

# Paso del Norte Health Foundation

Promoting health and preventing disease  
in the Paso del Norte region



PASO DEL NORTE HEALTH  
FOUNDATION

# Mission Statement

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



# Foundation Premise

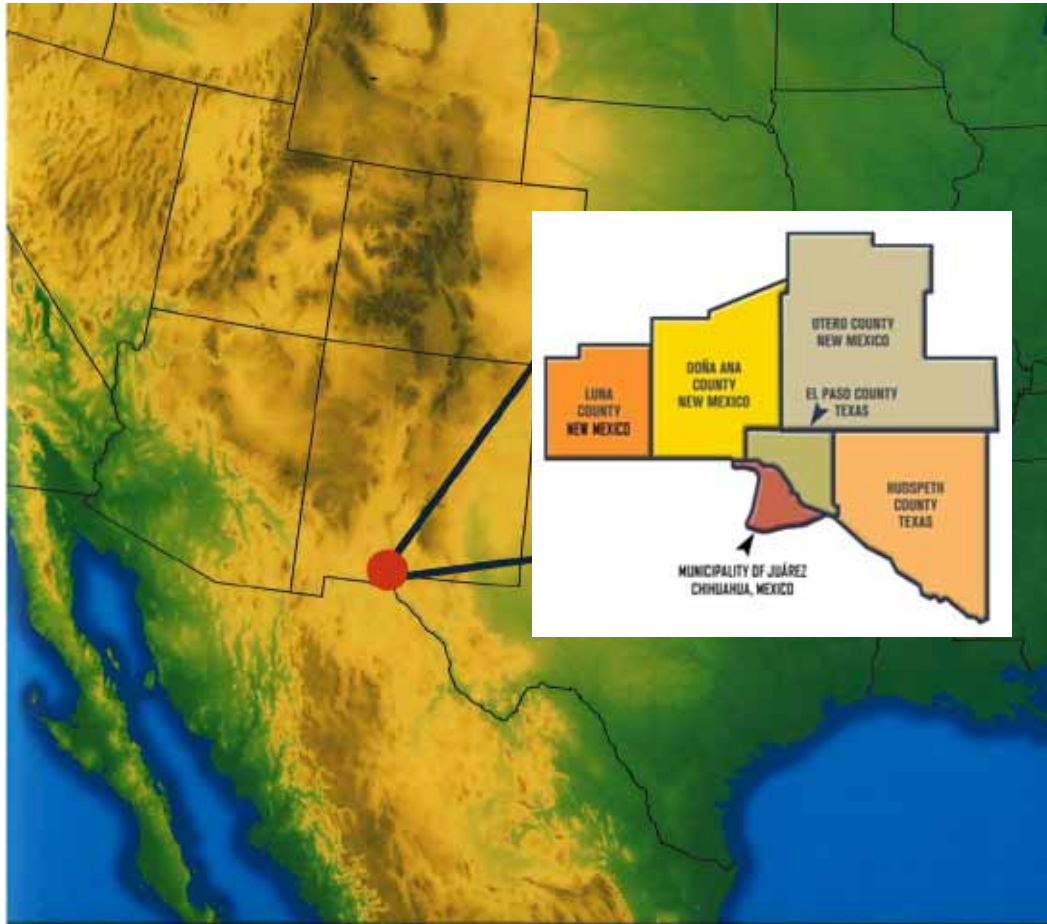
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**All people deserve good health**



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.

# Paso del Norte Region



## Service area:

- ▶ Municipality of Juárez, Chihuahua, México
- ▶ Doña Ana, Otero, and Luna Counties in New Mexico
- ▶ El Paso and Hudspeth Counties in Texas

