reduce underage drinking and binge drinking in all ages.

INITIATIVES: A Smoke Free Paso del Norte, Shift+

STRATEGIES:

- Continue policy work to increase the number of smoke-free and vape-free environments.
- Fund programs for delaying or preventing smoking and vaping among youth.
- Fund programs for delaying or preventing youth drinking and binge drinking of alcohol.
- Explore the role of the Health Foundation in health education and prevention of other drug use in the region.

Mental Health and Emotional Well-being

GOAL: To reduce the stigma associated with mental illness and to increase coordination and communication among regional stakeholders to improve the system of care.

INITIATIVES: Behavioral Health Consortia, Think.Change

STRATEGIES:

- Lead and fund projects that foster collaboration among key behavioral health stakeholders including behavioral health consortia in El Paso, Southern New Mexico and Cd. Juarez.
- Fund programs that contribute to the reduction of mental illness stigma and bias.
- Develop a backbone organization for the Mental Health & Emotional Well-being priority area.

Healthy Kids

GOAL: To improve health outcomes by engaging disconnected youth in high quality out of school programs and to develop coordinated and integrated school health programs that break down systemic barriers to good health.

INITIATIVES: IGNITE Youth, Healthy Schools

STRATEGIES:

- Expand and sustain out of school programs that provide safe places for youth in the presence of caring adults, build skill and character, mitigate against health risks, and contribute to long-term health outcomes.
- Work with local schools and school districts to test and create coordinated, integrated school health programs that might include but not be limited to strengthened health and PE programs, improved nutrition services, integrated behavioral health and school-based clinics, and policies that improve health.
- Phase out the Health Foundation's Two Should Know Initiative.

Health Leadership

GOAL: To develop and support health leaders, increase the governance and capacity of regional organizations, and make strategic investments in projects that have a long-term impact on health.

INITIATIVES: TTUHSC Woody L. Hunt School of Dental Medicine, REALIZE Executive, REALIZE Board, REALIZE Organizational Capacity

STRATEGIES:

- Make a leadership commitment to support the TTUHSC Woody L. Hunt School of Dental Medicine.
- Continue REALIZE Executive experience in the U.S. and expand services in Mexico, expand REALIZE Board training across the region and develop, implement, and evaluate REALIZE organizational capacity building programs for nonprofits in the region.
- Leverage fundraising abilities of the Paso del Norte Community Foundation and Fundacion Paso del Norte para la Salud y Bienestar to improve quality of life in the region.

AFFILIATED FOUNDATIONS

In partnership with the Paso del Norte Health Foundation, the Paso del Norte Community Foundation and the Fundación Paso del Norte Para la Salud y Bienestar seek to accomplish the following goals:



PASO DEL NORTE COMMUNITY FOUNDATION

High Performance, Regional Mission, Trusted Partners

- Cultivate a culture of philanthropy to promote the well-being and development of the communities in our region through collaborative and trusted partnerships.
- Support Health Foundation initiatives through targeted grantwriting and fundraising activities.
- Increase the Community Foundation's endowment assets through diverse major gifts and legacy giving.
- Support and grow community philanthropy through donor advised funds and supporting organizations.
- Build capacity and support for nonprofit organizations through agency endowment funds, fund development training and capacity building, and fiscal agency support.
- Grow binational philanthropy and grantmaking in Cd. Juárez in partnership with the Fundación Paso del Norte para la Salud y Bienestar.

The Paso del Norte Community Foundation was established in 2013 to support the philanthropic goals of individuals, families, corporations, foundations and nonprofit organizations to improve education, health, social services, economic development and quality of life in the Paso del Norte region.



FUNDACIÓN PASO DEL NORTE®

Para la Salud y Bienestar

- Leverage Health Foundation grantmaking and provide leadership and staff support to Health Foundation initiatives in Ciudad Juárez.
- Raise funds and invest in initiatives to:
 - Strengthen the organizational capacity of health and well-being programs in the community.
 - Develop life skills in children and youth.
 - Improve the emotional wellness of people living in Ciudad Juárez.
 - Promote a healthy lifestyle culture among the community.
 - Leverage the support of The Hunt Family Foundation to grow philanthropy and grantmaking in Ciudad Juárez.

The Fundación Paso del Norte para la Salud y Bienestar was established in 2015 to improve the quality of life of children, youth and families in Cd. Juarez by leading, advancing and promoting initiatives, programs and partnerships for health and well-being.