# Foundation Background

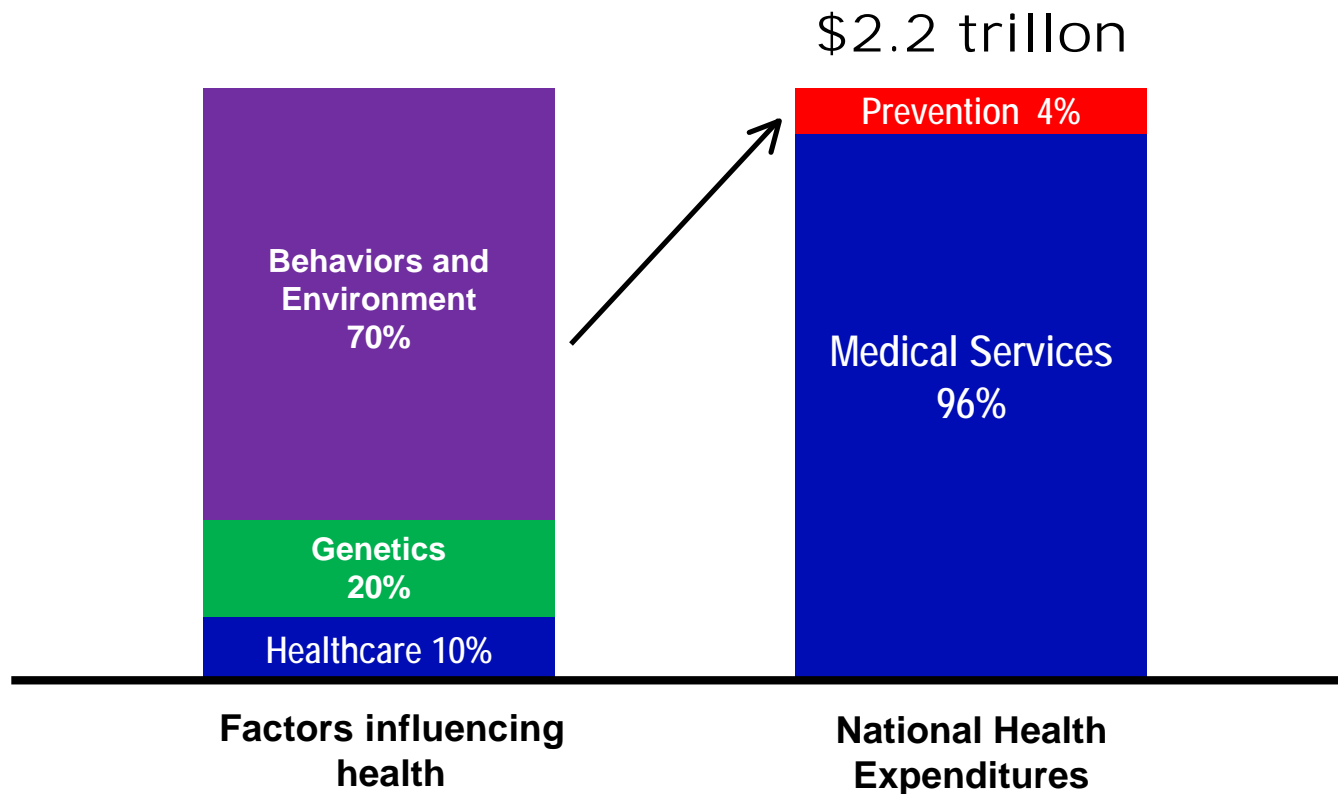
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- ▶ One of the largest private foundations on the U.S.-Mexico border
- ▶ First grants made in 1997 – committed nearly \$121 million to 265 organizations
- ▶ Intensive review of organization's operations, mission and strategic plan in 2007
- ▶ Updated health priority areas in 2012



# Health Promotion and Prevention

## Current Healthcare Spending



Source: Prevention for a Healthier America Issue Report:  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

# Health Priorities

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Five Health Priority Areas to:

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

# Healthy Eating/Active Living [HEAL]

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- ▶ Established a multi-institutional HEAL Center of Excellence
- ▶ State and local advocacy for Healthy Eating and Active Living environments (i.e. obesity prevention resolutions in multiple municipalities)
- ▶ Support for regional HEAL projects



# Alcohol/Tobacco Control

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- ▶ Youth prevention and cessation media campaigns
- ▶ State and local advocacy for Smoke Free environments
- ▶ Support for regional Smoke Free programs
- ▶ Research on 'best practice' alcohol abuse prevention programs

# Mental and Emotional Well Being

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- ▶ Initial work underway to reduce stigma associated with mental illness
- ▶ Convening stakeholders to complete regional situational analysis
- ▶ Advocacy for integrated approaches to mental illness treatment
- ▶ Support to increase evidence-based education programs

# Healthy Relationships

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- ▶ Healthy sexuality education and media
- ▶ Advocacy for evidence-based sexuality education programs and increased access to preventive services
- ▶ Support to increase available safe out of school activities for children and youth

# Health Leadership

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- ▶ Build a supply of highly trained, diverse health leaders and healthcare professionals
- ▶ Convene stakeholders, policymakers and opinion leaders regarding important wellness and health issues
- ▶ Be accountable as a leader to improve the health of the region

# Why Engage a Foundation?

- ▶ More than money
- ▶ Mission advancement
- ▶ Neutral party and venues
- ▶ Political power
- ▶ Reputation
- ▶ Connections
- ▶ Perspective

# How to Engage a Foundation?

- ▶ Telephone or live conversation
- ▶ Show mission match
- ▶ Value more than money
- ▶ Invitation to summits
- ▶ Invitation to planning committee

# How it impacted us

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- ▶ More grants around policy
- ▶ Foundation communication
- ▶ Topic is broached in external meetings
- ▶ Board education
- ▶ Center of Excellence focus
- ▶ Program Officer learning

# How it advances mission

- ▶ Physical activity
- ▶ Safety
- ▶ Food security
- ▶ Access to medical treatment
- ▶ Policy for tobacco control, etc.
- ▶ Economics linked to health



# Thank You

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PASO DEL NORTE HEALTH  
F O U N D A T I O N

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